



# Cisco IP Communications Products

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**Cisco Systems**

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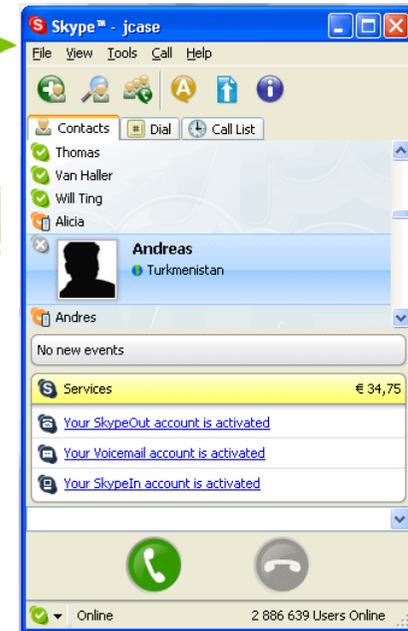
Cisco IPC Application 제품군

Summary



# What's happening in recent voip market?

- **Skype**
  - PC2PC
  - PC2Phone (Skype Out, Skype In and packet Skype)
  - Application (Skype voicemail)



- **Google (GoogleTalk)**
  - PC2PC



- **MS + Teleo**
  - PC2PC
  - PC2Phone

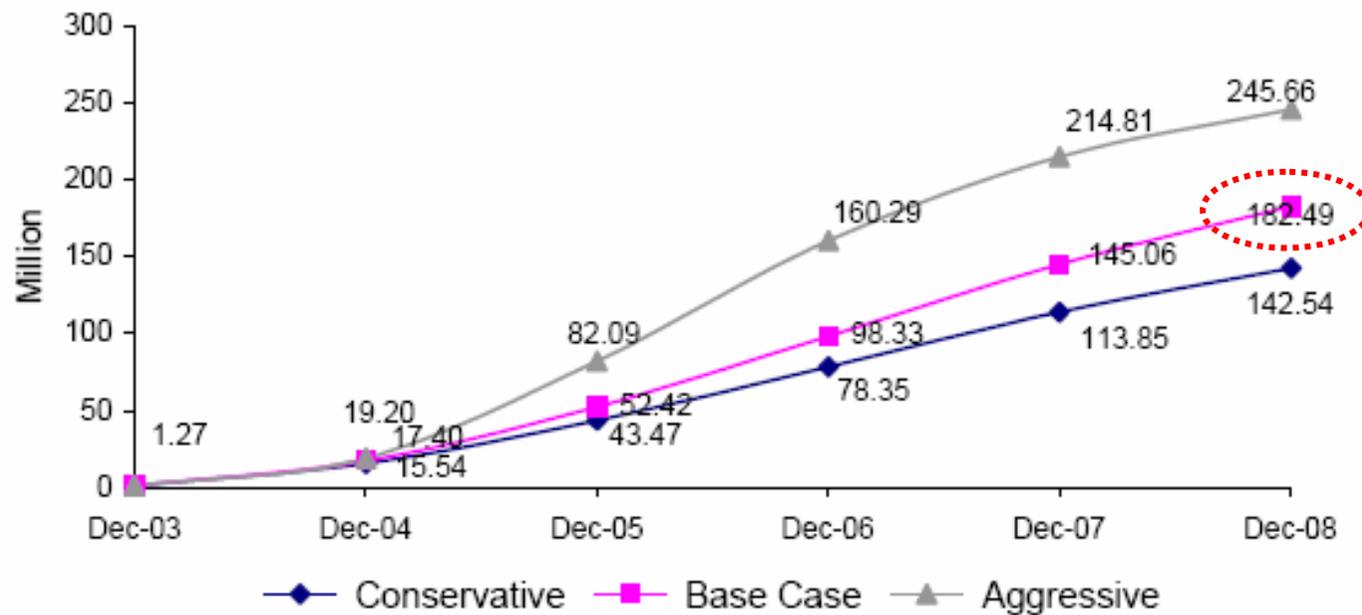


- **Yahoo + DialPad**
  - PC2PC
  - PC2Phone



# Skype Penetration

Figure 1: Worldwide Skype Subscriber Base (2003 – 2008)



