

# Webex Calling

Future-Proof Workplaces Track

Scott Dodier – Collaboration Solutions Engineer

Mike Brezicky – Collaboration Solutions Engineer



# Agenda

1. Why Cloud Calling
2. Webex Calling
3. Webex AI Platform
4. Webex Control Hub
5. Demo

# Why cloud calling?

## Cloud calling advantages

- Rate of innovation
- Unified app
- Broad integrations
- Simpler administration
- Flexible scale
- Business continuity
- No more upgrades by IT

## Cloud calling challenges

- Disruptive transition
- Unfamiliar user experience
- Requires replacement of desk phones
- Lose existing app integrations
- No control of upgrades and integrations
- Security

# Webex Calling

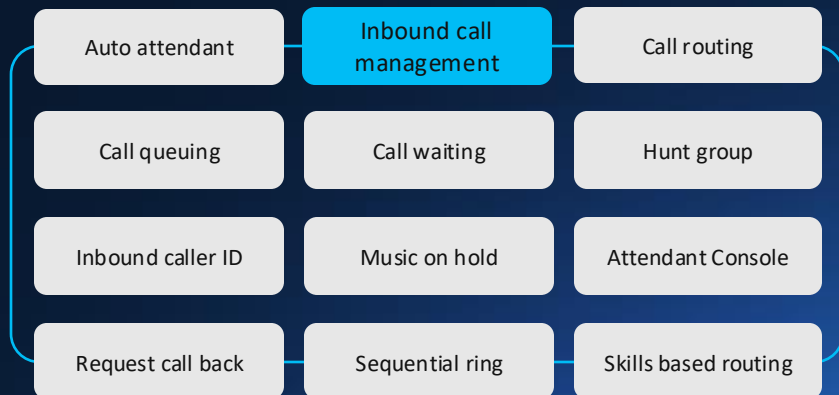
- Enterprise-grade calling features
- Easy-to-use, secure, and reliable
- Flexible migration to cloud
- Seamless elevation of calls to meetings
- Centralized management and administration
- Multiple deployment options



# Enterprise-grade calling

# 99%

Feature parity with traditional PBX



# Calling features you need, available anywhere

The screenshot displays the Webex user interface with several callouts highlighting key features:

- Instant access to:**
  - Call history
  - Visual voicemail
  - Transcriptions
  - Recordings
  - Contacts
  - Messaging
  - Spaces
  - Meetings
- Call, text, message, meet with one click** (points to the top navigation bar)
- Directory search** (points to the search bar)
- Desk phone & room device pairing and control** (points to the Sonali Pritchard's Cisco 8866 device)
- Hold / resume, transfer, merge / conference, record, and elevate to a meeting** (points to the calling options menu in the video call)
- Call preferences, forwarding, single number reach** (points to the Call Settings button)
- Select line, group, queue, shared line** (points to the Multiline button)
- Call on Webex or PSTN with video or audio** (points to the Audio and Video call buttons)
- AI-powered Audio Intelligence: Noise removal, optimize for my voice** (points to the Mute button)
- Share content during a Webex Call** (points to the Share button)

The interface shows a contact list on the left, a central contact profile for Clarissa Smith, and a video call window on the right. The top bar includes navigation icons and a search bar. The bottom bar contains status and control buttons.

# Cisco Call for Microsoft Teams

The screenshot displays the Cisco Call app interface within the Microsoft Teams environment. The interface is divided into several sections, each with specific functionality:

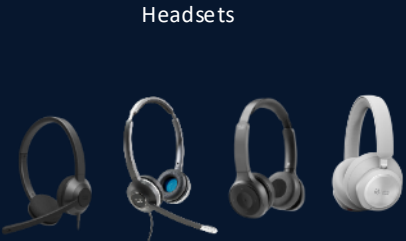
- Call Tab:** The top section of the app, indicated by a blue line.
- My Number:** Displays the user's phone number, 408-555-0100, with a blue line pointing to it.
- Dialpad:** A numeric keypad for dialing numbers, with a blue line pointing to it.
- Add Speed dial:** A feature to add speed dial numbers, indicated by a blue line.
- Contact Search:** A search bar for finding contacts, with a blue line pointing to it.
- Entra ID Contacts:** A label for the contact list, with a blue line pointing to it.
- Outlook 365 Contacts:** A label for the contact list, with a blue line pointing to it.
- Call Forwarding status:** A status indicator at the top right, with a blue line pointing to it.
- Voicemail:** A section for managing voicemail, with a blue line pointing to it.
- Attendant Console access:** A button to open the attendant console, with a blue line pointing to it.
- Call History:** A list of recent calls, with a blue line pointing to it.
- Multi-line visibility (CUCM only):** A feature for multi-line visibility, with a blue line pointing to it.
- Call Queues / Hunt Groups visibility:** A feature for call queues and hunt groups visibility, with a blue line pointing to it.

The interface also includes a search bar at the top, a 'Do not forward calls' button, and a 'Sign out' button. A call log entry for Matthew Baker (L1) is highlighted, showing a missed call from SalesWest.

UCM - Pre-Req:  
UCM 12.5 SU7 / UCM 14 SU3 / UCM 15 SU2  
CUC - 12.5 / 14 SU3  
On-premises: Webex Cloud-Connected UC (CCUC)

# Integrated devices for Webex Calling

At your desk



300 / 500 / 700 / 900 Series

USB camera



Webex Desk Camera

IP phones



Desk Phone 9800 Series

All-in-one premium collaboration and co-creation



Webex Desk Series – Hub / Mini / Desk / Desk Pro

Meeting spaces



Webex Room Phone

Video-first kits



Webex Room Kit Series

Video-first integrated systems



Webex Room Series

Immersive boardroom



Webex Room Panorama Series

Team collaboration and co-creation



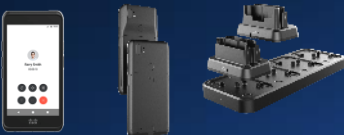
Webex Board Series

Single platform advantage

\*DECT phones



Ruggedized WiFi Phones



Cisco 840/860

ATAs



Cisco 191/192  
AudioCodes MP-124E/MP-1288

VG400

Consistent user experiences



Webex App

Single pane of glass management and analytics



Control Hub

Mobile

Analog

# Cisco IP Phone investment protection

Easily transition from on-premises to cloud calling with supported hardware.

- Cisco IP Phone 7800 and 8800 Series
- Webex® app desktop and mobile integration
- Enhanced Cisco headset support
- Secure, reliable and quality communication



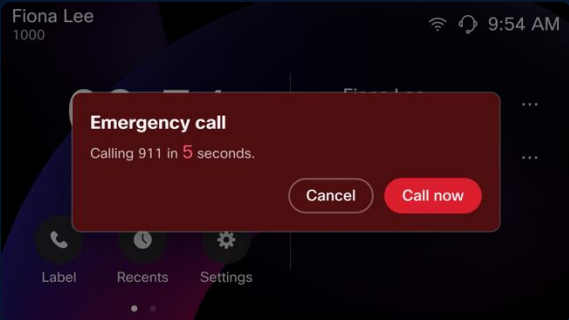
# Desk Phone 9800 Series

## All-in-one experience

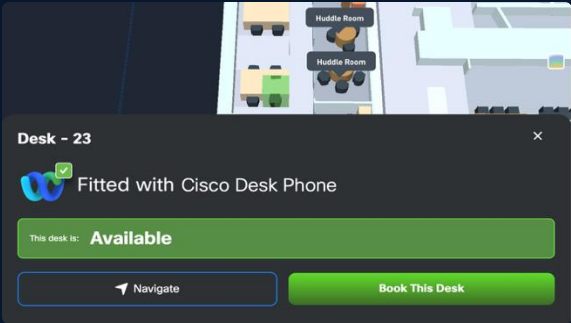
Features that scale across desk spaces



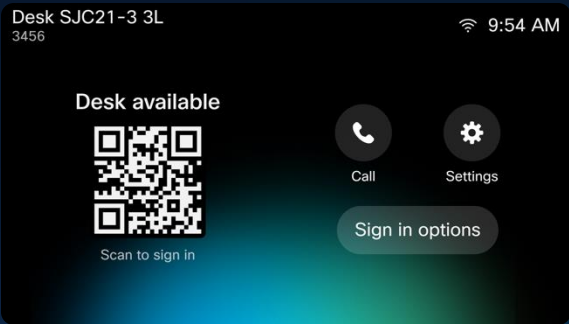
### Take action



### Book a desk space



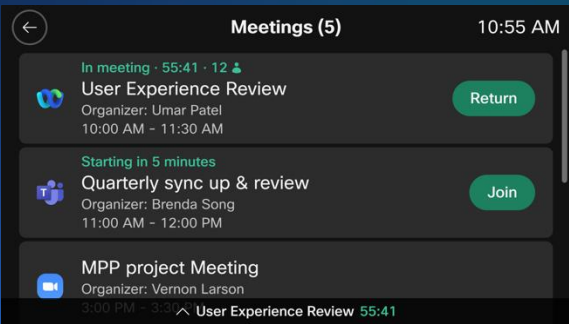
### Check-in to your desk space



### Personalize your experience



### Calendar & one button to join



### Digital signage



# Cisco Headsets

## Personalize your collaboration experience

- Exceptional comfort, vibrant audio, and powerful noise cancelation to block distractions
- Integrated with Webex App, and Cisco devices and clients
- Easy deployment, management, troubleshooting and analytics

