



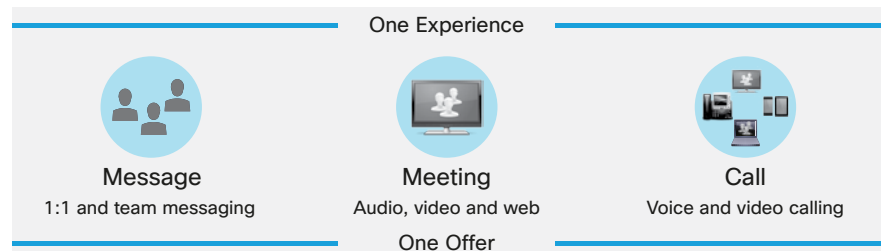
# Cisco Spark

## A cloud-based business collaboration service

Communication is about more than simply being able to dial or send a message to employees or partners. It's about being able to message, meet and call instantly in a way that strengthens relationships and increases productivity (Figure 1).

And now communication needs to be agile. Mobile. Collaborative. All thanks to mobile devices and evolving innovations in infrastructure and applications for voice, video, messaging and content sharing. The Cisco Spark service makes instant communications and live meetings possible through a deeply integrated set of industry-leading communications tools for an unmatched collaboration experience – that only the Cisco cloud can deliver.

Figure 1. Simply communicate better with Cisco Spark



## Simple

Each element makes the user and administrator experience simple and intuitive. It's easy to use and easy to manage. And offered on a simple subscription basis, so you can add services on demand.

## Secure

Our extensive experience securing the world's largest networks, combined with our communications and cloud expertise, helps ensure Cisco Spark security and reliability.

## Complete

Our best collaboration tools in one complete service delivers a great experience regardless of location or device. Message, meet and call anyone, anywhere, anytime. And because we host the service in our cloud, it's always up-to-date.

## Message. Meet. Call.

With the Cisco Spark solution, you can:

- Message:** Business messaging lets you prepare, share and iterate content. Enjoy one-to-one and team messaging in virtual rooms with persistent content and context for team interactions. Cisco Spark services break down communication barriers and make it incredibly simple to work with anyone.
- Meet:** Connect teams and meet customers easily with the added benefits of messaging and content sharing before, during and after the meeting. It's easy to schedule or join a meeting at a main office, a branch office, at home, on the road or from a room-based video system. Every meeting is video-centric. Users shouldn't have to think about what type of conferencing they need before scheduling; after all, it's just a meeting.
- Call:** Take full advantage of the Cisco Spark capabilities and integrate calling with messaging and meetings. If you have Cisco Unified Communications Manager, Business Edition 6000 or 7000, or Cisco Hosted Collaboration Solution for call control, you can benefit from the full calling capabilities of Cisco Spark. In non-US markets, call functionality is offered uniquely as a hybrid service, connecting Cisco call control with Cisco Spark in the cloud for a single, integrated user experience.

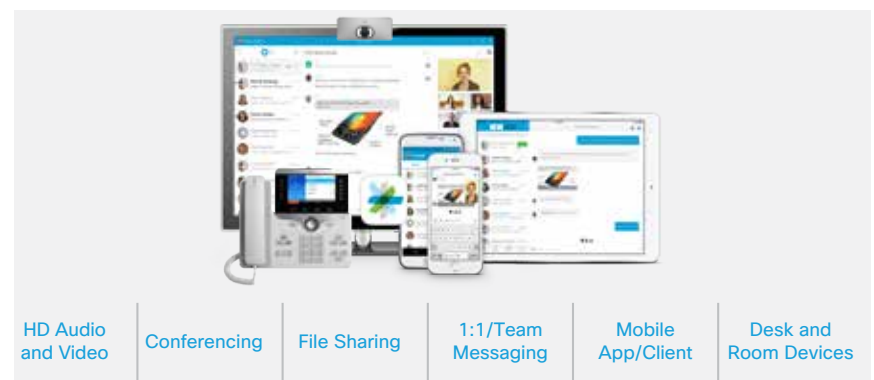
## Next Steps

To learn more about how the Cisco Spark service can transform your communications, please visit [www.ciscospark.com](http://www.ciscospark.com).

## Designed for the way you do business

The Cisco Spark service delivers a powerful set of communications services for all the ways you need to communicate. Maybe you're a startup business with an ad-hoc solution, or you have an outdated key system or PBX and want to upgrade. Perhaps you've already made the move to IP or deployed a cloud-based service and want to expand your capabilities even further. Cisco Spark will take your communications to the next level by providing the benefits of a complete business collaboration service for everyone in your company: one service, one experience, for everyone (Figure 2).

**Figure 2.** Deliver one service and one experience for every employee



- Personal productivity on the road, in the office and with customers:
  - Join meetings when mobile, from a desk or from a room-based system.
  - Move seamlessly between your mobile device and desktop.
  - Access common contacts and call history from your mobile device or desktop.
- Team agility and rapid response from the start of a project to its completion:
  - Hold more effective meetings with sync-ups, discussions and preparation ahead of time.
  - Get access to content and discussion threads during meetings.
  - Review, follow up and take quick, informed action after meetings.
- Acceleration of business growth and success:
  - Focus IT resources to move them from being a cost centre to a platform for innovation and growth.
  - Improve company culture by working smarter from anywhere and connecting and engaging employees.
  - Meet business demands by working faster and smarter, controlling costs and maximising resources.