Cisco Business Critical Services for Collaboration

Unified Communications

Benefits

• Improve your customer experience and reduce your operating costs (OpEx)
• Resolve unplanned incidents faster and increase decision-making speed
• Uncover underlying configuration problems and proactively eliminate future risks
• Reduce audio/video issues and improve employee engagement
• Receive best practices for better managing your solution
Prevent remediation issues before they occur

Just as we can experience sudden adversity in our own lives, organizations can run into unanticipated issues with their unified communications environment. Most issues are minor, yet when insufficient bandwidth and quality of service (QoS) misconfigurations arise, or when integrations become difficult, these issues can turn into catalysts for catastrophes. In these situations, teams often struggle to finish their projects on time, keep their budgets under control, and fight poor audio and video quality. When problems like these occur, the big question becomes how to maintain and increase the demand for and use of the technology throughout the organization when many have lost trust in it.

The key is to consistently provide people a great experience – one they can confidently count on – which often means solving problems before they even reach the end user. Cisco® Business Critical Services for Collaboration can help provide that consistency for your organization by proactively identifying underlying configuration issues and resolving unplanned and unscheduled incidents faster. Other benefits consist of:

- A high-touch support team that can solve your immediate, business-critical issues
- Platform and Application Insights, which give you further visibility into your network and devices so you can catch problems before they affect your users
- Best practices and comprehensive knowledge that help you confidently manage your own Cisco solution moving forward

Productivity hinges on your technology working properly and on how well your teams can communicate with the right people when they need to. Our job is to make that easier for you.

Outcomes you can rely on

With Business Critical Services for Collaboration, you can reduce your risk, protect your business against future threats, and enable smarter decisions among your colleagues. Other common outcomes include:

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<tr>
<th>Outcome</th>
<th>Description</th>
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<tr>
<td>Improved stability</td>
<td>• Receive expert guidance and best practices to maintain your unified communications environment and avoid compliance and security gaps</td>
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<td>Faster value realization</td>
<td>• Customize and optimize your Cisco Unified Communications Manager platform so you can better reach your business goals</td>
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<td>Sustainable infrastructure</td>
<td>• Reduce complexity in your collaboration environment and ensure your deployed technologies all work together, regardless of whether they're an on-premises, hybrid, or cloud infrastructure</td>
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<td>Enhanced awareness</td>
<td>• Increase decision-making speed with actionable insights into your collaboration solution, giving you greater access to prevent issues</td>
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Are your needs business critical?

Thinking ahead and solving your collaboration problems ahead of time is certainly desirable. Yet critical demands often take precedent.

If your unified communications needs become urgent, Business Critical Services for Collaboration can offer immediate assistance. We’ve helped our customers quickly stabilize their operations, turn problems into opportunities, and revitalize technology usage throughout their organizations to realize a better return on their investment.

For more information, contact your Cisco account team today.

Improve innovation, time to market, uptime, and availability

Business Critical Services for Collaboration offers services that are aligned to role-based IT functions to help you better address your needs. Further, with the help of additional services, such as High-Touch Expert Care and Collaboration Application Insights, we can add value where it’s needed most to help ensure that your teams are as effective as possible (see Figure 1).

**Figure 1. Business Critical Services “Capabilities Stack”**

- **Architecture**
  - Transform through technology innovation for increased revenue

- **Engineering**
  - Accelerate service creation and deployment for faster time to market

- **Operations**
  - Maintain a secure, always-on, and efficient customer network foundation

- **Additional Services**
  - Collaboration Application Insights
  - High-Touch Expert Care

- **Current Foundation**
  - Your current as-is state
The majority of technology budgets are spent on running the business.

Solution Overview
Non-confidential

A large global investment firm sought to update its internal instant messaging (IM) capabilities. Its analysts need to make quick decisions (under one minute) using data sets that require instant communication with a trader, so having a more reliable and faster IM tool was critical to the company's operations. Because the company depended on Cisco collaboration technology for all their other communication needs and was very satisfied with the results, it invested in Cisco Jabber® across the enterprise as well.

From the start of the trial phase, the company's IT team and employees began noticing small issues that caused delays and inconsistencies within the Cisco Jabber platform. After 90 days of working with the Cisco Technical Assistance Center (TAC), the company contacted Cisco Business Critical Services to help fix its issues. The Cisco team went right to work, examining the company's plan-design-implement execution, interoperability, and other configuration requirements that may have been overlooked. The Cisco team then immediately tested its findings against the customer's solution in its lab, finding that:

- Software releases were not up to date
- Key feature requirements were not enabled
- Interoperability issues existed within the network

Once the initial problems were fixed, the Business Critical Services team set up a knowledge transfer session with the IT team to recommend best practices and mitigate further repercussions. End users began using the Jabber platform with much more frequency, and customer satisfaction began to rise, ultimately to an all-time high.

Results

Other results included:

- More than 30% reduction in mean time to repair (MTTR)
- More than 50% increase in Cisco Jabber product literacy and productivity
- 100% adoption by end users (a 600% increase from the beginning of the engagement to the end)
- Improved TAC case management