B&O | cisco



reddot design award



Cisco 950 Series

*Class-leading audio and business communications*



Cisco 700 Series

*Premium Bluetooth headsets to stay productive everywhere*



Cisco 500 Series

*Full range of wired and wireless models*

# Webex Mobile App

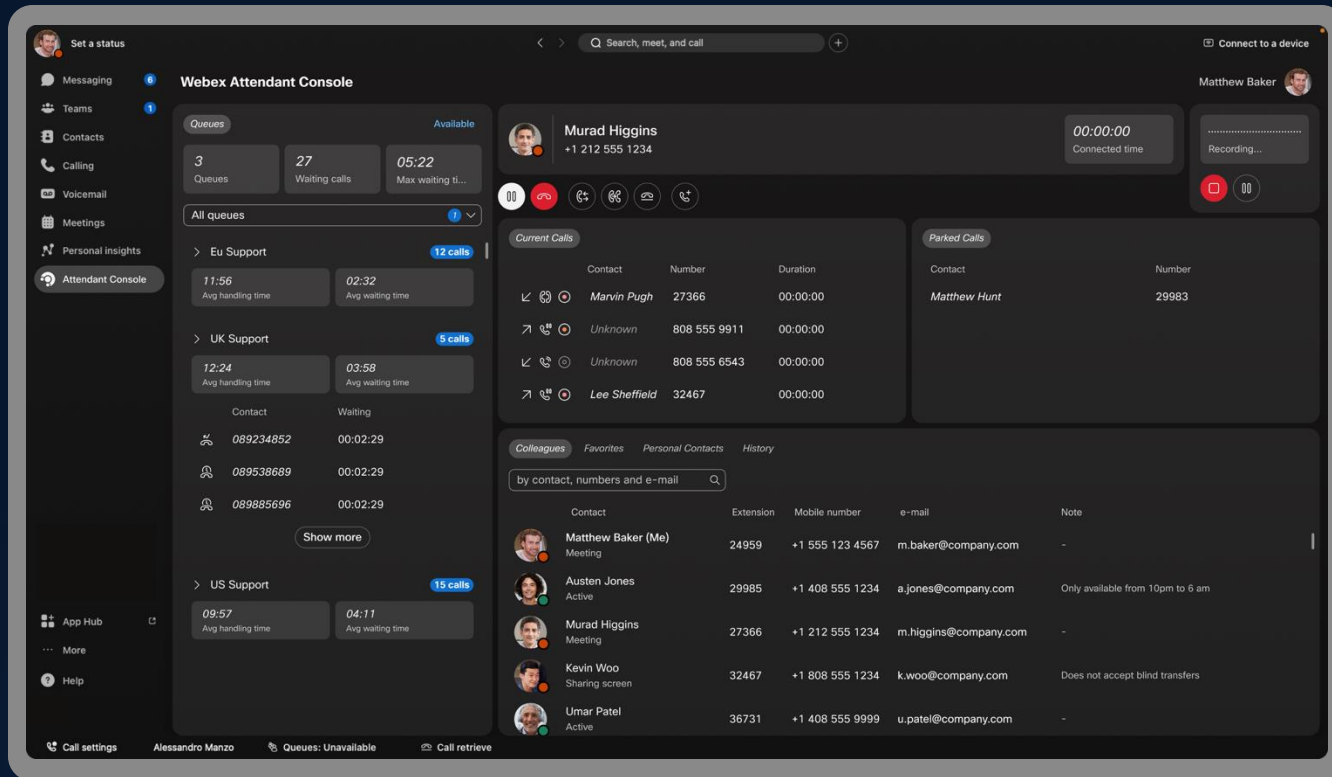
A complete mobile collaboration experience in the palm of your hand

- Call, meet, or message from an intuitive mobile app experience
- Crystal clear audio with Audio Intelligence noise removal
- End-to-end encryption and user access management
- Support for nearly all Apple and Android phones and tablets



# Webex Attendant Console

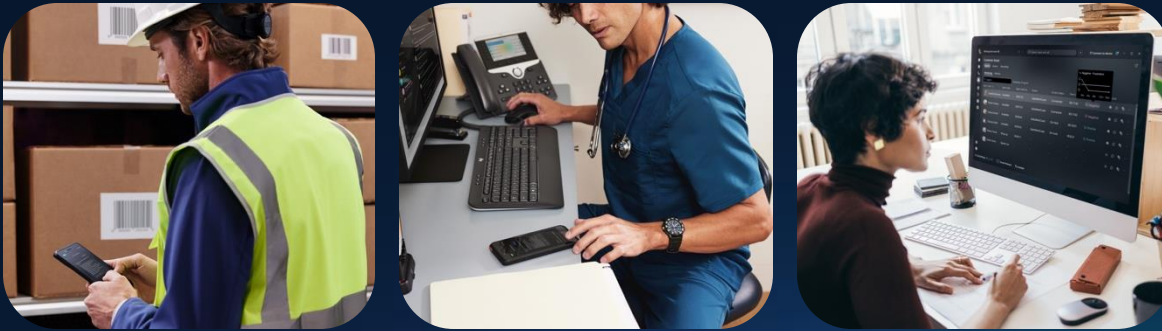
Modern, feature rich console to replace Receptionist Client



- Available as an add-on license to Webex Calling
- Modern, User-friendly replacement for Receptionist Client
- Comprehensive contact management capabilities
- Powerful features in a streamlined console with integrated presence management
- Quick and easy call handling with seamless call recording
- Calling KPIs with visibility into incoming calls, calls waiting, call queues, parked calls, presence information
- Delivered through the familiar Webex App integration
- Simple administration through Control Hub
- **New** – Colleagues and resources tabs

A REIMAGINED WEBEX CALLING EXPERIENCE

# Webex Calling Customer Assist



A modern, AI-powered experience delivered natively in the Webex app



## Queueing

Call queues AVAILABLE

Text queues NEW

Click-to-call voice and video NEW



## Agent experience

AI Assistant for Agents NEW

Wrap-up codes AVAILABLE



## Supervisor experience

Call Sentiment for Supervisors NEW

Queue recording NEW

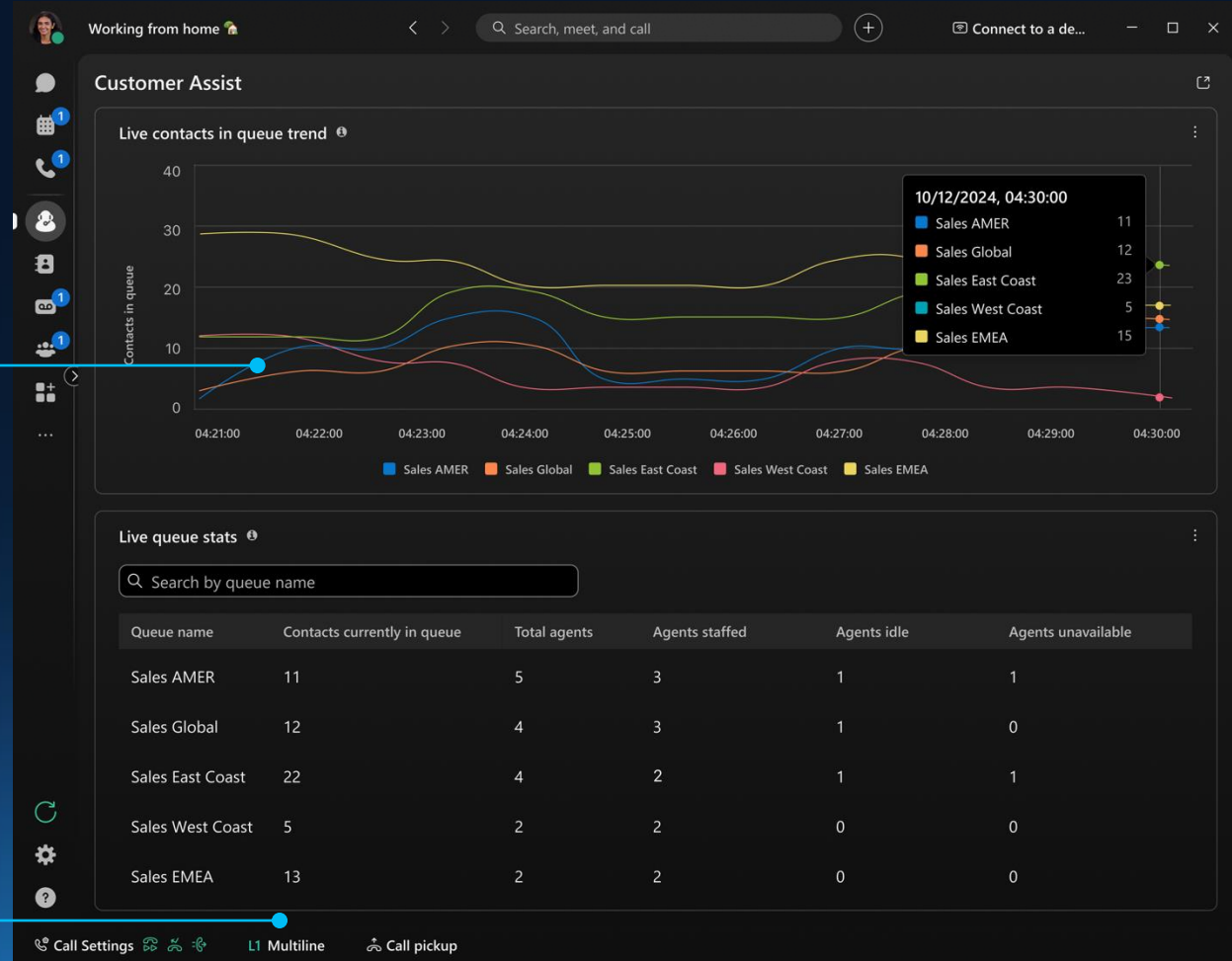
# Agent experience

- Empower agents to respond to increase in call volume
- Agents have visibility into real time queue stats
- Agents can identify queues that need assistance
- Agents can change status, join / unjoin queues
- Screen pops display information pertinent to callers to make every call more productive

