

Use Case: Hosted Collaboration Service



GENERATE NEW REVENUE AND DIFFERENTIATE YOUR COLLABORATION OFFERING

What Is the Value of the Hosted Collaboration Service?

Service providers can generate new revenue and differentiate themselves in the marketplace by handling the implementation, management, and hosting of a company's unified communications and collaboration applications, providing company employees with access to these applications in the cloud. The Hosted Collaboration Service can be customized based on the mix of applications each company requires. It generates ongoing revenue for providers while delivering secure, effective, real-time video and audio conferencing, WebEx meetings, messaging, and other applications for employees in small, medium-sized, and large companies - including highly mobile professionals accessing these tools from smartphones, tablets, and laptops connected over mobile and Wi-Fi networks.

What Problems Does It Help Solve?

Many small and medium-sized businesses without large IT staffs are especially interested in unified communications and collaboration applications as cloud services from a single provider. Some of these companies are already using Web-based and hosted services, so the Hosted Collaboration Service is an extension of the hosted model for cloud-based video and Web conferencing, messaging, voice, and other applications for fixed and mobile endpoints. Companies can create their own service bundles that meet their specific needs.

With the Hosted Collaboration Service, service providers can host and manage customer unified communications and collaboration applications at the provider data center, allowing customers to shift their IT spend from a capital expenditure (CapEx) model to an operating expenditure (OpEx) model. Outsourcing the implementation and management of the Hosted Collaboration Service to a third party allows an organization to focus on its core competencies and priorities rather than on operational services. Hosted Collaboration Service applications are delivered within a highly secure, cloud-ready, virtualized platform under a centralized management system. The offering helps service providers differentiate themselves and promote value in the collaboration market.

What Do I Need?

The Hosted Collaboration Service requires intelligent network technologies that control policy, charging, performance optimization, scheduling, call control, and a variety of fixed and mobile endpoints.





Cisco solutions to enable you to deliver the Hosted Collaboration Service along with many other revenue-generating services include:

Cisco Solution	Description
Cisco ASR 5500 Multimedia Core Platform	Part of the Cisco ASR 5000 Series packet core platform, the Cisco ASR 5500 Multimedia Core Platform combines massive performance and scale with flexibility, virtualization, and intelligence so network resources are available exactly when they are needed. The Cisco ASR 5000 Series' elastic architecture enables its software-based mobile functions to utilize system resources across the entire platform to optimize performance and maximize efficiency. This approach allows operators to deploy more efficient mobile networks that can scale to support a greater number of concurrent sessions, optimize resource usage, and deliver enhanced services. Integrated Deep Packet Inspection (DPI) and value-added services on the Cisco ASR 5000 Series are deployed within the data session instead of requiring it to be off-loaded to standalone platforms. DPI can detect Hosted Collaboration Service traffic to and from mobile devices through the service provider's network, enabling prioritization of the traffic by the policy enforcement capabilities of the Cisco ASR 5000 Series to comply with SLAs.
Cisco Quantum Policy Suite	A comprehensive policy, charging, and subscriber data management solution that allows service providers to control and monetize their networks and to profit from personalized services. The solution supports the rapid and efficient deployment, management, and monetization of basic and advanced service offerings, such as service tiers, personal price plans, prepayments and a growing array of application-based services.
Cisco Quantum Services Bus (QSB)	Provides a common bus architecture that allows mediation, connectivity, and communication among and between network elements through a standardized framework. The QSB facilitates network data collection, aggregation and orchestration to augment information in all decision processes. It helps service providers quickly create and modify use cases for monetization while optimizing network costs. It can help introduce new business models by exposing network capabilities and information with SLAs to third-party application and content providers. A provider can provide network services (such as quality of service [QoS], billing, messaging, etc.) to another provider of the Hosted Collaboration Service by providing API access to these network services. Cisco has tested QoS enablement for the Hosted Collaboration Service through the integration of the Quantum Network Abstraction Suite with Cisco Unified Communications Manager and Cisco Hosted Collaboration Solution and the Cisco IP Interoperability and Collaboration System (IPICS).
Cisco Hosted Collaboration Solution (HCS)	Hosted Collaboration Solution offers collaborative technologies delivered as highly secure and reliable cloud services. The Cisco Collaboration portfolio provides a comprehensive set of unified communications and collaboration services and applications available anywhere and enables users to collaborate within an environment that is increasingly mobile, social, visual, and virtual.

What Are the Benefits of the Hosted Collaboration Service?

- Increases revenue and margins per customer by offering added-value enterprise and small business solutions
- Creates cross-selling opportunities for other business-relevant mobile services such as Cisco Mobile VPN, Tiered Mobile Data plans, Turbo Boost, and Day/Session Passes

Why Cisco?

The Cisco Open Network Environment (ONE) converges physical hardware and virtual software technologies to make the network easier to program, access, use, operate, and manage. Cisco ONE can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with network and application intelligence in real-time to offer

an expanding portfolio of "Use Cases," which are innovative, revenue-generating applications and services that:

- Drive profitable data revenues by providing user personalization and seamless, secure heterogeneous access across 3G, LTE, and Wi-Fi networks
- Evolve your network into a platform for both direct and third-party partner monetization
- Enable you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models
- Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: <http://www.cisco.com/go/mobile>