Source: *Evalueserve Analysis*

# Cisco IP Communications 제품군

## Integrated Management

### Applications



Workplace Resources



Voicemail and UM



Mobile Connect



Customer Contact



Rich Media Conferencing

### Endpoints



Cisco IP Phone



Wireless Phones



Video Phone



IP Communicator



VT Advantage

### Call Control



CallManager



Survivable Remote Site Telephony on Cisco ISR



Cisco CallManager Express and Unity Express on Cisco ISR

### Infrastructure



Routing, QoS



Switching



Administration



Wireless



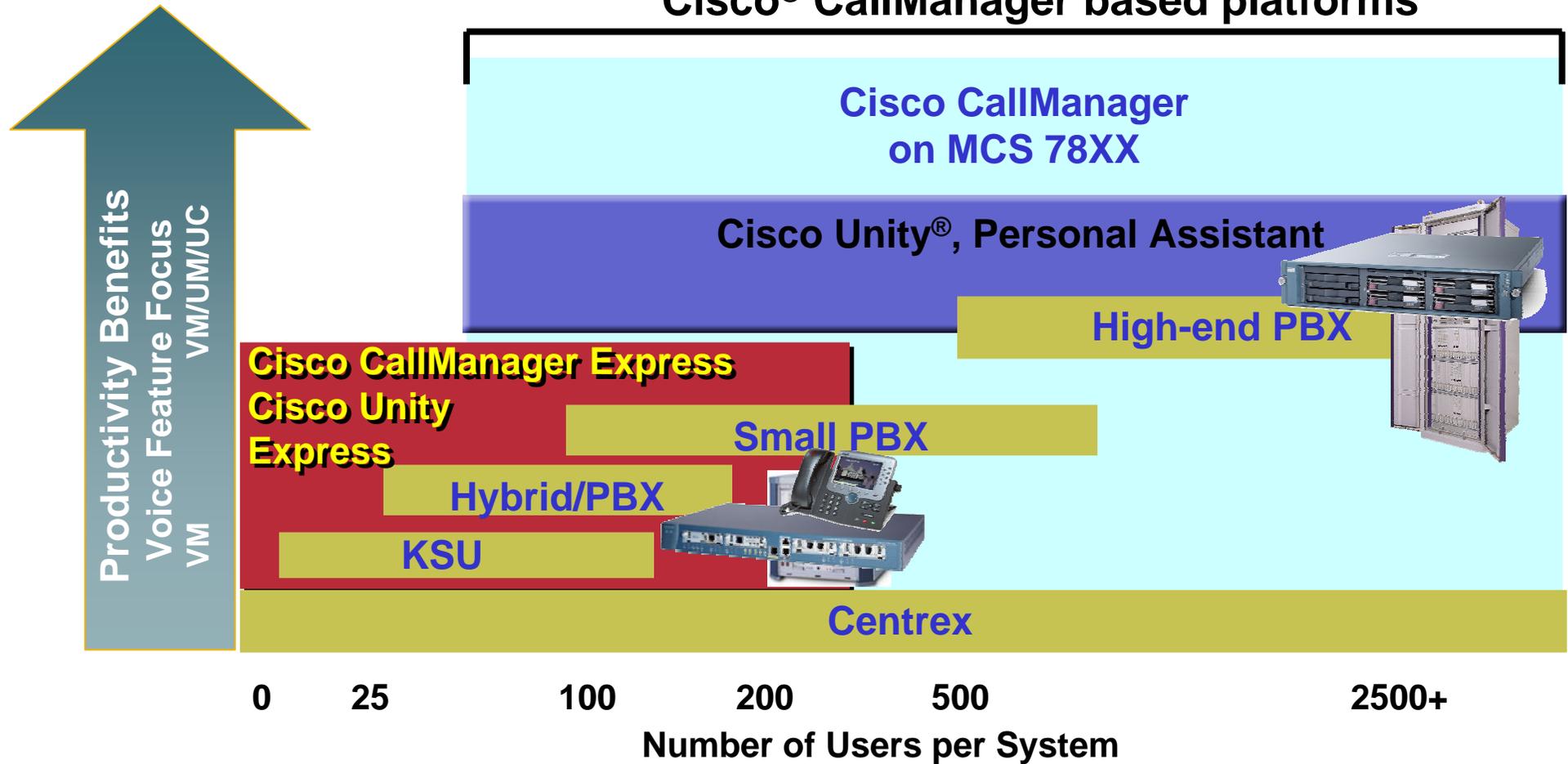
Security



Content Delivery

# 솔루션 포지션

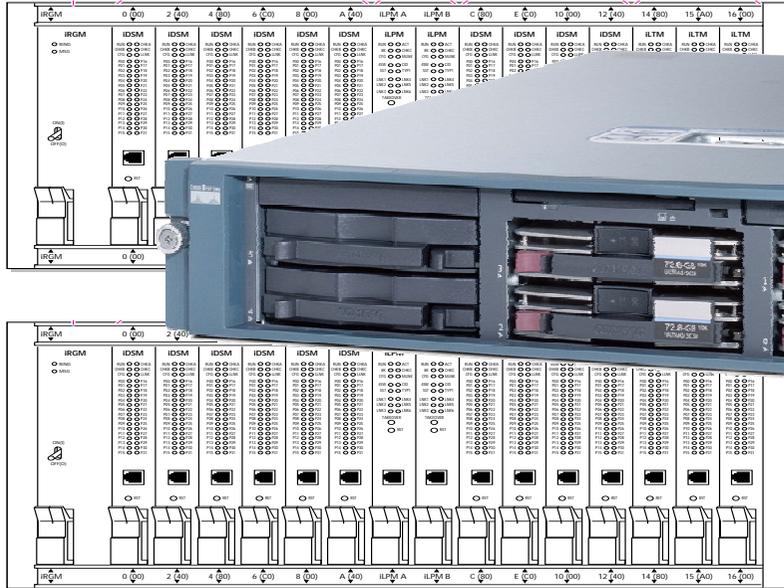
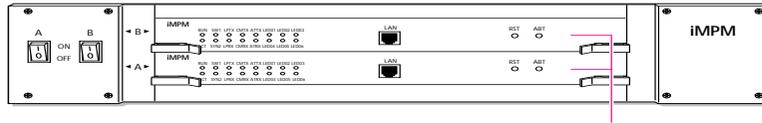
## Cisco® CallManager based platforms



**Cisco CallManager Express with  
Cisco Unity Express for smaller site locations**

# PBX System

제어부

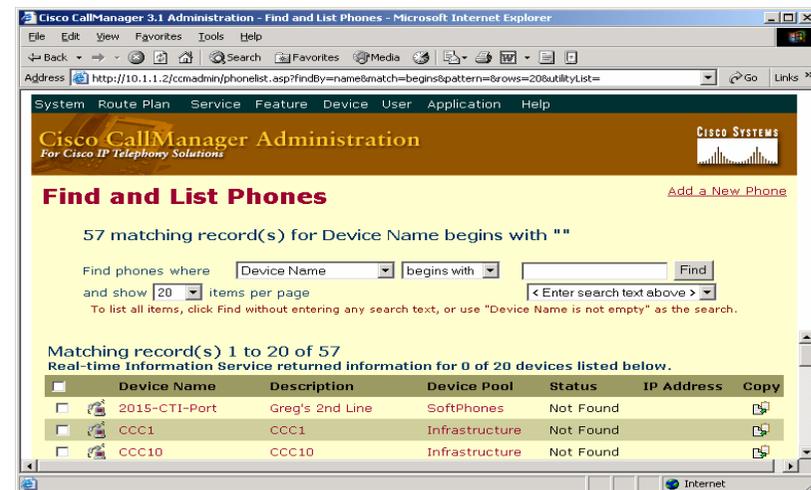


**Shelf**  
(각종 card장착)

Shelf를 증가 시켜야 함

# Cisco IP PBX Call Manager 4.1

- IP Telephony 를 구성하는 가장 중요한 요소로써 MCS Server 에 설치되며, Call-Processing 을 담당한다. 특히 Cisco Call Manager의 경우 Voice 뿐만 아니라 Video도 지원하여 Video Telephone, Video Conference을 지원