Available in the Webex App

Agent visibility into queues

Join / unjoin queues, change status



# Supervisor experience

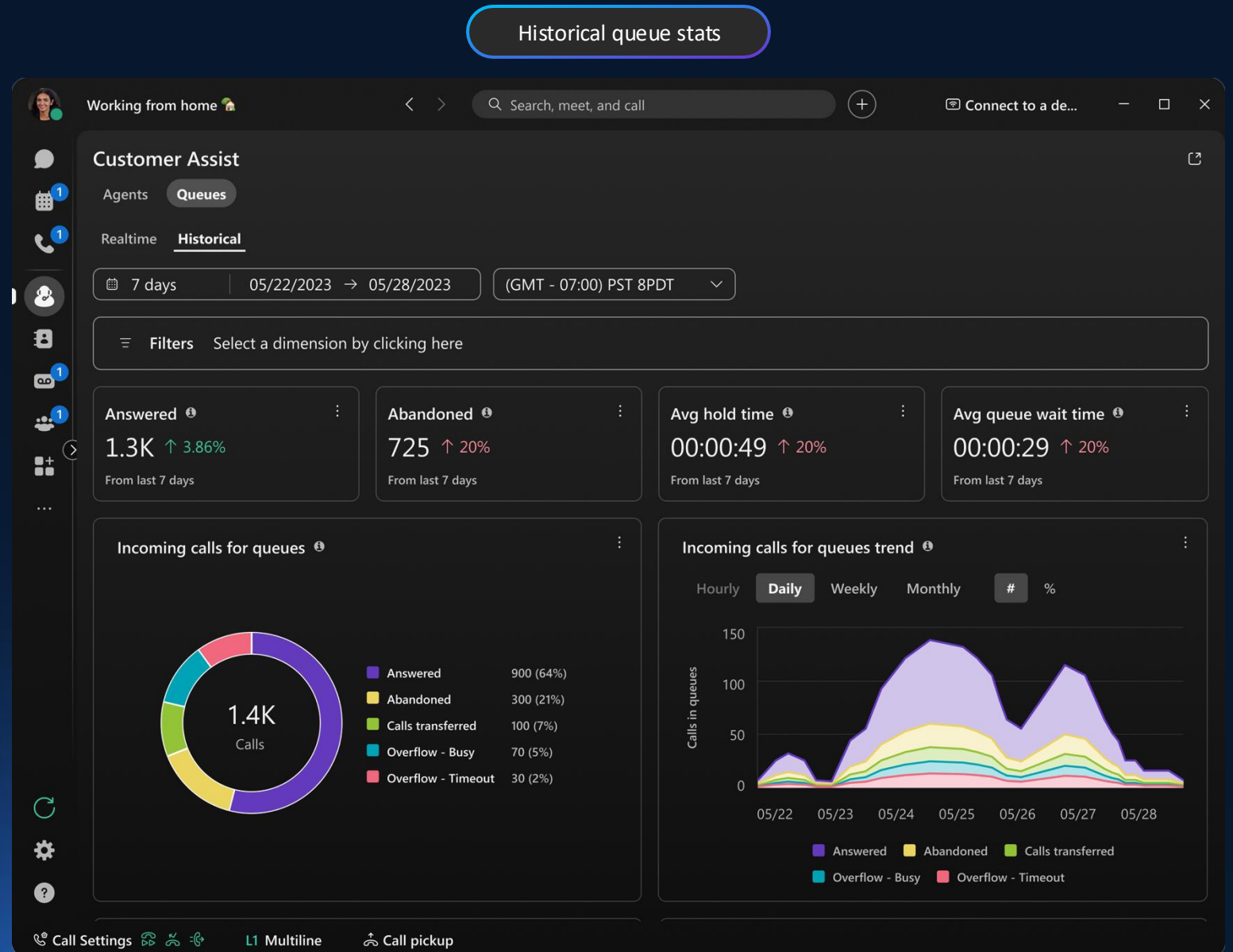
Realtime and historical analytics available in the Webex App

## Realtime

- Live stats per queue
- Agents idle, available, unavailable
- Calls in queue
- Longest wait time

## Historical

- Visualizations of call queue stats: answered, abandoned, transferred
- Trends over time
- Filtering by date, queue



# Nomadic E911

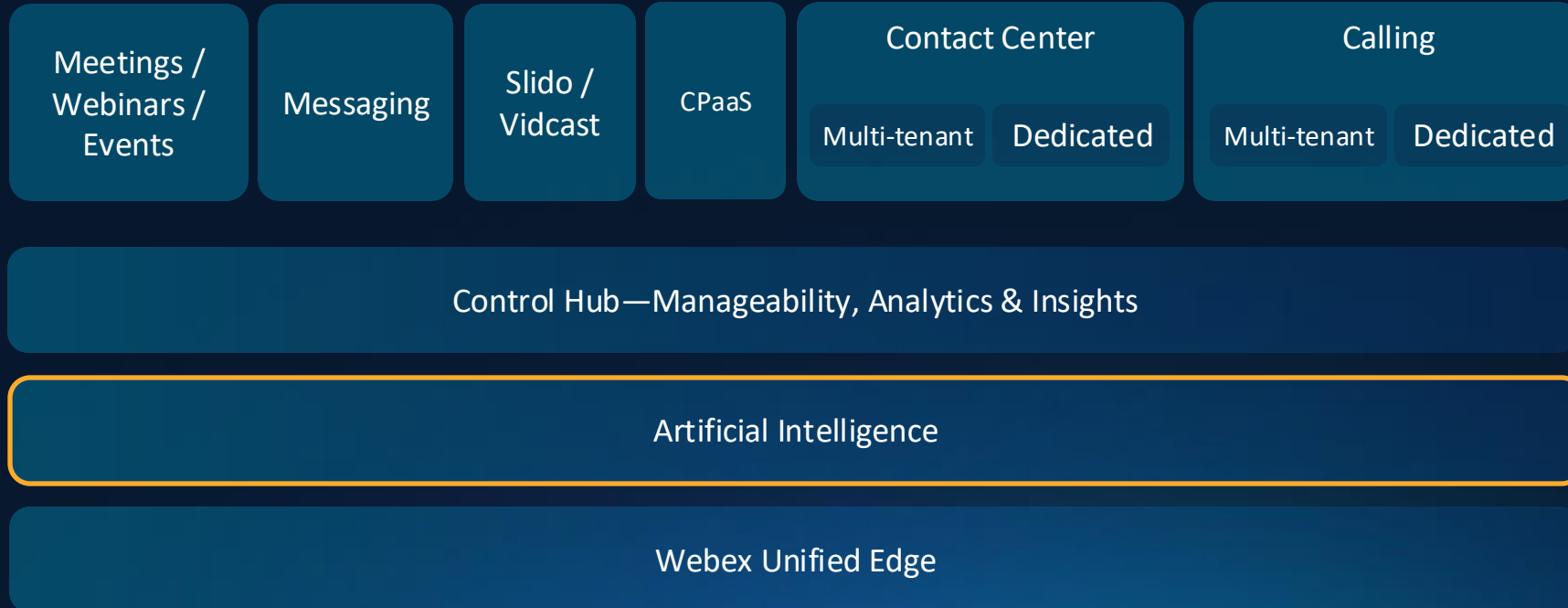
With Dynamic Location Support



- Cloud-based next-generation 911 location discovery and routing services
- Included with Webex Calling and Dedicated Instance subscriptions for all U.S. based users, at no additional cost
- Provides necessary tools for customers to comply with Kari's Law and RAY BAUM'S Act
- Available with any PSTN option - Cloud Connected PSTN, Cisco Calling Plan or Local Breakout (LGW)
- Provided in partnership with RedSky – a National Emergency Provider



# Webex Platform



- Webex App
- Webex App integrations
- Webex Devices
-  Microsoft Teams
-  Google Suite

- AI for Webex Suite
- AI for Devices
- AI for Contact Center
- AI for Connect
- AI for Control Hub

