

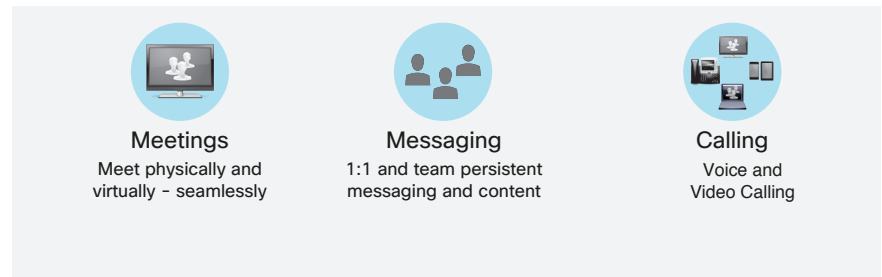


# Cisco Spark

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 service that enables people to work better.

Communication needs to be agile. Mobile. Collaborative. All thanks to mobile devices and evolving innovations in infrastructure and applications. 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

Cisco Spark is designed so that each activity makes the user and administrator experience simple and intuitive. It's easy to use and easy to manage. And it's offered on a simple subscription basis, so you can add services on demand, in the cloud or on-premises.

## Secure

Our extensive experience securing the world's largest networks, combined with our communications and cloud expertise, helps ensure that Cisco Spark is secure and reliable.

## Complete

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

## Meet. Message. Call.

With the Cisco Spark solution:

- **Meetings:** Bring together to create, communicate and collaborate in a one continuous workstream before, during, and after the meeting so teams can be even more effective, across any mobile or video device. Invite others to join meetings from their desk, a branch office, at home, or on the road.
- **Messaging:** The ability to exchange messages and share files with another person or a group of people. Message anyone. Choose someone from your company directory or simply enter anyone's email address and start messaging customers, partners, anyone you need to work with.
- **Calling:** Take full advantage of Cisco Spark meeting and messaging capabilities by integrating the power of Cisco Unified Communications to ensure even better collaboration experiences for all. If you have existing Cisco call control (such as Cisco Unified Communications Manager, Business Edition 6000 and 7000 or Cisco Hosted Collaboration Solution), you can keep using these - and add to them. In countries where Cisco Spark calling functionality is not yet available, we have made it simple for you to make calls using Cisco Spark Hybrid Services, creating a single, integrated user experience.

## 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.

## Open

Spark APIs and integrations are key to helping you to digitize your business. Self-enabled integrations and bots, easy-to-use APIs, and the ability to customize these to your existing processes and workstreams.

## Rich & Effective Meeting Experiences

Bring people together to create, communicate and collaborate in one continuous workstream before, during, and after the meeting so teams can be even more effective. Increase productivity, make better decisions, faster.

## Business Messaging

Keep fingers on the pulse with persistent content and context in-team messaging sessions and virtual spaces. Unlimited one-to-one or team messaging.

## HD Audio & Video Calls

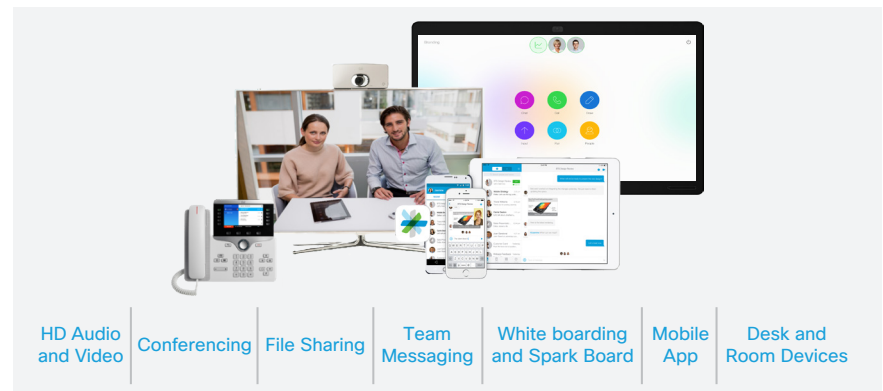
Boost employee productivity with the ability to call anyone from anywhere. Seamlessly move conversations between mobile, desktop, room devices; and back again. Common contacts, calendar, and call history from mobile to desktop.

## Next Steps

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

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



Get creative and draw out your thoughts:

- Use the Cisco Spark whiteboard capability from any device, whether you're together or apart.
- For meeting rooms the Cisco Spark Board is a presentation screen, a digital whiteboard, and a video conferencing system connected to the Cisco Spark service.
- Anyone in any meeting or team space can participate with you and help the creative process.

Increase 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.

Accelerate business growth and success:

- Focus IT resources to move them from being a cost center 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 maximizing resources.

## Investment Protection

Using Cisco Spark Hybrid Services, customers can connect their existing Cisco call control to the meetings and messaging services hosted in the Cisco Collaboration Cloud. In addition, all phones and video devices supported by the Cisco Spark service provide simple registration and connection to the Cisco Spark service in the cloud.