- 표준 HTML을 이용하여 설치, 구성, 관리 가능
- 지원 Protocol (Skinny, SIP, H.323, MGCP)
- Media Convergence Server platforms에 기본으로 설치되어 제공되며, 제공되는 CD를 이용하여 설치의 용이성을 제공한다.
- 일반적으로 사용되는 Telephone 관련 기능은 물론, 표준을 따르는 타사의 Application 사용 가능 ( TAPI, JTAPI)
- 시간당 50,000 call 이상 지원
- Clustering를 이용하여 Load Sharing 및 Fail over 지원 – 최대 8 대
- 한 cluster 당 30,000 IP Phone 지원

# Cisco IP Communication Platforms

High  
Availability  
Low



Cisco MCS 7815I-2000  
(300명)



Cisco MCS 7825H-3000  
(1000명)



Cisco MCS 7835H-3000  
Cisco MCS 7835I-3000  
(2500명)

(Dual processor)



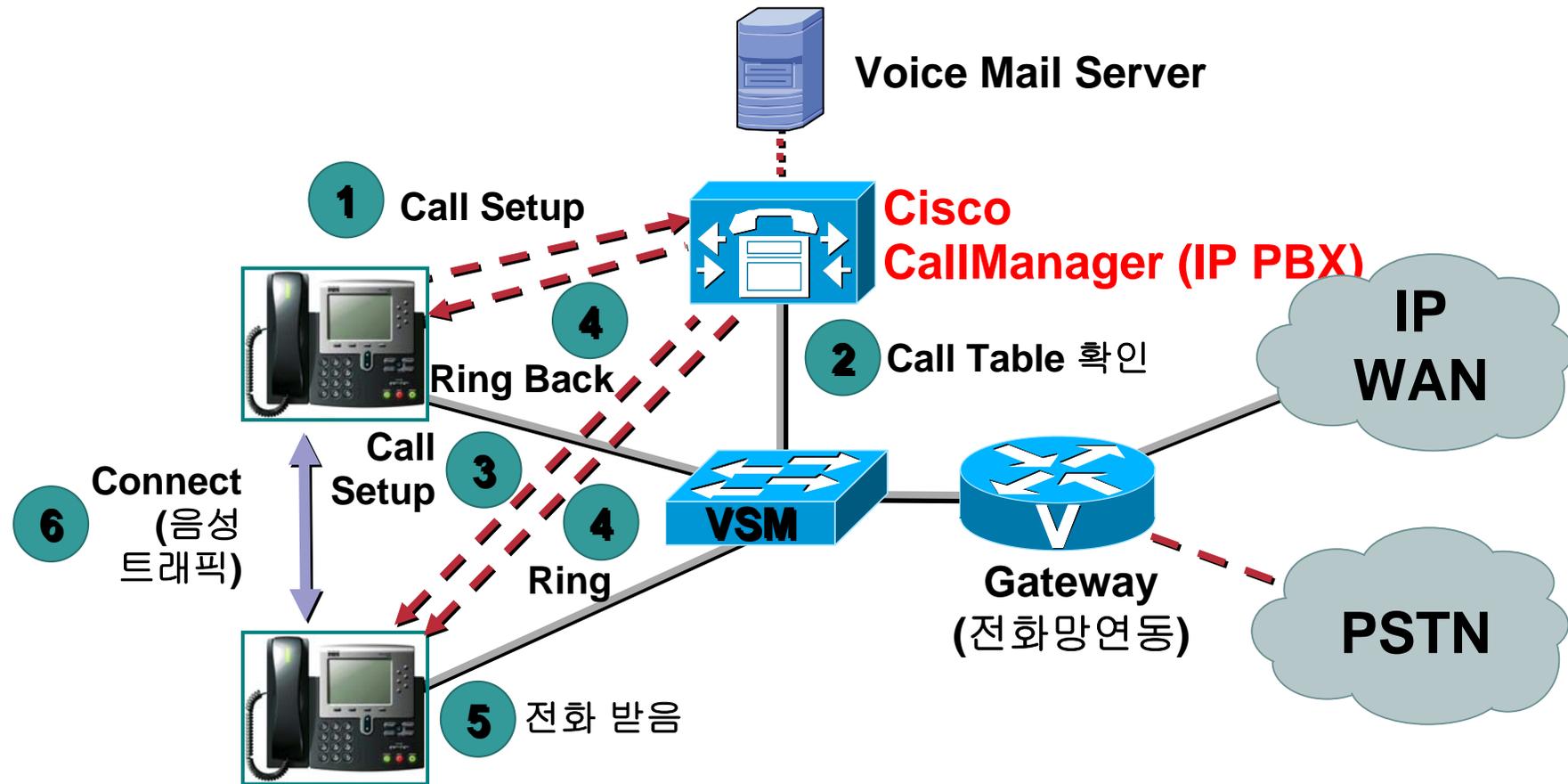
Cisco MCS 7845H-3000  
(7500명)