## PSTN

- Cloud Calling
- Contact Center
- Meetings

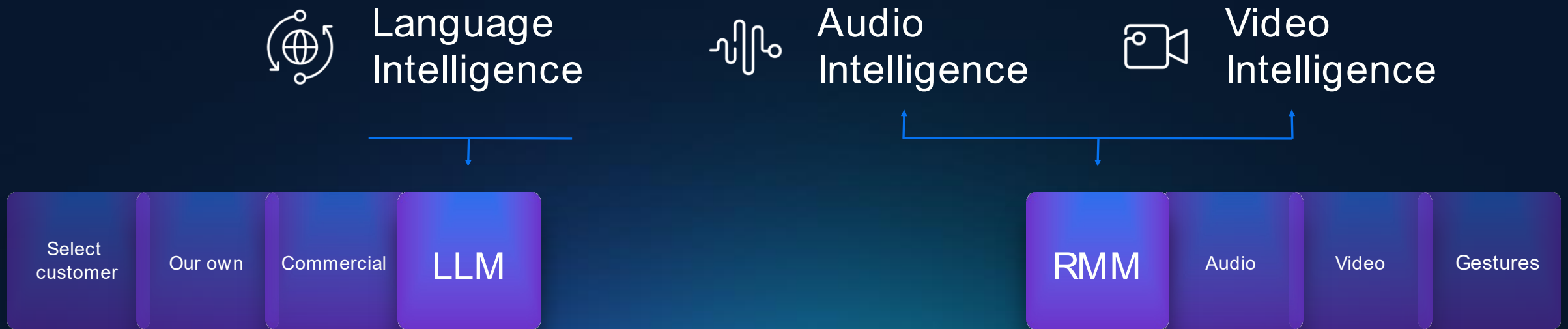
## Connectivity

- Edge Connect for Meetings, Cloud Calling, Contact Center

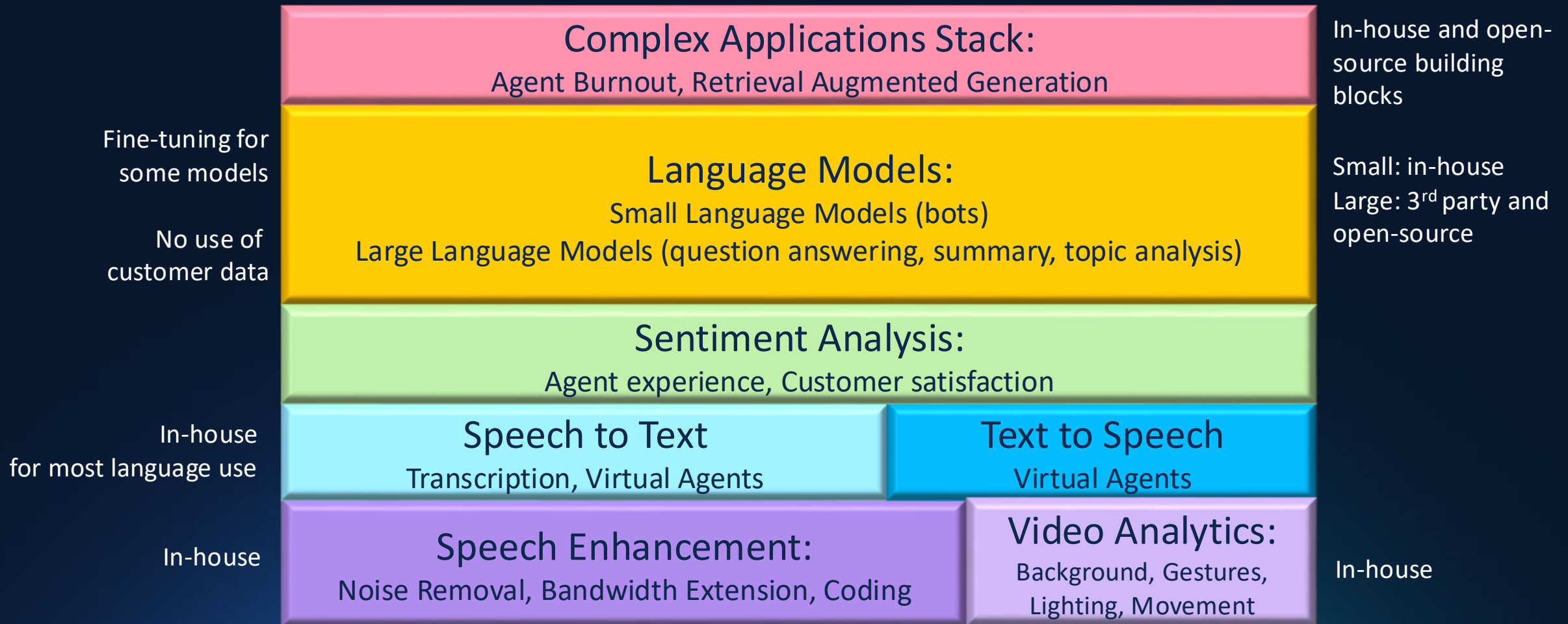
## Integrations

- APIs / SDK
- CX Digital Channels

# Webex AI Model



# AI Models in the Webex Platform



# Purpose-built AI Innovations

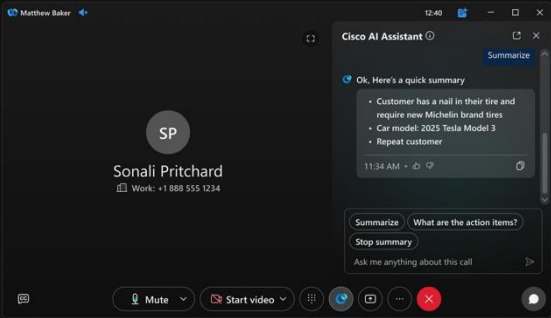
Improving every step of the customer journey

## Pre-interaction



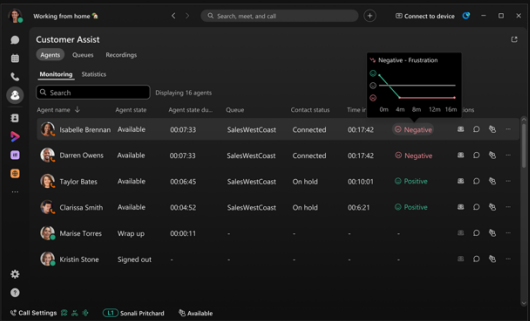
AI Receptionist

## Conversation



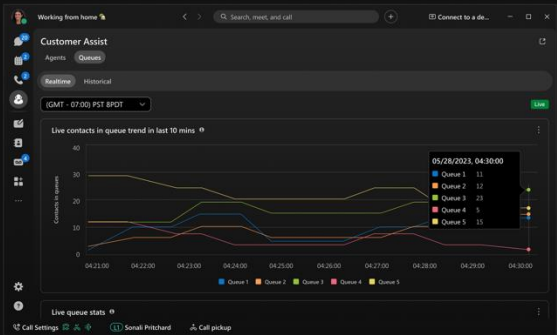
Caller intent  
Suggested responses

## Monitoring



Call Sentiment

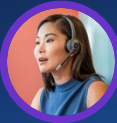
## Optimization



Topic analytics



Customers



Agents



Supervisors



MAKE THE MOST OF EVERY INTERACTION

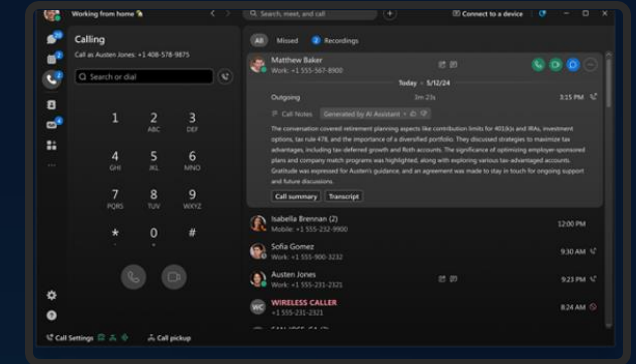
# Amplify employee experience with AI



Audio Intelligence



Video Intelligence



Language Intelligence

Webex AI Codec

HD Voice (PSTN)

Background noise removal

Optimize for my voice

AI Assistant for Webex Calling

Cinematic Meetings

Be right back

Smart relighting

AI-generated Vidcast

Speaker recognition

AI Assistant summaries

AI Assistant action items

AI Assistant catch me up

Real-time translation

Share summaries

# Audio Intelligence

Hear and be heard, anywhere, on any device

## Noise removal

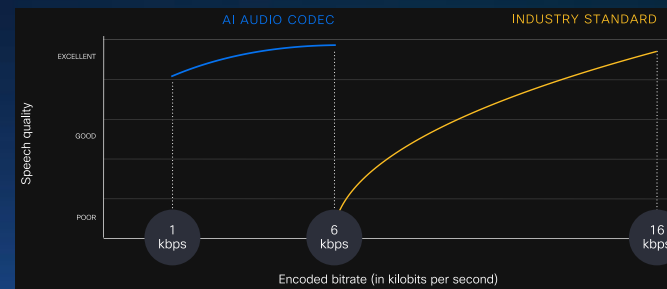
Removes noise from the device side of the call.

Available on the Cisco 8875 IP phone and Cisco headsets.



