



Cisco Spark Hybrid Services

Add Cisco Spark Meetings and Messaging to your unified communications

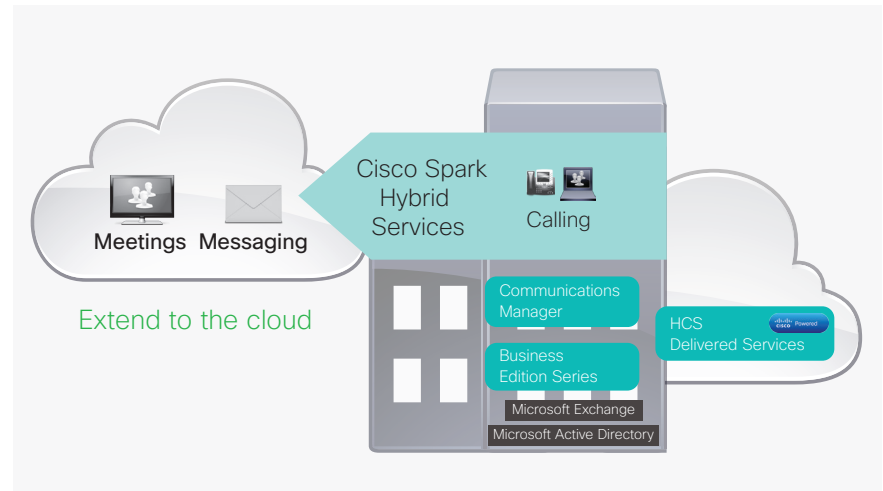
The way we work is changing. People are more interdependent, working not just with others in the office but with people globally, both within and outside their own company. They are more mobile and are under increased pressure to be more productive to keep the business ahead of the competition. The right collaboration tools are important to facilitate success, but they can be difficult and expensive to keep up.

For many organizations, using the cloud to deliver unified communications services is not only a simple and efficient delivery option, it is also one that frees up IT resources to allow you to focus on your core business. Cisco Spark is an app-centric cloud-based service that provides a complete collaboration suite for teams to create, meet, message, call, whiteboard, and share, regardless of whether they're together or apart; in one continuous workstream before, during, and after meetings. It is built to make teams work seamlessly. It is a simple, secure, complete, and open space for people to work better. The core capabilities of Cisco Spark are meetings, messaging, and calling. Cisco Spark is a great way for companies to access unified communications services with no infrastructure investment and low monthly usage fees that can easily scale for growth.

Many companies, though, have already invested in Cisco Unified Communications solutions – such as Cisco Unified Communications Manager, Cisco Business Edition 6000 and 7000, or Cisco Hosted Collaboration Solution (HCS) for IP telephony and Cisco Jabber® for instant messaging, presence, and mobile calling – and want to ensure a continued return on their investment. For these customers, the question becomes, “How can I include cloud-based meetings and messaging services such as file sharing and digital white boarding included in Cisco Spark, yet ensure that the final solution delivers a single, integrated user experience to my employees?”

Cisco Spark Hybrid Services make this possible by linking your diverse on-premises assets to Cisco Spark in the cloud. These on-premises assets include the Cisco call control solutions listed above, as well as Microsoft Exchange and Active Directory (Figure 1).

Figure 1. Add Cisco Spark Meetings and Messaging Services to Your Existing Cisco Unified Communications Capabilities



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Cisco Spark Hybrid Services let you easily add the meetings and messaging capabilities of Cisco Spark to your existing Cisco Unified Communications deployment. The following services are available today:

- **Call Service.** Call Service connects Cisco call control with the Cisco Spark cloud for a single, integrated user experience. There are two core capabilities in Call Service:
 - **Call Service Aware** makes Cisco Spark aware of all calls across your unified communications system, thus enabling a variety of capabilities. First is zero-touch meetings, which allow two Cisco Spark users who call each other to instantly share their desktops without the need to set up a formal meeting. After the call is connected, their one-to-one Cisco Spark Message room is moved to the top of their room list within the application. If they don't have a one-to-one room, Cisco Spark instantly creates one. Either way, both users simply press a single button to share their desktop when the call is connected. Call Service Aware also allows Cisco Spark to display your call history on any device you use, creating a singular integrating experience.
 - **Call Service Connect** connects Cisco Spark with Cisco Unified Communications Manager so they work together. As part of this service, the Cisco Spark app can be used as a mobile soft client for voice and video calling and shares an extension with your Cisco desk phone. You can answer calls on your desk phone or on the Cisco Spark app, and use the app to make and receive calls as if you were in the office. Best of all, you can use Cisco Spark, Cisco Jabber, or your desk phone to call without worrying about which option you or the other person is using. Note that Call Service Connect requires Call Service Aware.
- **Hybrid Media Service.** Provides a local instance of media processing for Cisco Spark Meetings on the customer premises. It lowers latency for better user experiences and also provides saving on Internet bandwidth requirements and costs.