Performance & 용량



# All IP Cisco IP PBX 음성 신호 흐름도

## Single Site



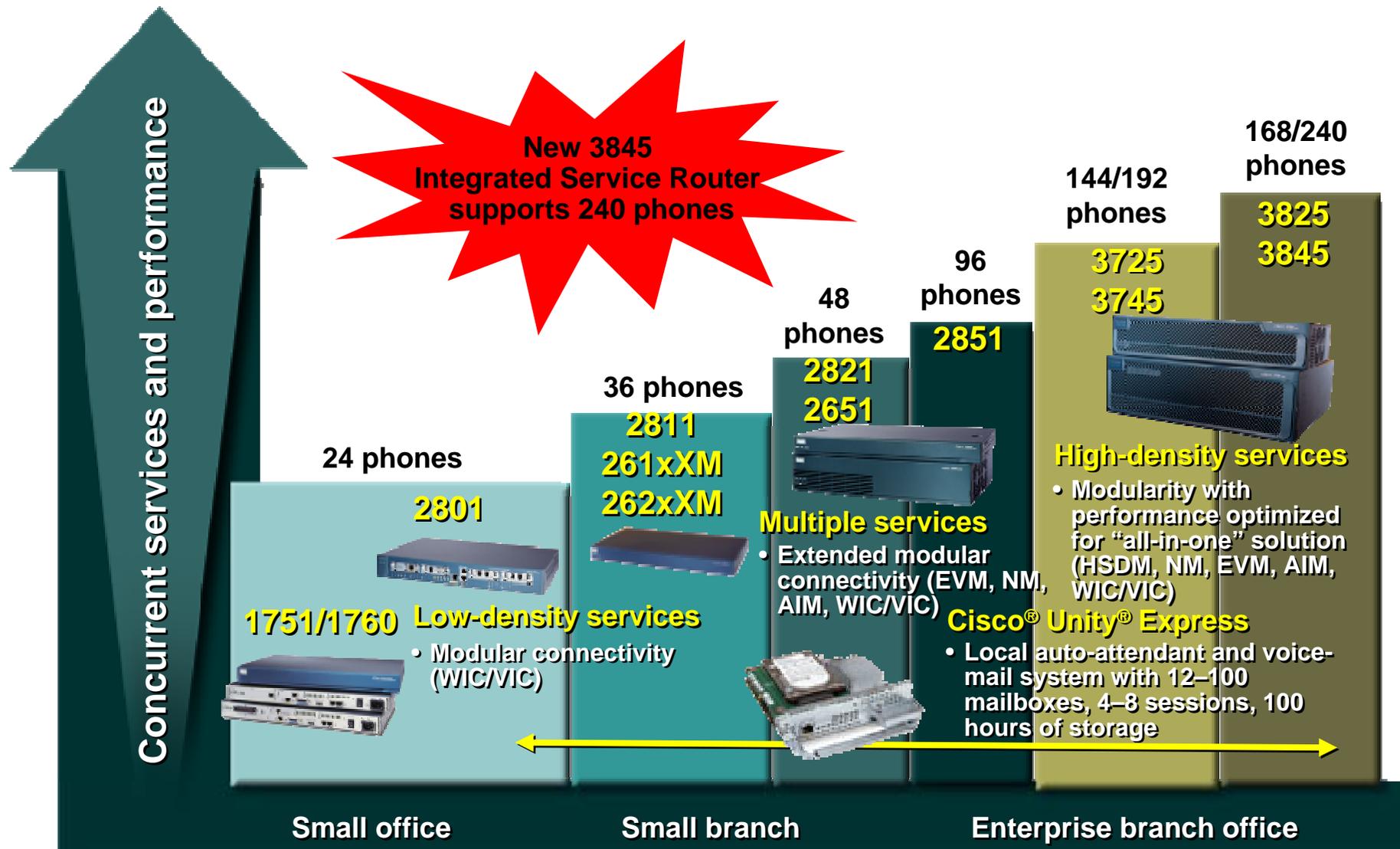
# Cisco CallManager Express v3.3 (키폰대체)

## Simple, Affordable All-In-One Communications

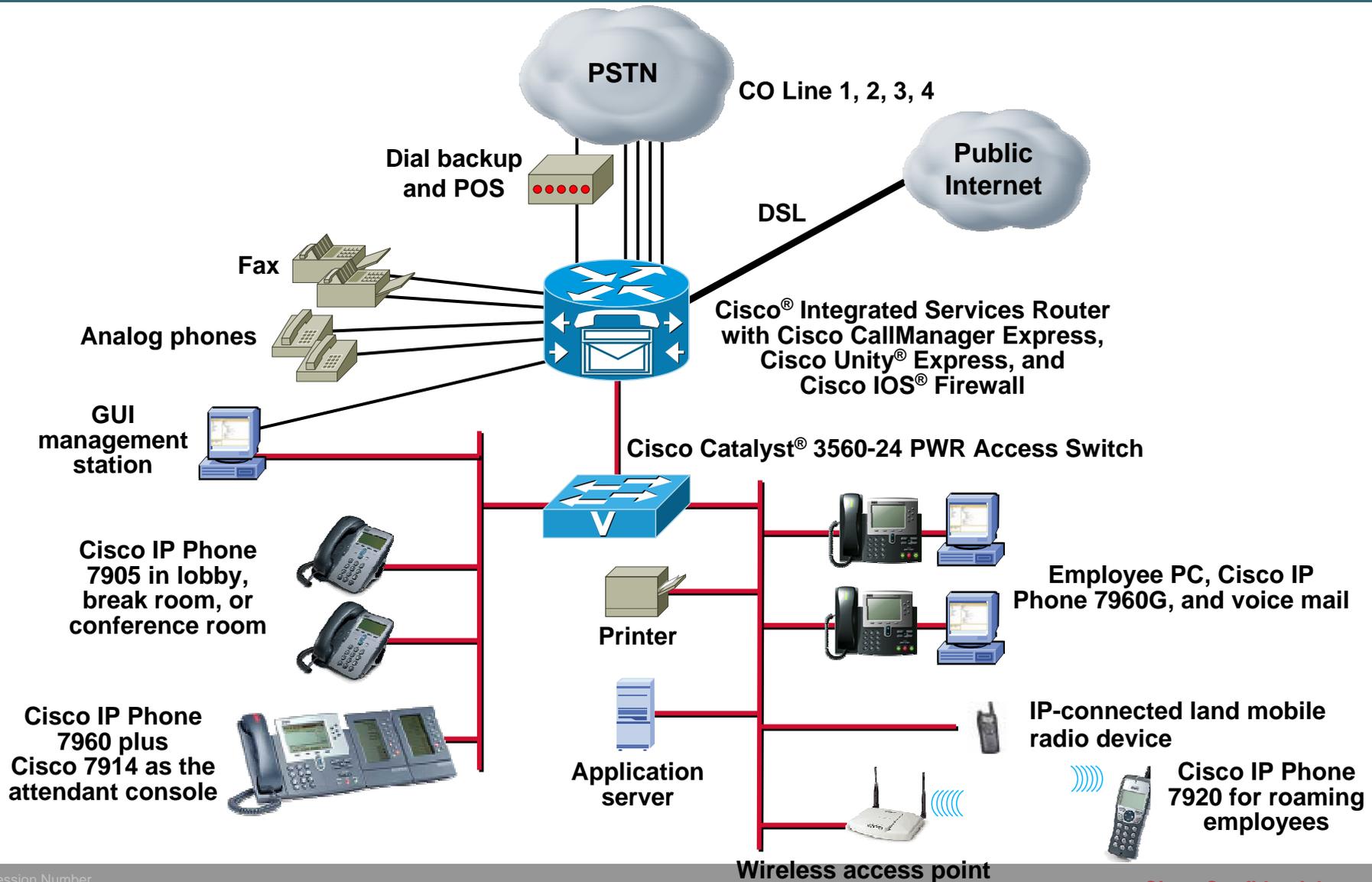
- Cost effective, converged data and voice solution inside Cisco Integrated Services Routers
- Key system/small PBX features PLUS innovative convergence applications for up to 240 users
- Unmatched investment protection for future growth
- New features:
  - Embedded Meet Me conferencing for 20-96 users
  - Enhanced call routing and queuing
  - Increased security



