

# Fast-Track the Mobile Enterprise



- **Boost productivity** with intelligent client roaming, reduced network load and lower battery use
- **Prioritize business-critical apps** over wireless and wired networks
- **Simple and automated network configuration** to optimize client roaming and mobile app traffic prioritization
- **Enhance the business user experience** with high-quality voice and video calling from Cisco, plus the familiarity and ease of use of iOS devices running iOS 10
- **Unify mobile** with cellular and Cisco Spark™ calls treated equally

*"This is a massive leap forward for business communications, effectively putting the capabilities of your desk phone right into your pocket."*

—Rowan Trollope

Senior Vice President and General Manager of Cisco's Internet of Things (IoT) and Applications

## Dramatically Changing the Way Work Gets Done

Businesses everywhere—and in every category—are reinventing themselves. They are becoming digital, software-driven, and mobile-centric.

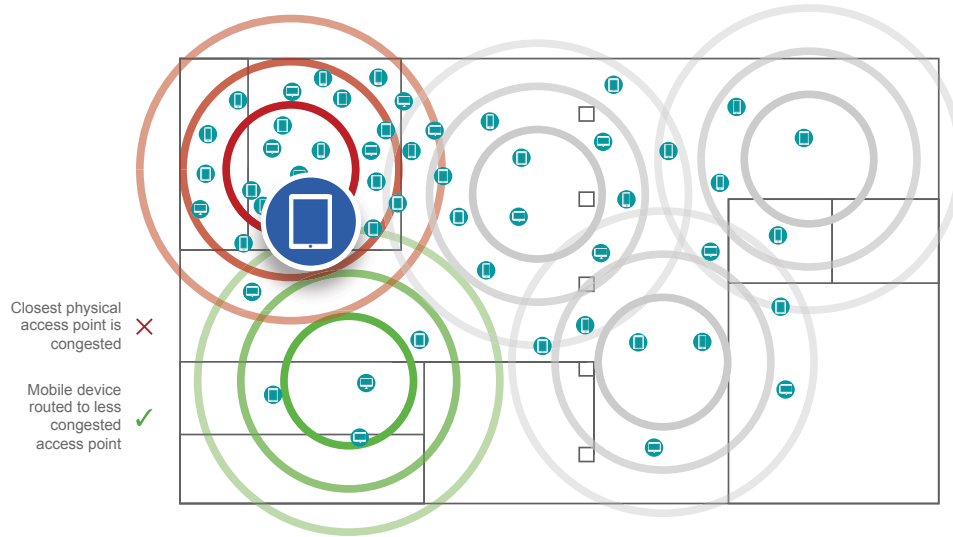
Users want fast access to the information they need—anywhere, anytime. They want to empower workforce efficiency and innovation to drive productivity and increase customer retention. But true enterprise transformation requires native applications running seamlessly on best mobile devices over the world's best corporate networks.

Apple and Cisco® are responding to this need by creating the very best app and voice experience for iPhone and iPad on corporate networks. With new features in iOS 10 and the latest network software and hardware from Cisco, businesses can leverage their infrastructure to deliver a great user experience.

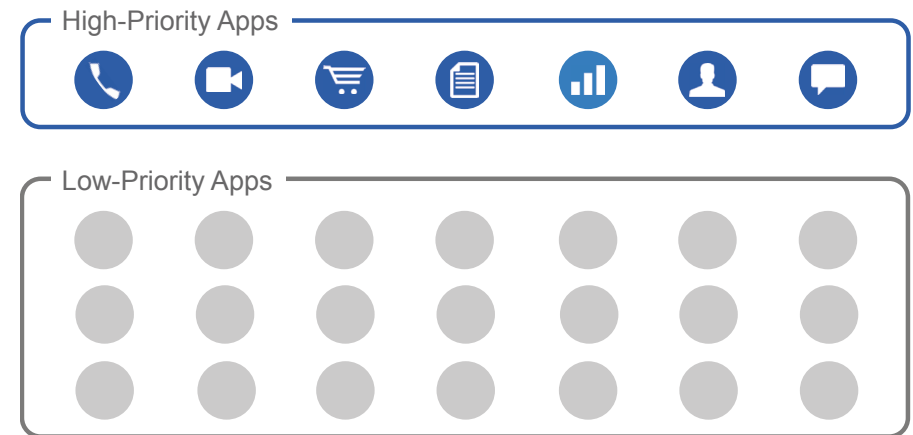
Apple and Cisco are focusing on three areas: networking, voice, and collaboration. Our first set of offerings include:

- Optimizing Wi-Fi connectivity
- Prioritizing business apps
- Integrating voice and collaboration with Cisco Spark™

Optimizing WiFi connectivity helps ensure iOS devices connect to the least congested access point



Prioritizing business-critical apps and real-time data



## Optimize Wi-Fi Connectivity and Prioritize Business Apps

Business users need a reliable, pervasive Enterprise Wireless networks that supports mission-critical apps. Yet noncritical apps consume the bandwidth needed to run critical apps optimally.