How Hybrid Services Work: Connecting to the Cisco Collaboration Cloud

Cisco Spark Hybrid Services use a series of hybrid service connectors or software modules that run on-premises (or in the Cisco HCS partner clouds) and integrate on-premises components with Cisco Spark to enable the respective services. The Call Service and Calendar Service require [Cisco Expressway™](#), while the Directory Service runs standalone on a Windows box for Active Directory synchronization (Figure 2).

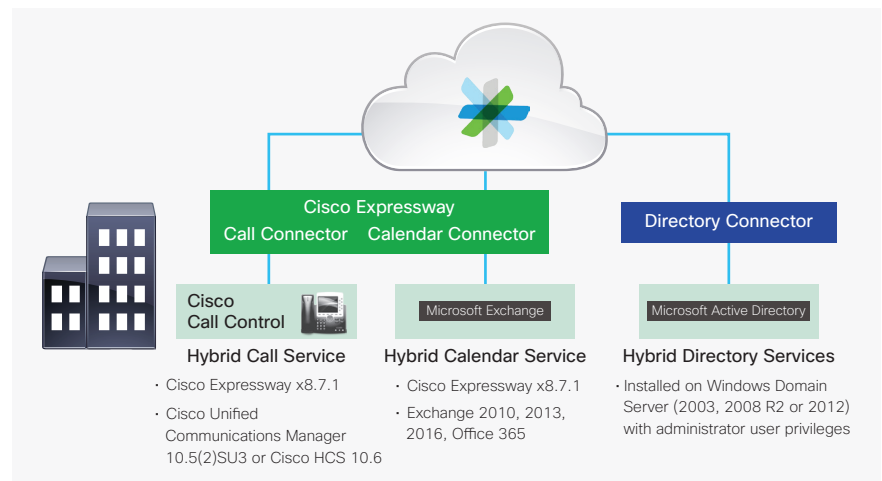
You can manage the connectors from the Cisco Cloud Collaboration Management portal, providing a single point of control for the Cisco Spark service and the connector activities. These activities include initial registration with the cloud, connector software lifecycle management, and statuses and alarms.

There are no additional charges for Cisco Spark Hybrid Services, but to work properly they require that you deploy Cisco Expressway and have the minimum release of Unified Communications Manager and HCS deployed.

- **Directory Service.** Connects Active Directory to Cisco Spark Message and Meeting. It enables a user to see and add company contacts to their Cisco Spark rooms and easily click to call or message. It also offers a simple administrative process that automatically and securely extends enterprise directory contacts to the cloud and keeps them in sync for accuracy and consistency.
- **Calendar Service.** This hybrid service connects Microsoft Exchange 2010, 2013, and 2016 and Office 365, (including hybrid Exchange deployments) to Cisco Spark, making it easier to schedule and join meetings, especially when mobile. Users can:
 - Add “@Spark” to an Outlook meeting invite to automatically create a Cisco Spark room where all meeting invitees can share information and documents before, during, and after the meeting.
 - Add “@WebEx” to an Outlook meeting invite to automatically share the host’s Cisco WebEx® personal room and include meeting-join information in the invitation.

Each of these hybrid services performs a different integration role, so customers can use the ones they want – it is not necessary to implement all of them. In addition, the Directory Service and Calendar Service have no Cisco call control dependency – they can be used to extend network services to Cisco Spark users even if the customer has a third-party unified communications solution.

Figure 2. Connecting to the Cisco Collaboration Cloud Is Simple



Next Steps

Adding Cisco Spark to your unified communications solution will take your communications to the next level – by providing the benefits of the cloud for IT and by delivering complete, seamless business collaboration for everyone in your company. To learn more about how the Cisco Spark service can transform your communications, please visit www.ciscospark.com.