# Cisco CallManager Express 을 지원하는 Router 및 지원 전화수



# Cisco Call Manager Express로 구성 한경우 - All in one 솔루션



# Cisco IP Phone 종류

Features



# Cisco IP Phones 7941G and 7961G

**Affordable, Feature Rich Business IP Phones for Small to Medium-Sized Offices and Enterprise Branches**

- New higher resolution display (320x240 vs. 145x100)
- Display will benefit XML app developers
- Display supports double-byte characters/Unicode (fully w/SD-GA release)
- Lighted line keys
- IEEE standard 802.3af inline power, and will support Cisco legacy power



# Cisco IP Phone 7985G (Video Phone)

## Personal Desktop Video Phone for Rich, High-Touch Communications

- Integrated voice, video, web and data communications
- 8.4" Color LCD—executive friendly form-factor
- Speaker-phone with a head-phone jack and a handset
- Two-port Ethernet switch with IEEE PoE
- All the audio features and functionality of a full featured Cisco IP phone
- **H.264 video**



# Cisco VT Advantage

- 기존 Cisco IP Phone을 이용한 저가의 솔루션

- **Cost effective video to every desktop**
  - Phone registers as a video capable phone
  - Cisco IP Phones 7940G, 7941G, 7960G, 7961G, 7970G and 7971G-GE supported
- **High-quality video for effective non-verbal communication**
- **Managed by one converged network**
  - Easy-to-use phone features added to video calls
    - Transfer, Hold/Retrieve, Call Forward, Ad-hoc Conferencing, Mute
  - Calls can be made to H.323 or SCCP video/audio terminals (single dial-plan)
  - Automatic codec, format, and bit rate negotiation

## Video Telephony is Now Just a Phone Call



### Initiate Voice/Video Call from an IP phone

- Audio on the Phone
- Video on the PC (Cisco VT Camera included)

# Cisco IP Communicator (Softphone)

**Gives your PC the functionality of an IP phone**

**Access your phone extension and services outside the office (on/off campus)**



- **Easy to use**

- Feature parity with Cisco's advanced IP phones
- Multiple lines, barge, extension mobility
- IP Phone services support (XML)
- Audio Tuning Wizard for setting audio levels properly

- **Easy to manage**

- Unified administration with Cisco IP phones
- Scaling 1 to 1 with IP phones (unlike TAPI-based)
- Automatic software updates

- **Easy to deploy**

- Manage user configurations
- Auto-detection of Cisco VPN client

- **Premium voice quality**

- Advanced jitter buffer and packet loss concealment algorithms
- Audio "Tuning Wizard" for setting levels
- Echo suppression and noise cancellation

# Cisco VG224 Voice Gateway

- 기존의 analog phone용



- **Cisco® IOS®-based high-density analog gateway for Cisco IP communication networks**

**Sits behind SRST/CME router in a regional or campus or headquarters location**

**Analog FXS connectivity with:**

**SCCP/H.323/MGCP to Cisco CallManager**

**SCCP/H.323 to CallManager Express or SRST**

**SIP to CUPS**

**Analog phones, fax/modem, IVR interconnection deployments**

- **Hardware**

**24 FXS voice ports (RJ-21 telco connector)**

**1RU 19-inch wall and rack mountable**

**2 10/100 BaseT Ethernet ports**

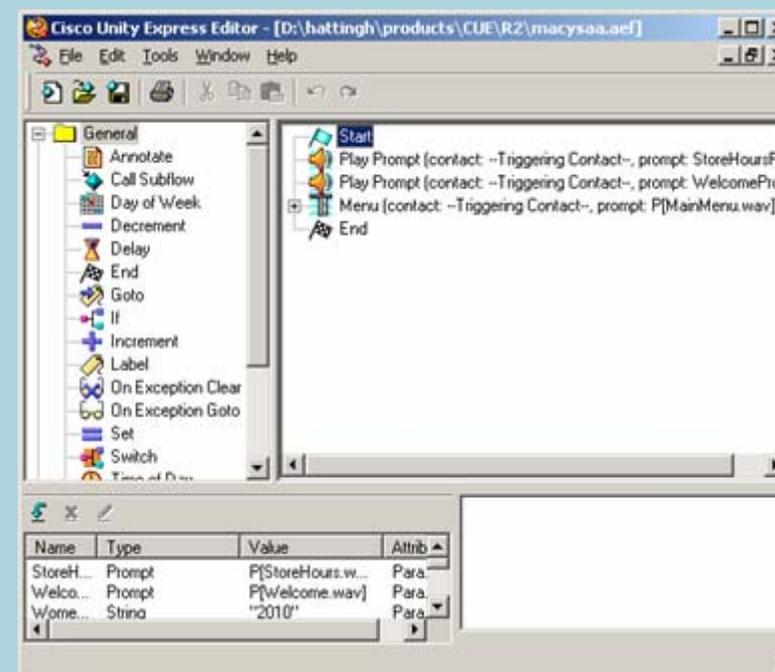
**AC or 12V DC (battery) power input**

# Cisco Unity Express v2.2

- 지사 음성 메일 서버

## Easy, Affordable Voice Mail And Automated Attendant

- **Integrated option inside Cisco Integrated Services Routers or Multiservice Access Routers**
- **Rich features and functionality:**
  - Distribution lists, broadcast messages, business hours, holiday schedules, emergencies
- **Flexibility and investment protection**
  - Cisco CallManager Express and CallManager
  - Cisco SRST for voicemail survivability
  - Cisco Unity and Unity Express internetworking
- **New features:**
  - New Auto Attendant integration with Basic ACD
  - 5 new languages
  - Remote monitoring and management with SNMP



# Cisco Unity Express Modules

Fully self-contained, onboard memory, processing, and storage supported on the Cisco® 2800 and 3800 Integrated Services routers, plus 2691, 2600XM, and 3700 series access routers