## Webex AI Codec

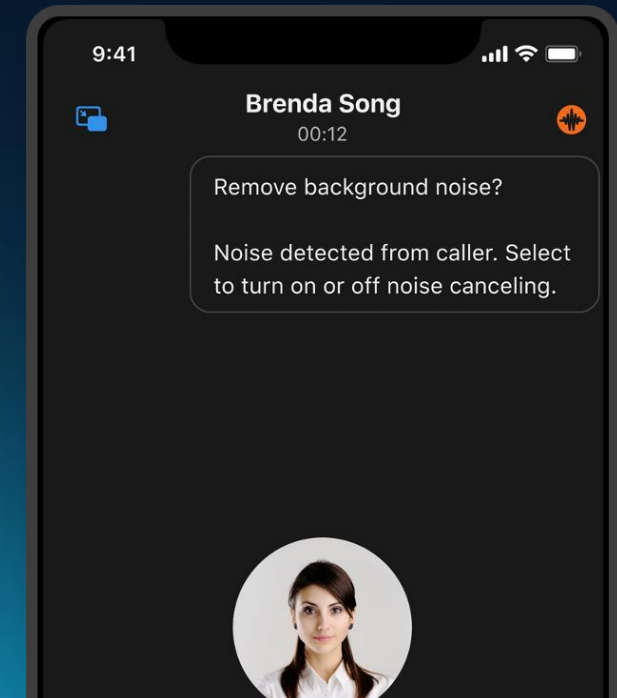
Generative AI-based speech enhancement that ensures outstanding voice quality in every call and meeting



## HD Voice

Remove noise from an external, non-Webex user's side of the call with one click.

Improve richness and clarity of speech with wideband audio.





Mute



Stop video



Share



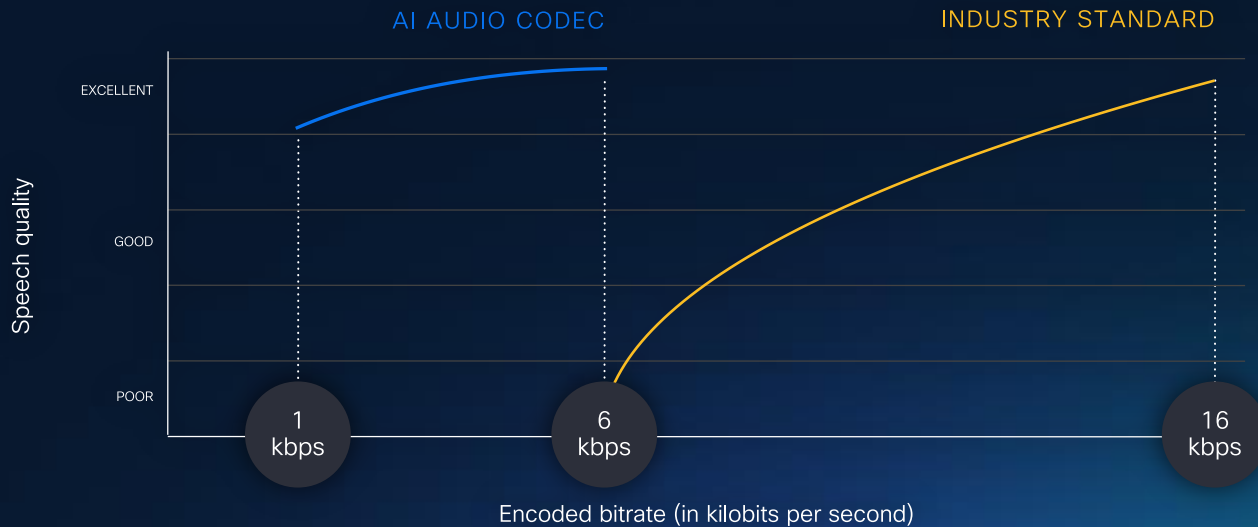
Record



# Audio Intelligence

Hear and be heard clearly wherever you are, on any device

## Webex AI Codec



Up to 16X less bandwidth

Than the industry standard codec, Opus

Crystal clear audio

Generative AI audio will rebuild packets in poor bandwidth conditions

Reduced storage costs

Massive reduction in bandwidth resulting in compressed audio



CISCO  
AI Assistant

# for Calling

## Live call summaries

Notes and action items

Coming soon (2H CY25)

## Share summaries

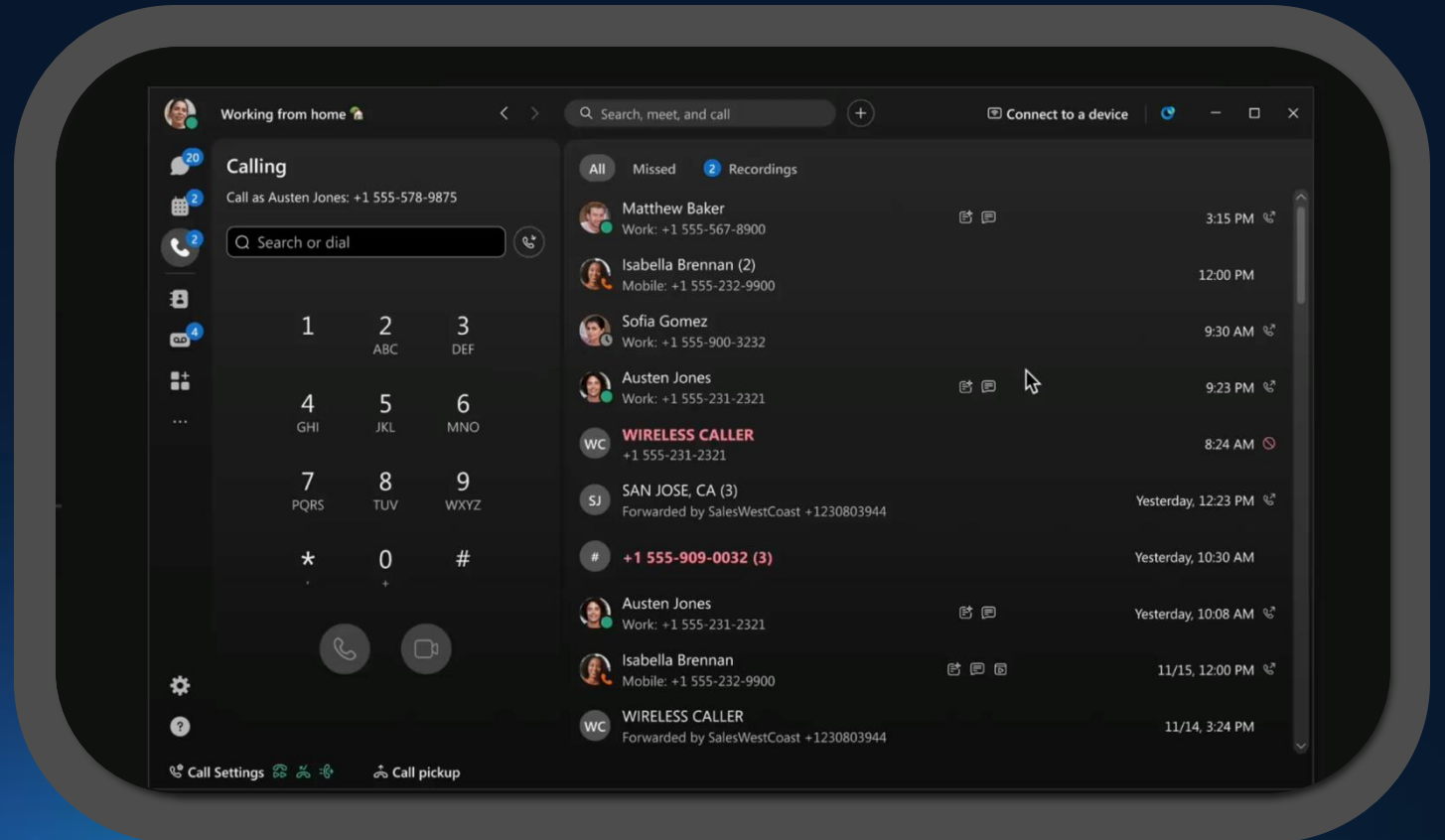
Efficient transfers

Coming soon (2H CY25)

## Post-call

AI Call Summaries

Now available



NEW

# AI Receptionist for Webex Calling

Respond faster and work smarter with a modern attendant on the front line

- Answer calls 24/7 with an AI-powered receptionist
- Automate routine tasks like answering questions, scheduling, transferring calls, and more
- Prioritize employee time for high value interactions
- Powered by Webex AI Agent



CY H2 2025 to H1 2026

# Webex Calling Hybrid

Cloud innovation for Cisco UCM customers



AI cloud  
innovation

AI Receptionist  
Customer Assist



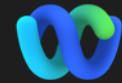
Cloud  
administration

Control Hub  
Call recording



Cloud  
trunking

Cloud PSTN  
Cisco Calling Plans  
Third party integrations



## WEBEX CALLING HYBRID

### Control Hub

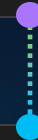
AI Receptionist

Customer Assist

Cloud PSTN

Call Recording

Webex Go



Webex Calling Trunk



## CISCO UNIFIED COMMUNICATIONS MANAGER

IM & P | CUC | CER | SME | Expressway



Cisco Desk Phones



Webex app



Microsoft Teams

# Webex Calling Announcements

Coming Soon: CY26H1

## Premium AI Assistant\*

- Caller Intent
- Suggested Responses
- Topic Analytics
- Speech to Speech translation

\*Offer & pricing being finalized

Coming Soon: CY26H1

## Webex Calling Hybrid for UCM

- Cloud PSTN
- UCM/PBX Trunking
- Customer Assist
- AI Receptionist

Coming Soon: CY25Q4

## India Expansion

- Hosted in-country with 2 data centers
- Additional Cloud PSTN providers: Tata, Airtel, Tata Teleservices
- Fully compliant with India regulations

