Enterprise Communications Go Mobile

Businesses everywhere are becoming digital, software-driven, and mobile-centric. They want access to the information they need at their fingertips — anywhere, anytime. In the office or on the go (see Figure 1). They want to empower workforce efficiency and innovation to enhance productivity gains and increase retention. And mobile collaboration is essential to achieving these goals.

Thus, users need a single, intuitive, and reliable collaboration experience:

• That spans across all modes of communication — voice, video, and messaging
• That works reliably across both mobile and enterprise devices

In addition, IT must get multiple collaboration users up and running fast and make it possible for employees to make calls anytime, anywhere, without increasing costs. They need to enable this on the enterprise network as well as on the go, all while meeting corporate policies and compliance requirements.

So what’s the solution? Cisco Spark™, a secure space for people to create, share, and get work done together, combining tools such as video meetings, messaging, calling, whiteboarding, and file sharing. Apple and Cisco have natively integrated Cisco Spark with iOS 10, enabling Cisco Spark to be easily prioritized for iOS 10 devices on the optimized Cisco® network. This provides the best user experience for end users and, therefore, increased app utilization. Meanwhile, your IT team can easily deploy features on existing technology investments to gain improved application performance and reliability. Everyone wins.

Figure 1 Business workers are increasingly becoming mobile-centric

Wi-Fi optimization enhances the mobile experience for Cisco employees by 83%

After implementing the Wi-Fi optimization solutions on iOS 10 devices, tests conducted by a UK-based Cisco IT team revealed:

• A 42% reduction in reported incidents when making Cisco Spark calls using the iPhone over a Cisco Wi-Fi network
• An 83% decrease in significant quality issues

The team unlocked this value through a 30-minute software upgrade to the Cisco wireless infrastructure — no hardware changes required. Apple and Cisco worked closely on this upgrade to create an optimal app, voice, and video experience for iOS devices on Cisco networks.

1 Source: The Value of Collaboration Technologies to Desk-Based Workers, a commissioned study conducted by Forrester Consulting on behalf of Cisco, March 2013
**Integrating Voice and Collaboration**

Here’s how you can optimize your business mobility solutions by integrating voice and collaboration with Cisco Spark.

**Native Voice Experience**

Cisco Spark calls are integrated with iOS 10 for better user experience.

**How It Works**

Cisco Spark now uses Apple’s CallKit and SiriKit framework to directly integrate with iOS 10 and provide an experience that is:

**Intuitive and convenient**

- Place a Cisco Spark call right from Contacts, and slide to answer from the Lock screen just as you would for a cellular call
- Cisco Spark call history appears with your other calls in Recents, so you can keep track of missed Cisco Spark calls and place calls easily

**Controlled**

- Call waiting allows users to screen and prioritize calls by easily switching between Cisco Spark and cellular calls

**Multifunctional**

- Place calls using Siri voice commands, Bluetooth, and mobile accessories

In addition, you can upgrade a voice call to video with screen sharing in a tap for enhanced productivity on your mobile device, or seamlessly move calls in progress to Cisco Spark connected endpoints for enhanced audio and video experiences.

**Benefits**

- Convenient, as employees gain a consolidated view and functionality on one device — for both work and personal use — in Contacts, Recents, and Favorites
- Intuitive native user experience leading to increased Cisco Spark usage on mobile devices
- Greatly improved business user experience and improved mobile and field team productivity
- Automatically enabled for iOS 10 devices, reducing IT overhead

Automatically enabled for users with Cisco Spark and iOS 10 devices. Get started with Cisco Spark.
Integrating Voice and Collaboration Continued

High Quality and Reliable Connectivity
Cisco Collaboration apps are prioritized on the optimized network for a better user experience on iOS 10 devices.

How It Works
- Wi-Fi optimization for improved collaboration service reliability — Cisco enterprise wireless networks recognize iOS 10 devices, automatically enabling intelligent and efficient roaming to deliver high performance
- Fast lane support for better-quality collaboration service: New capabilities in iOS 10 and the Cisco Wi-Fi network allow you to prioritize the most critical applications with Quality of Service (QoS)

Benefits
- Up to 8 times faster roaming and 66% more reliable Wi-Fi calling for fewer dropped calls and lower battery usage
- Collaboration applications get high quality of service even if the network is congested
- Works with your existing Cisco infrastructure

Simple software upgrades and administrative configurations to get started quickly. Learn more about the Cisco Enterprise Networking and iOS 10 solution.

Unlike consumer applications, enterprises can connect the Cisco Spark app to their Cisco call control using:
- Cisco Spark Call
- Hybrid Call Service
  - Cisco Hosted Collaboration Solution (HCS)
  - Cisco Unified Communications Manager

This unlocks additional enterprise collaboration features for mobile users:
- One phone number: Never miss a call
- Business caller ID: Your business number is displayed when making outgoing calls
- Corporate dial plans: Dial corporate extensions just as you would from your desk phone

Now enterprises can lower costs with reduced cellular roaming, increase compliance by bringing calls onto Cisco call control, and get the most from their existing IT investments with Cisco Spark Hybrid Services.

Learn More
Explore our solutions and technical services to see how Cisco and our partners are working together to deliver a great mobile experience for apps, voice, and collaboration on the iPhone and iPad:
- www.cisco.com/go/apple to get access to the latest information on our joint solutions
- apple.co/cisco-it-talks — Apple Tech Talks Video Series on iTunes
- Wireless and mobility to learn more about Cisco enterprise wireless networks
- Enterprise Networks to learn more about Cisco Enterprise Networks solutions
- Collaboration to learn more about Cisco collaboration solutions
- Cisco Solution Support to learn more about centralized support across a multivendor environment

Extend Enterprise Voice and Collaboration Capabilities
Now, because Cisco Spark is natively integrated and gets the best network resources on iOS 10 devices, end users will get an experience that is intuitive, effortless, high quality, and reliable. This will enable them to more easily make audio and video calls using Cisco Spark. But IT teams would also like employees to use Cisco Spark to make corporate calls.

And now they can.