## NM-CUE or NM-CUE-EC

- Voice message storage: 100 hours
- Session/port capacity: 8 or 16
- Up to 120 mailboxes supported
- Hard drive: 20 GB, 500 MHz processor, 256 MB/512 MB DRAM



## AIM-CUE

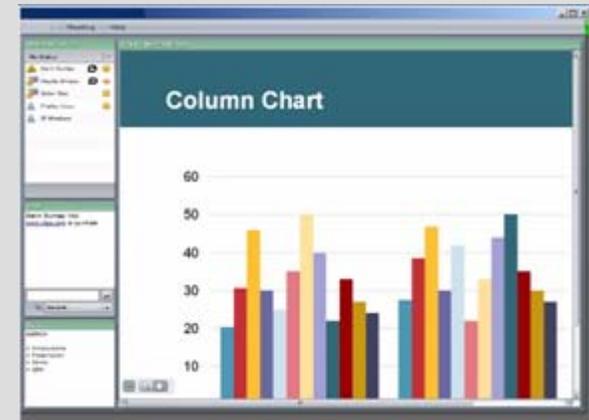
- Voice message storage: Up to 14 hours beginning with release 2.0
- Session/port capacity: 4 or 6, depending on router
- Up to 65 mailboxes supported
- Industrial-grade compact Flash: 1 GB beginning release 2.0, 300 MHz processor, 256 MB DRAM

# Cisco MeetingPlace Express

- 음성 및 데이터 협업 솔루션

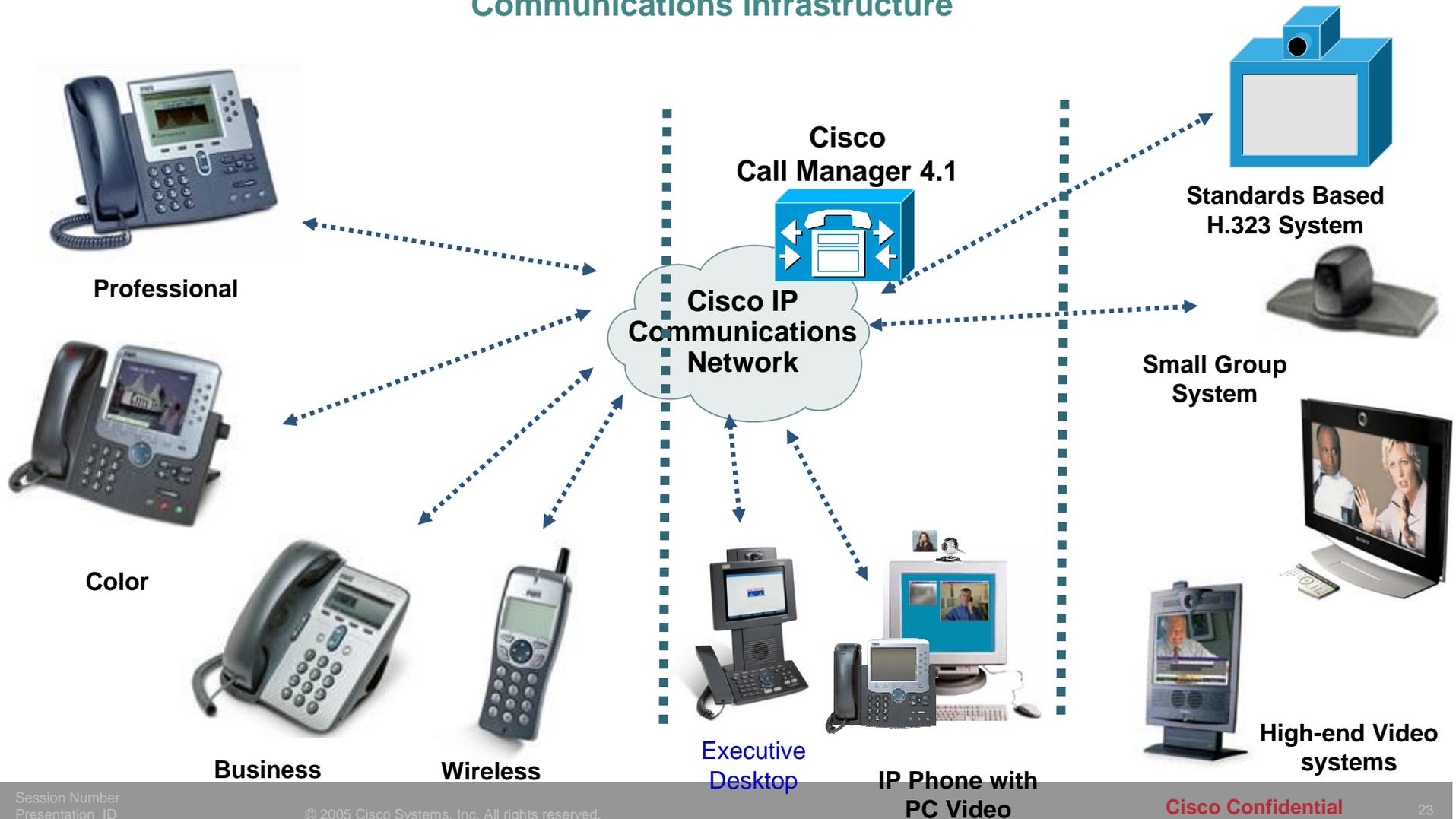
## Voice and Web Conferencing Solution

- Deploy conferencing with CallManager for cost savings and productivity
- Simple, powerful functionality
  - Extensive voice conferencing capabilities
  - Control meetings and share content from web
  - Simple setup and attend from web and phone
- Simple to deploy and manage
  - Software solution on single MCS server
- IP voice—H.323 and SIP
  - 120 concurrent users



