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2005

IP Communications 어플리케이션 구현

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Cisco Systems

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IPC 어플리케이션

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어플리케이션

Summary

Q&A



Trends Driving Communications Complexity—Mobility and Virtualization

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Yesterday

People Went to Work



Today

Work Comes to People



- ➔ By 2007 “telework” will be practiced by more than 60 million people
- ➔ More than 66 percent of workers will use mobile and wireless computing

Source: Gartner Management Update 2004

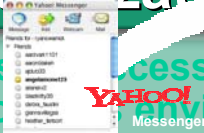


Key Technologies for Next-Generation IP Communications

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Virtualization

Giving users access to communication services regardless of location



Presence & Context

Letting users access dynamic information in the network, including presence, location, and authorization



Redefining Communications



Enriching communication with integration of video and collaboration



Managing and control a portfolio of services



Modality

Support for multiple media types, devices, and bandwidth capabilities



Personalization

Preferences that are shared with the user, not the device or directory number



XML 기반



Hospitality

A collection of unique and powerful applications developed by AVVID partners that help hotels provide enhanced services to their guests while improving overall operations and reducing costs

- Display events and schedules
- Provide speed dials, directories, previous call history to guests
- Set up wake up calls
- Order room service
- Enable hotel staff to input information on room status
- Advertise services such as the spa or local specials



Room Service

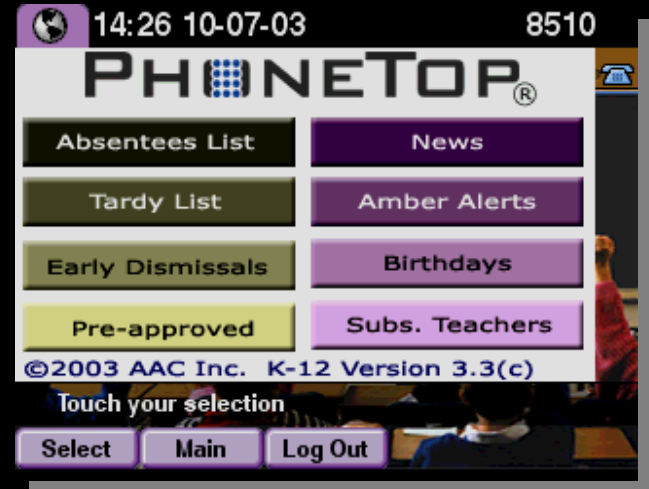
Education K-12



PhoneTop®

A suite of applications that allow education customers to use the Cisco IP Phone to perform administrative functions:

- Take attendance
- Issue/monitor electronic hall passes
- Conduct visitor control & timekeeping,
- Receive bulletins
- SIF Agent allows the Cisco IP Phone to participate within a Schools Interoperability Framework (SIF) network - see www.sifinfo.org



Financial Institutions

Call Recording

- **Initiate call recording on demand**
- **Request to keep the entire call**
- **Tag a call (selected from a customized set of tags)**
- **Playback calls directly to the IP phone**
- **Email a call to another user for playback**