Coming Soon: CY26H1

## Notable

- Webex for Government – AT&T Cloud PSTN
- Calling SPAM & Deepfake Detection – Mutare, Pindrop, GetReal
- Enhanced troubleshooting with SIP Ladder Diagrams & AI Canvas
- UCM Hypervisor flexibility: Cisco Hypervisor for UC, Nutanix

# Control Hub



Integrated



Complete lifecycle



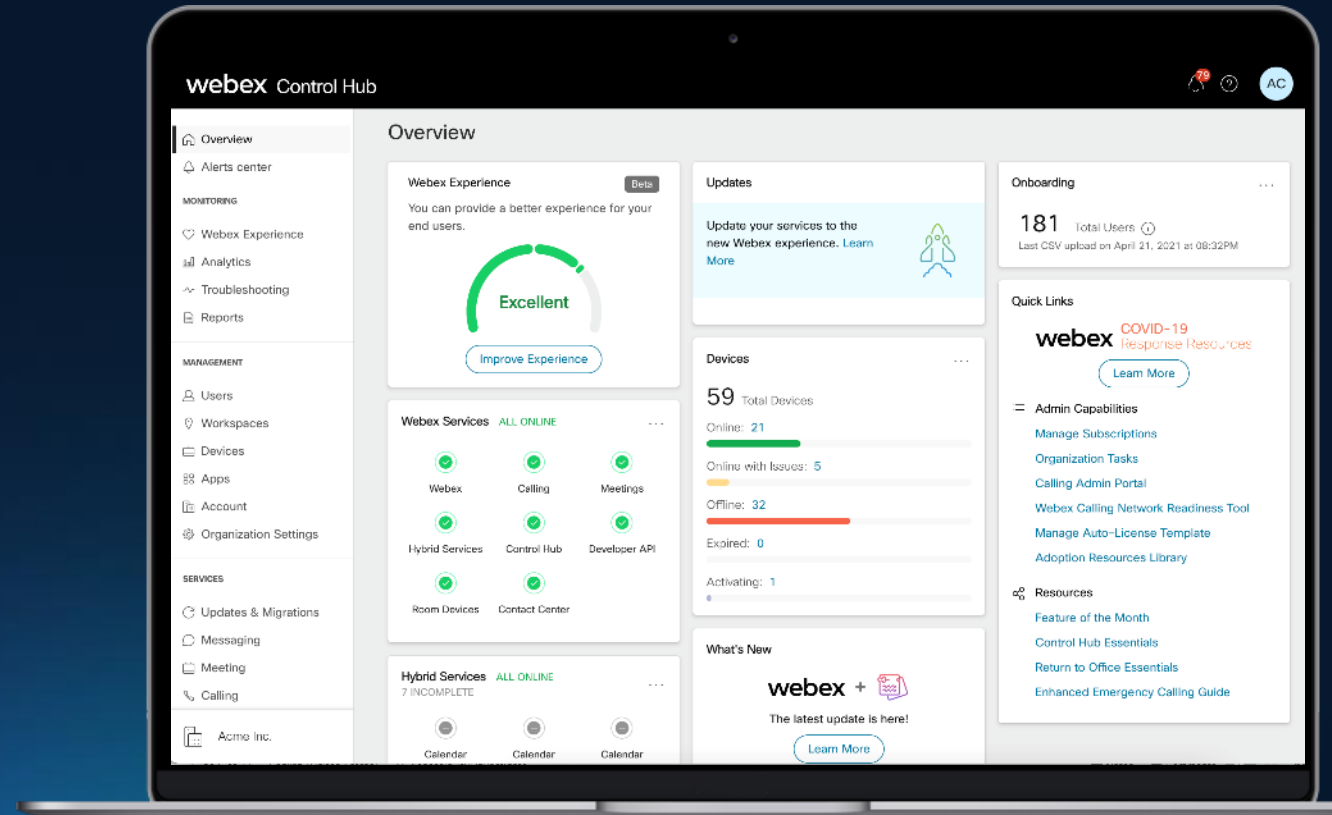
Realtime insights



Supports full Webex portfolio



Simple



# Enabling exceptional control of your service

## Calling Analytics

- New dashboard for insight into call quality
- View global KPIs to monitor call quality across your organization
- Live charts and graphs show call quality by location, IP, device type, codec, and more
- Apply filters to identify the root of call quality issues

## Detailed call history

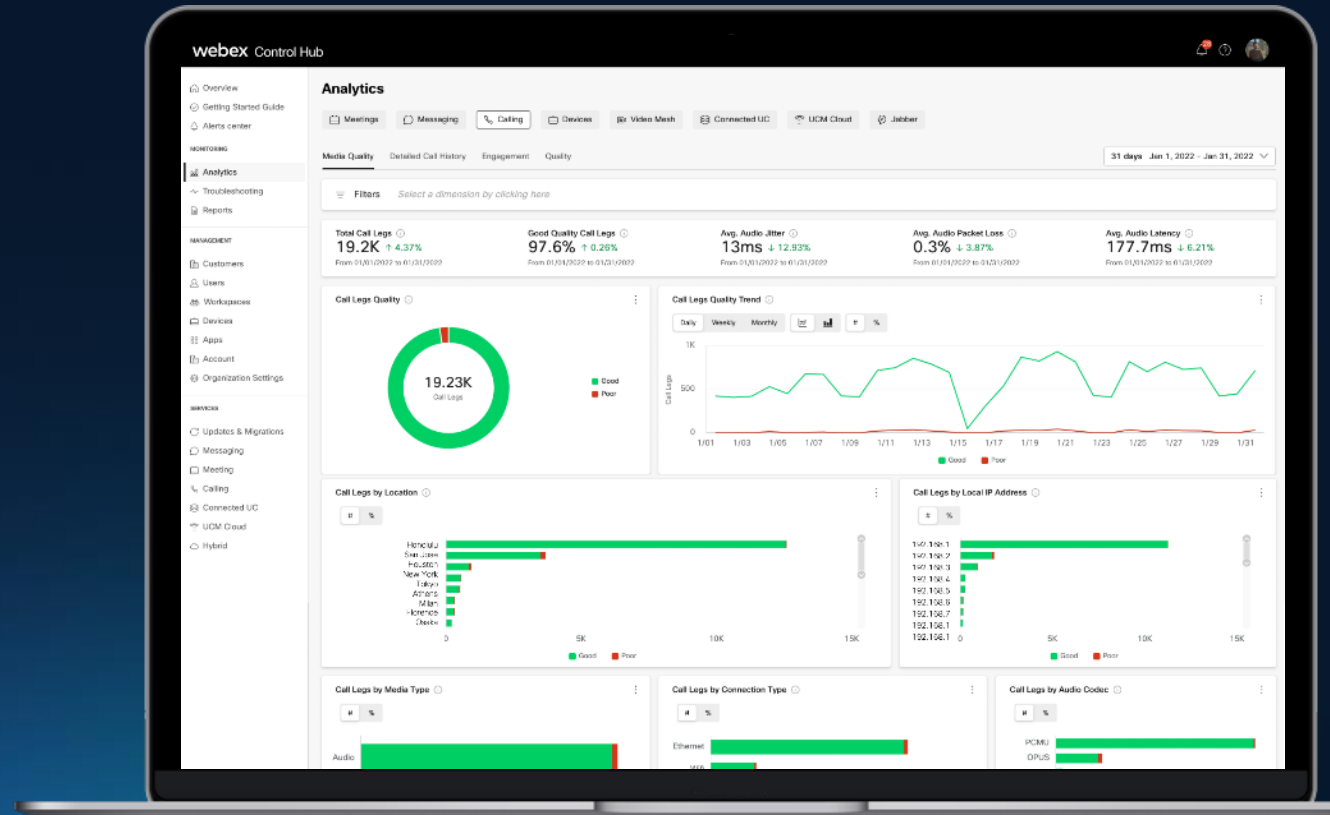
- New dashboard for a holistic view of every call made
- Reports can be exported or accessed via API

## Call troubleshooting

- Inspect individual calls to determine issues on call media on either end of the call

## ThousandEyes integration

- Direct access to ThousandEyes path visualization within Control Hub
- Visualize network paths, measure key metrics, rapidly identify and resolve network issues



# Calling Analytics

Provide a consistent, high quality calling experience across your organization

Total Call Legs 15.9K ↑ 162.05%  
From 12/17/2021 to 03/...

Good Quality Call L... 85.3% ↓ 7.63%  
From 12/17/2021 to 03/...

Avg. Audio Jitter 91.7ms ↑ 87.87%  
From 12/17/2021 to 03/...

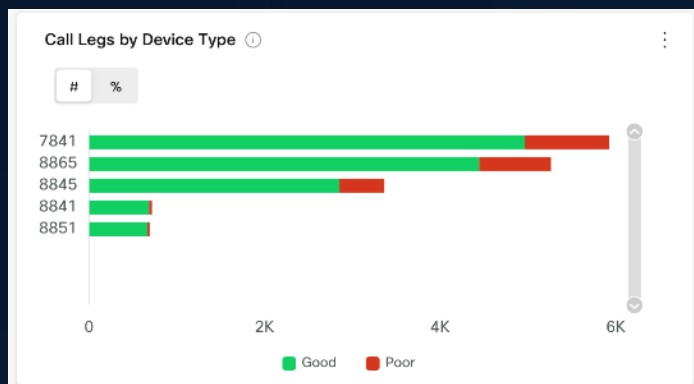
Avg. Audio Packet ... 0.7% ↑ 5.92%  
From 12/17/2021 to 03/...