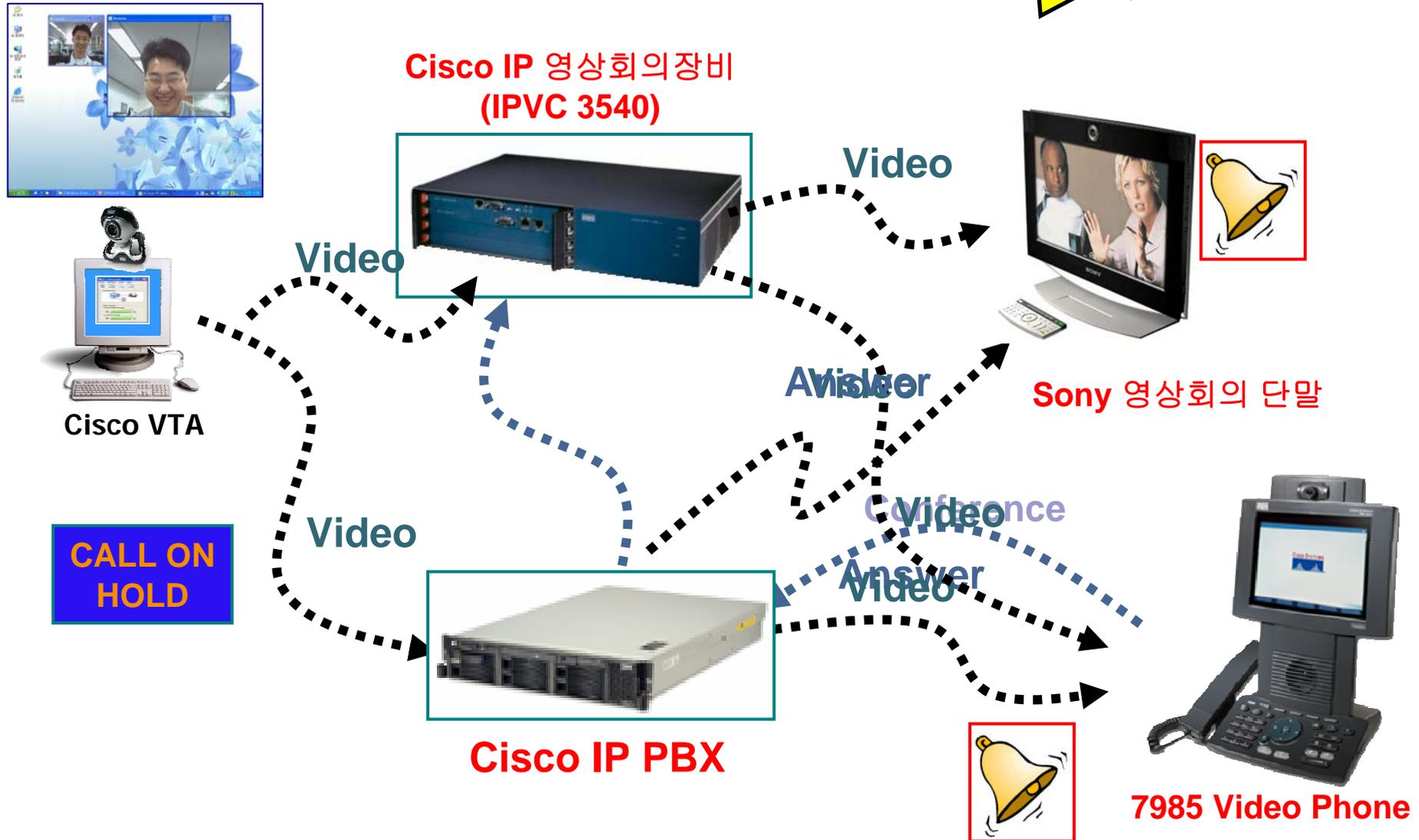
# 영상 회의 및 전화 교환기

Enterprise-class IP telephony and video is delivered over a single Cisco IP Communications infrastructure



# Video Phone & 영상회의 통합

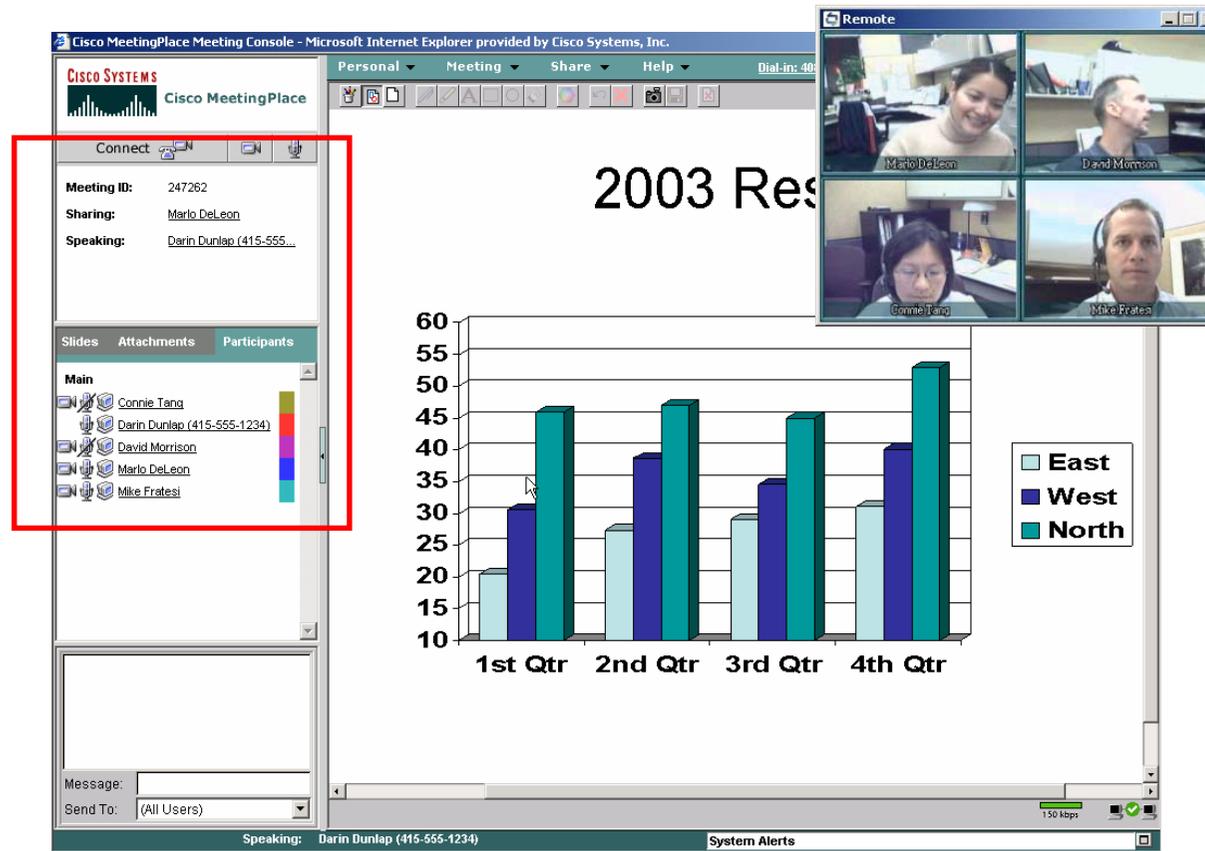
사용편리성!!