At the same time, IT must deliver a reliable wireless network, while also contending with an influx of mobile devices, mobile apps, and laptops. Ultimately, IT must help to ensure business app performance—and reduce the cost and complexity of managing ever-growing networks.

In response to these challenges, Cisco enterprise wireless networks recognize iOS 10 devices, automatically enabling fast roaming and load balancing to deliver high performance. iOS 10 devices and Cisco wireless access points perform a “handshake” that allows iPhones and iPads to intelligently decide on which access point to connect to, based on criteria such as existing network traffic per app.

To improve performance of business-critical mobile apps, IT managers can simply select the apps they wish to prioritize on the network. The network accomplishes this by trusting iOS 10-embedded quality of service (QoS) tags. This ability is especially important for apps that use real-time services such as video and voice.

In short, the network does the heavy lifting, simplifying setup for IT.

### Integrate Voice and Collaboration with Cisco Spark

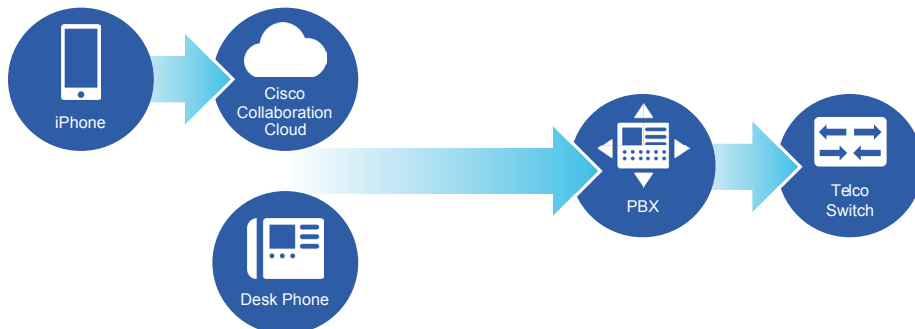
Today's businesses communicate in many ways. Typically each form of communication involves a dedicated application that works well in isolation. Unfortunately, bridging multiple communications channels can be cumbersome and disjointed, which is particularly evident when collaborating across multiple devices.

In this context, IT must get multiple collaboration users up and running fast and make it possible for employees to make calls on the enterprise network, all while meeting corporate policies and compliance.

The solution? Cisco Spark. Much more than an app, Cisco Spark is a complete collaboration-as-a-service offering powered by the Cisco Collaboration Cloud. It features all the communications tools users need for greater productivity wherever they work. Designed from the ground up for mobile and Cloud, Cisco Spark makes enterprise messaging, calling and meetings possible through a deeply integrated set of capabilities only the Cisco Cloud Collaboration Platform can deliver.

From your iOS device simply tap a Contact, Favorite, or a Recent call and instantly initiate a voice or video call using Cisco Spark. You can also answer Cisco Spark calls directly from the lock screen and use Siri voice commands or Bluetooth-connected headsets to make and control calls. You can also take advantage of call waiting between Cisco Spark and cellular calls. In addition, Cisco Spark Hybrid services extends incoming corporate calls to your mobile, while outgoing calls leverage your existing dial plans and least cost routing.

It's a collaboration experience designed for the enterprise.



### Centralize Support Across Your Environment

To help maintain performance, reliability and ROI of your Cisco enterprise infrastructure optimized for iOS devices, we offer Cisco Solution Support. This technical service centralizes support across your Cisco and iOS environment. Whether there is an issue with a Cisco or an iOS device, just call us. Our solution experts are the primary point of contact and own your case from first call to resolution. Learn more [here](#).

### Learn More

Explore our solutions and technical services to see how Cisco and partners are working together to deliver a great mobile experience for apps, voice, and collaboration on the iPhone and iPad:

- [www.cisco.com/go/apple](http://www.cisco.com/go/apple) to get access to the latest information on our joint solutions
- [Wireless and mobility](#) to learn more about Cisco enterprise wireless networks
- [Enterprise networks](#) to learn more about Cisco Enterprise Networks solutions
- [Collaboration](#) to learn more about integrated voice and collaboration
- [Cisco Solution Support](#) to learn more about centralized support across your multivendor environment.