Avg. Audio Latency 93.3ms ↑ 20.43%  
From 12/17/2021 to 03/...

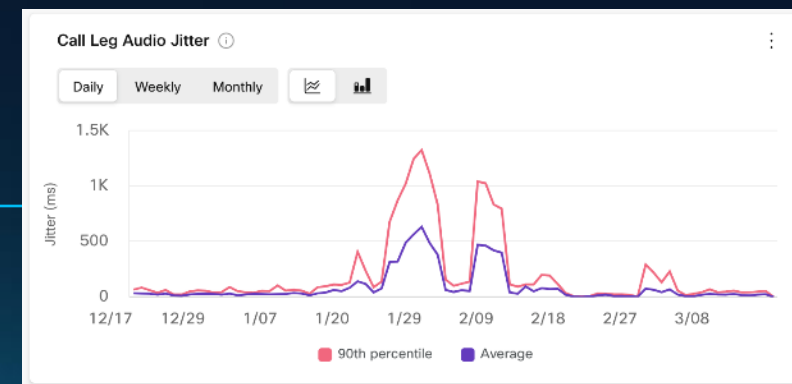
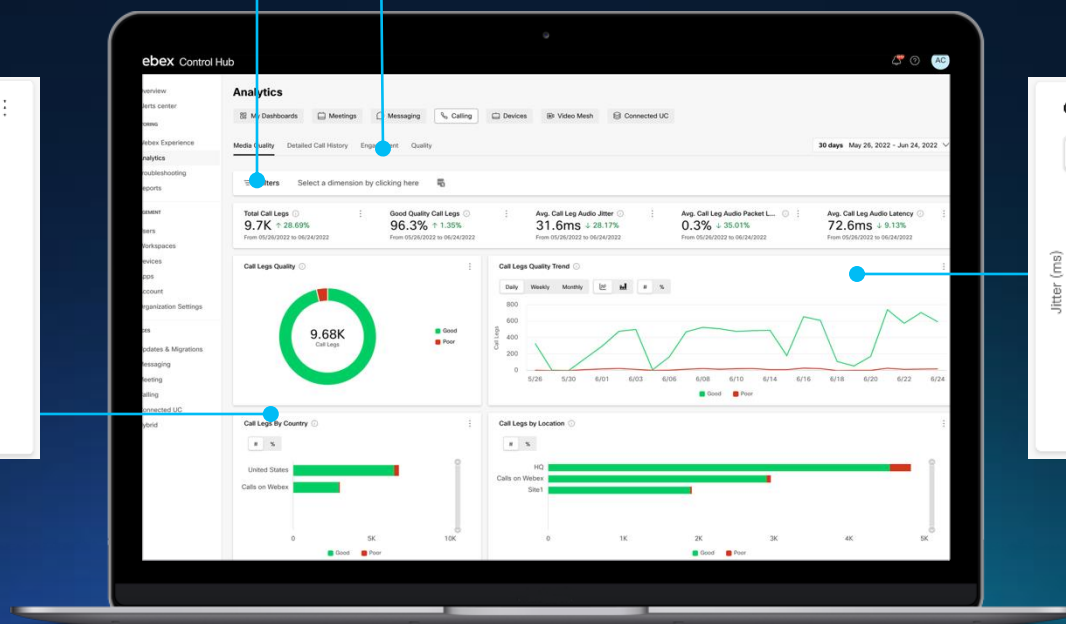
Monitor global call quality KPIs

Filters Local IP Address = 192.168.1 X Device Type = 7841 X Audio Codec = OPUS X

Easily drill down into data with filters, from the filters bar, or any chart



See call quality detail by location, IP, media, path optimization, connection, codec, endpoint, IP phone type, and country



See call quality, jitter, packet loss, latency trends over time

# Call quality troubleshooting

Quickly identify and resolve call quality issues

## Troubleshooting

Meetings & Calls

Logs

Status

Issues

john DOE@acme.com

9 Records (1 meeting, 8 calls)

| Quality | Ser... | Start time ↓        | Meeting / Caller | Name                        | Ho |
|---------|--------|---------------------|------------------|-----------------------------|----|
| Poor    | 📞      | 01/04/2021 10:00 PM | +1 884-884-8888  | John Doe → Fariha           | Jo |
| Poor    | 📞      | 01/04/2021 03:30 PM | +1 884-884-8888  | John Doe → +1 777-333-7...  | Jo |
| Good    | 📞      | 01/04/2021 02:00 PM | +1 555-555-5555  | Emma R → John Doe           | Em |
| Good    | 📞      | 01/02/2021 11:50 AM | +1 884-884-8888  | John Doe → Fariha           | Jo |
| Poor    | 📞      | 01/02/2021 11:50 AM | +1 884-884-8888  | John Doe → +1 888-444-82... | Jo |
| Poor    | 📞      | 01/02/2021 11:50 AM | +1 884-884-8888  | John Doe → Fariha           | Jo |
| None    | 📅      | 01/02/2021 11:50 AM | 200170787        | Steven's personal room      | St |
| None    | 📞      | 01/02/2021 11:50 AM | N/A              | Jennifer M → John Doe       | Je |
| Poor    | 📞      | 12/30/2020 08:50 AM | +1 884-884-8888  | Emma R → John Doe           | Jo |

### Hop details



| John                   | Metric      | Fariha                 |
|------------------------|-------------|------------------------|
| Webex app (Mac)        | Endpoint    | Desk Phone             |
| N/A                    | Hardware    | 8800                   |
| BGL1                   | Location    | BGL2                   |
| 00:1A:C2:7B:00:47      | MAC address | 00:1C:C2:7B:00:55      |
| 67.53.58.46            | Local IP    | 10.53.58.129           |
| 88.53.58.111           | Public IP   | 23.53.58.143           |
| Boston                 | Geolocation | San Jose               |
| Cisco systems inc.     | ISP         | Cisco systems inc.     |
| WiFi                   | Connection  | Ethernet               |
| G.711                  | Audio codec | G.711                  |
| H.264                  | Video codec | H.264                  |
| john DOE@acme.com      | Email ID    | fariha@acme.com        |
| 5f37648h-64hh-28j6-... | Call ID     | ddc0d184-c541-4eb9-... |

Troubleshooting tool provides admins with:

- Capability to find calls with poor-call quality
- Information about both sides of the call and the network in between

# Seamless UCM Migration

Import UCM data into Control Hub to provide Migration Insights pre-assessment reports, assisting in decision-making for selecting the best applicable Webex Calling offer.

- Leverages CCUC (future) and on-prem exports to access call manager and drive migration journey.
- All roads lead to Webex Calling (with a focus on multi-tenant).
- Generates recommended next steps, as well as CSV reports, focused on eligibility.

webex Control Hub

Overview

MONITORING

Analytics

Troubleshooting

MANAGEMENT

Users

Workspaces

Devices

Apps

Account

Organization settings

SERVICES

Updates & Migrations

Messaging

Meetings

Calling

Contact center

Connected UC

Frontline

Company Ltd

Updates & Migrations

Migration Insights

Import data from UCM & Unity and provision into Webex Calling

Drag and drop UCM .tar file here or browse for files.

Choose a file

Drag and drop Unity .zip file (for Auto Attendant) here or browse for files.

Choose a file

Core features for

- ✓ Cisco desk phone
- ✓ Cisco soft phone
- ✓ Voice calling
- ✓ Video calling
- ✓ Encrypted media

Breakout Session

Webex Assistant

Raise hand

Recording

Whiteboard

Reactions

Individual Video

Sharing

Presenting

Audio

Record

Information

37 Devices

Yes 23

No 10

Unknown 4

Download CSV

The size of the feature font indicates the feature use count comparatively.