# 실제 영상전화와 데이터 협의 모습

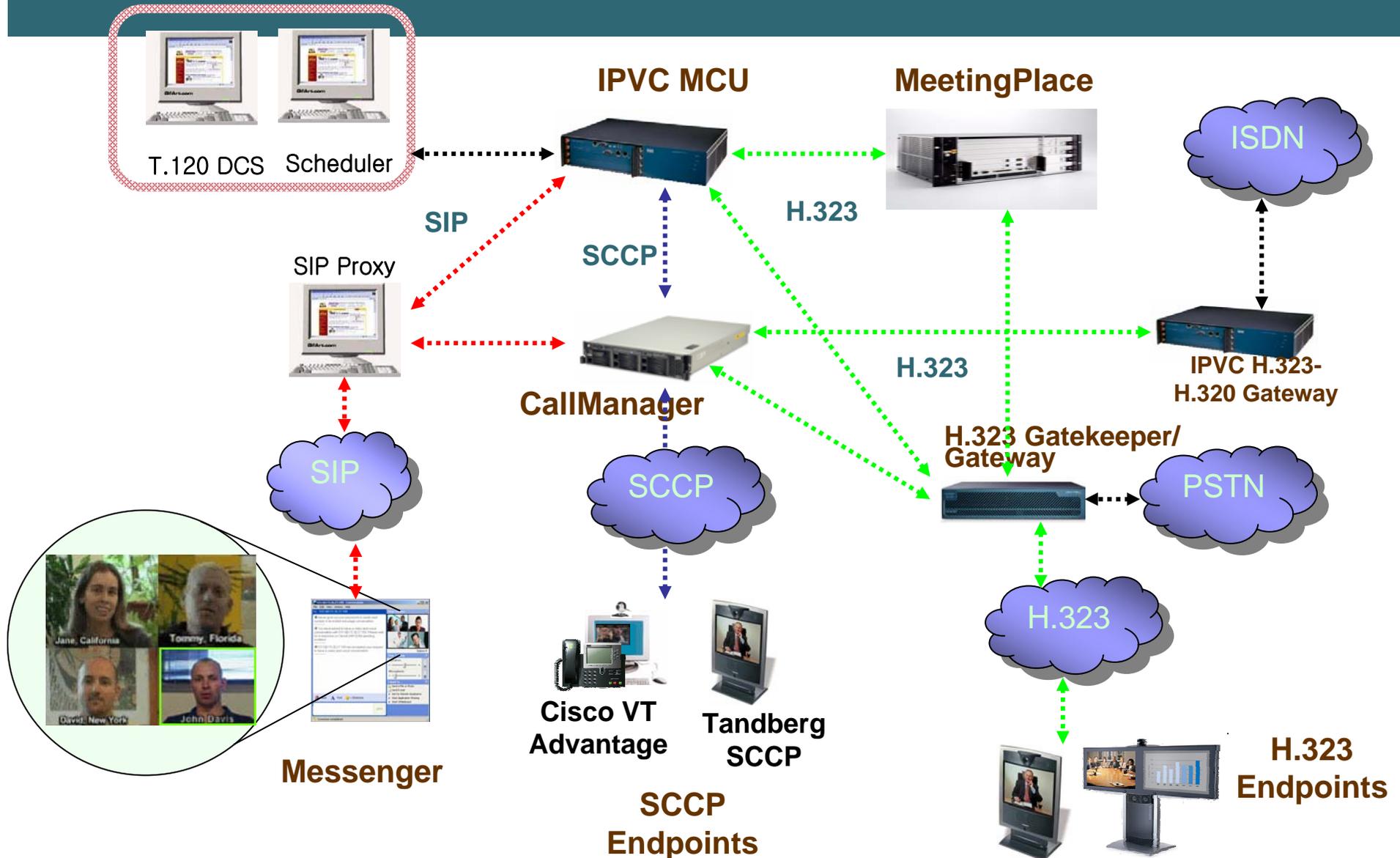
As natural and effective as face-to-face meetings

Who's Sharing  
Who's Talking  
Who's Attending



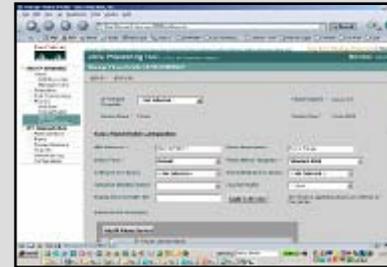
Complete voice, web and video capabilities and control

# 완전 통합된 Cisco의 영상 솔루션



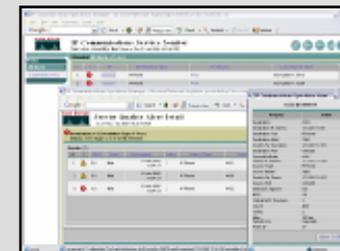
# Simple Tools to Manage, Monitor, Report

- **Cisco Voice Provisioning Tool**  
Provides Common System Administration Interface: Many Daily Provisioning Activities Now 1 Min or Less Compared to 4 Minutes!
- **CiscoWorks IP Communications Operations Manager 1.0: Service Level Monitoring And Diagnostics Across Entire Business Communications Solution**
- **CiscoWorks IP Communications Service Monitor 1.0: SLA Information About Actual User Quality Of Voice Experiences**
- **Cisco Network Assistant 3.0: Intuitive Network Wide Configuration of Switches, Security and PoE Ports**



Cisco Voice Provisioning Tool

CiscoWorks IP Communications Operations Manager 1.0



CiscoWorks IP Communications Service Monitor 1.0

Cisco Network Assistant 3.0



# Q and A



감사합니다.

**CISCO SYSTEMS**