# Security built-in, not bolted on

## Reliability

Fault-tolerant architecture and geo-redundant deployment

## Physical security

15 data centers  
8 countries | SSAE 16  
and ISO 27001-audited

## Audit and compliance

ISO 27001:2013 and  
NIST 800-5 compliance

## Data protection

Program is compliant with international  
regulatory organizations

## Product security

Secure software development lifecycle  
approach

## Communications security

Demilitarized zone (DMZ), firewalls,  
intrusion detection system, AATA  
encryption, Transport Layer Security

## Automatic updates

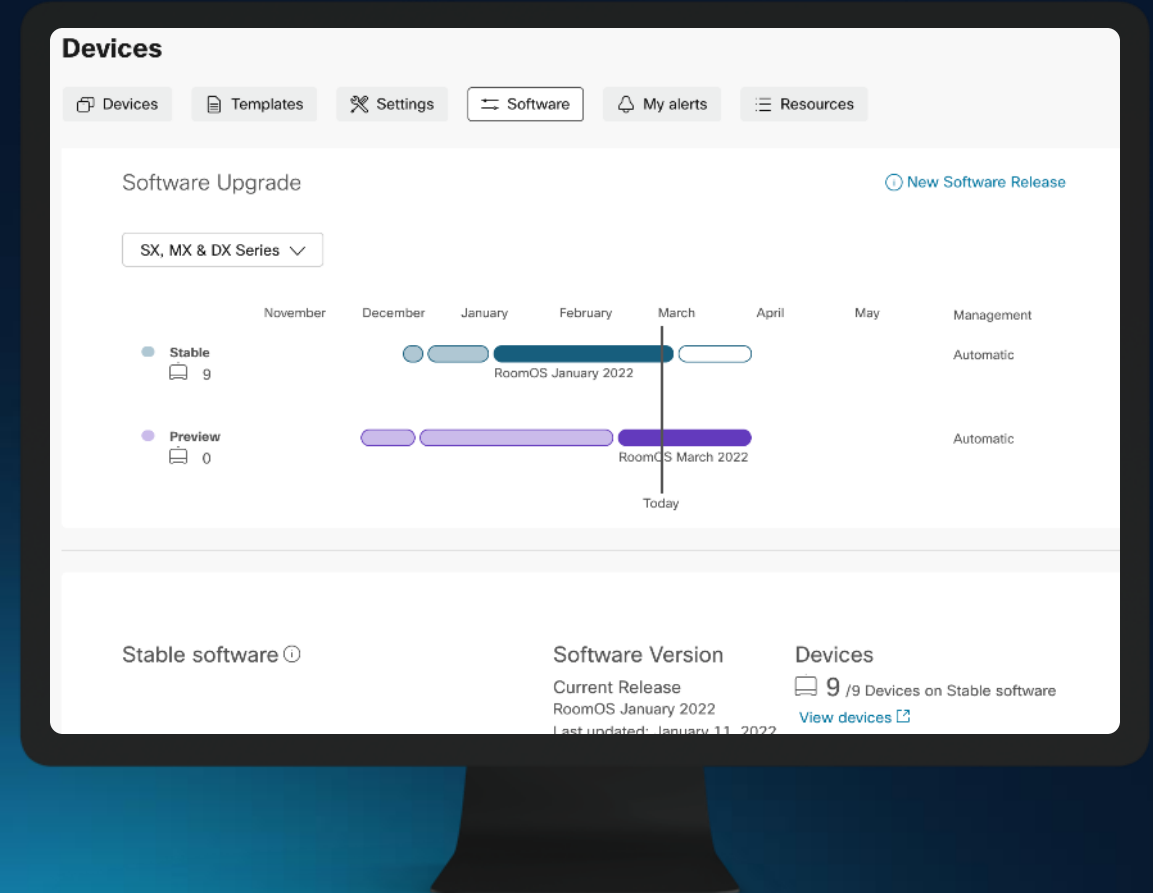
Intelligent devices automatically updated  
with latest secure firmware

## Fraud detection

Real-time fraud  
detection mechanism

## Anti-malware

Integrated anti-malware scanning in the  
Webex App



# Webex Calling global footprint

**Global platform offers services to multinational customers from a single region**

- Global backbone purposely designed for audio and video transport
- Low loss 100+ Gigabit interconnectivity with multiple redundant paths



# Three flexible options for PSTN connectivity

Select any option on a site-by-site basis

## Cisco Calling Plans

- Available in the U.S., Canada, Europe, Australia and New Zealand
- Single offer through Cisco and our partners
- Fully integrated and managed from Control Hub

## Local gateway

- Available in 110+ countries
- Continue using your existing provider
- Support remote branch offices
- Manage phone numbers Control Hub

## Cloud Connected PSTN

- Available in over 65 countries
- Select from multiple world-class Cisco-certified providers
- Choose providers on a site-by-site basis
- Manage numbers in Control Hub



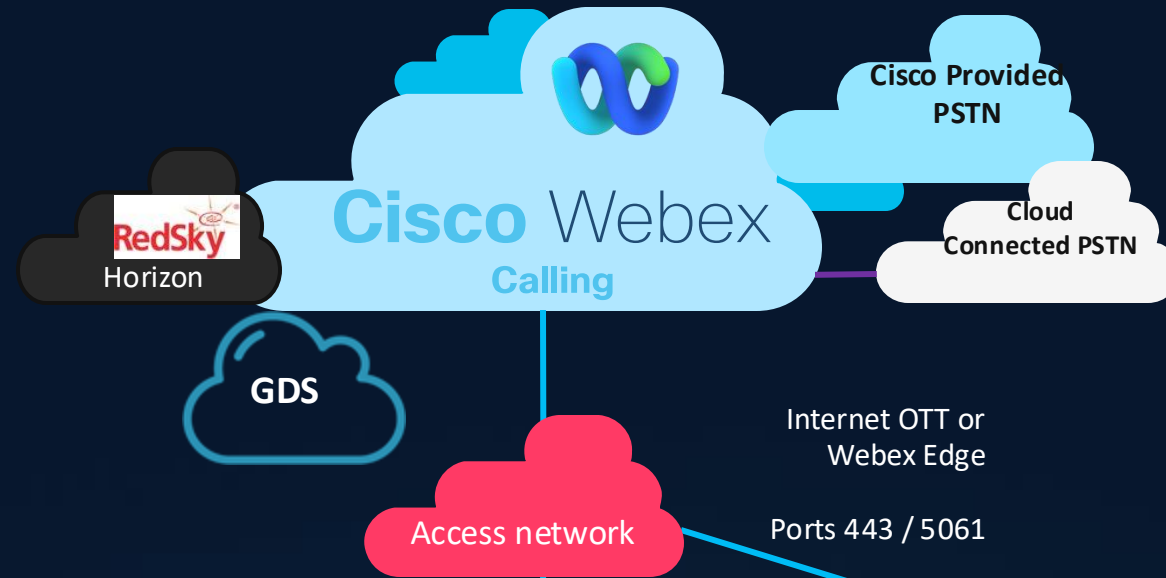
# Webex Calling

## High Level Architecture

GDS for self provisioning using activation codes

Call Recording by Webex (included)

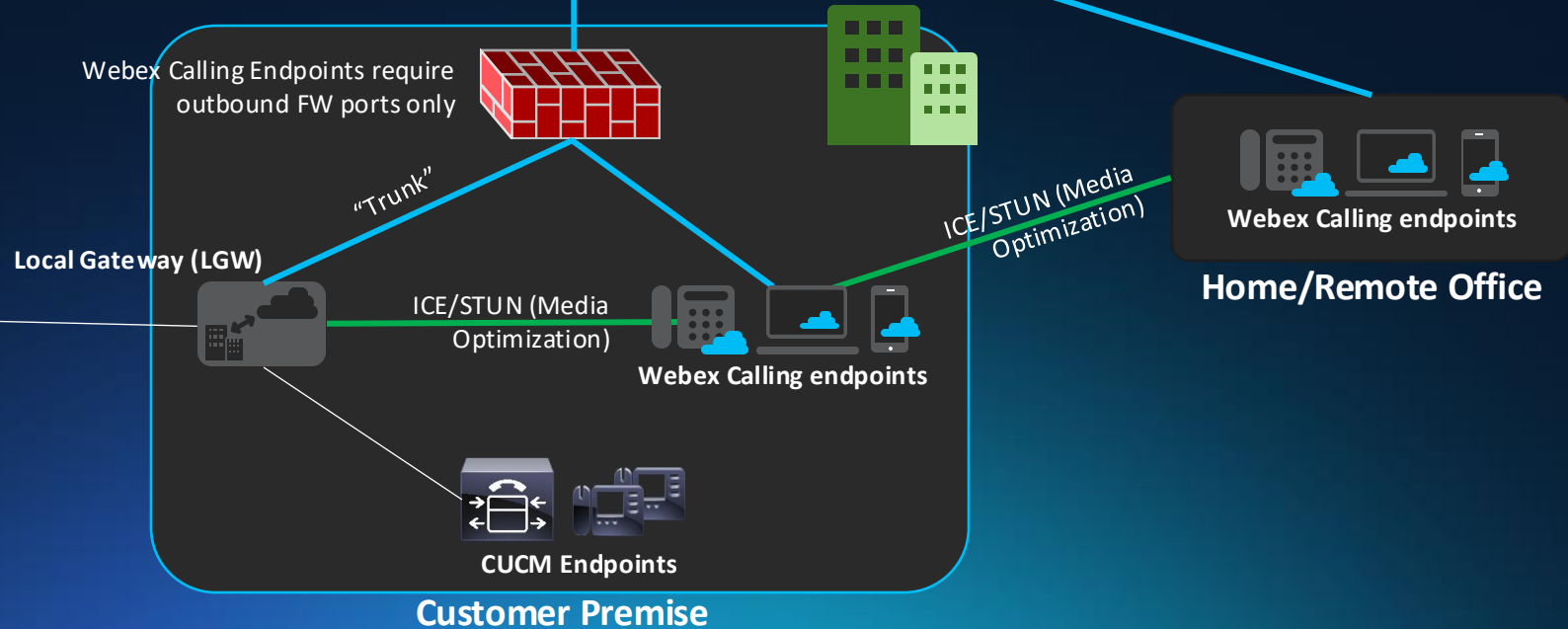
Advanced E911 Location Tracking enhancement by RedSky



Cisco Provided PSTN (US/CAN/UK) and is fully integrated into Control Hub for provisioning

Cloud Connected PSTN providers peer to Webex Calling and are fully API integrated into Control Hub easy for provisioning

Can have different PSTN providers on a site-by-site basis



webex



Thank you