AVVID Partner

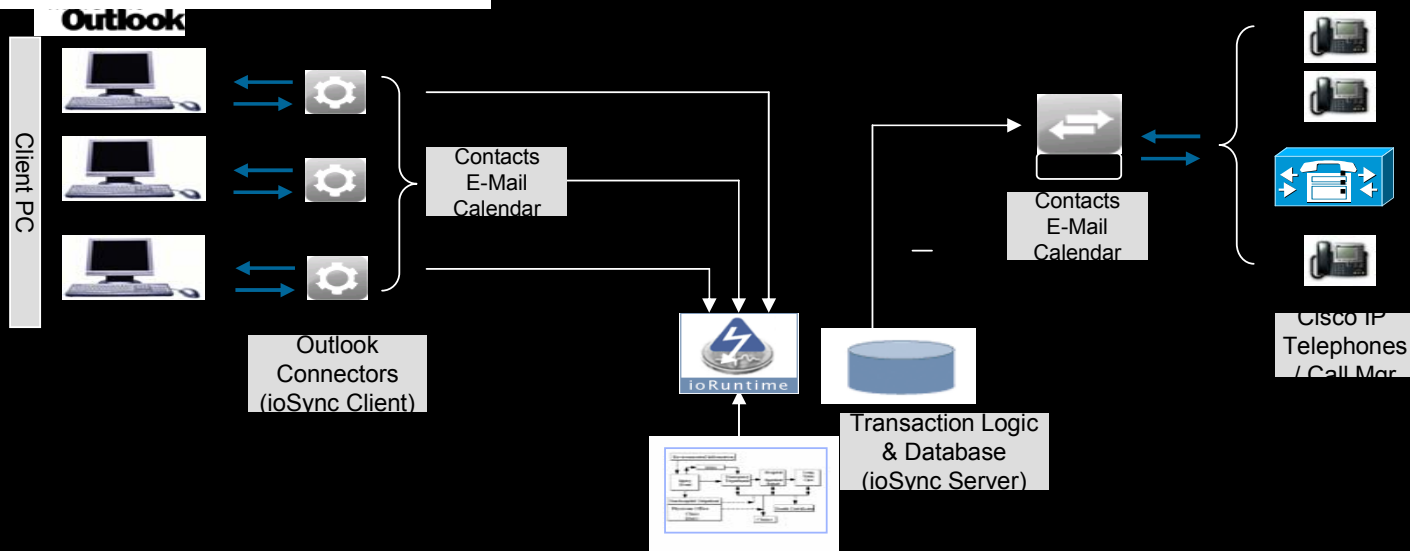
XML Applications Made Easy

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iothronics

We *m*-able commerce™

ioSync



Delivers personal Outlook 2000 or Outlook XP information to a Cisco IP Phone – personal contacts, emails and calendar information

Many “Killer Apps” for IP Communications



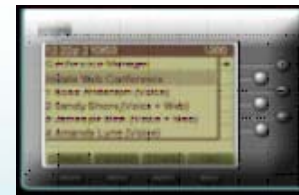
Inventory Check



Flight Schedule



Interest Rates



Employee Directory



Class Registration



Emergency Bulletin



Wake up Call



Time Card



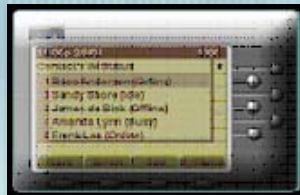
Headline News



Shipment Tracking



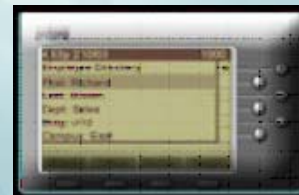
Advertising



Instant Messaging



Purchase Requisitions



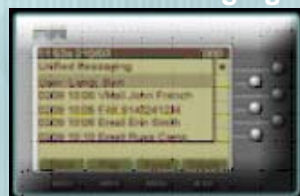
Conference Manager



Outlook Integration



Account Codes



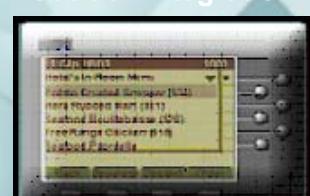
Unified Messaging



Employee Benefits



Local Attractions



Room Service

AVVID Partner XML Applications Made Easy

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Transformation Gateway

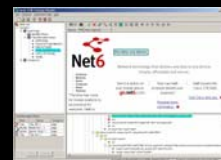
HTML



HTML
& XML



Transformation
Gateway



Design Studio
GUI Application



AVVID Partner XML Applications Made Easy

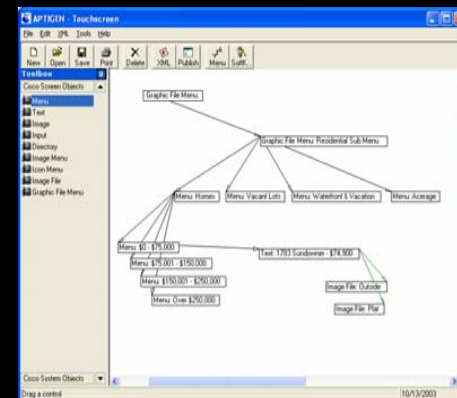
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Aptigen Designer

Instantly Design & Deploy custom applications for Cisco IPC

- Aptigen requires no knowledge of XML or Cisco phone objects
- Simple Windows drag and drop environment
- Demonstrate your work using Aptigen phone emulator. Publish to a 7940, 7960, or 7970 emulator and let your clients test drive your application.
- Aptigen produces Cisco ready XML code – the files can be immediately publish to Cisco CallManager -
- Deploying value in minutes.



솔루션 기반

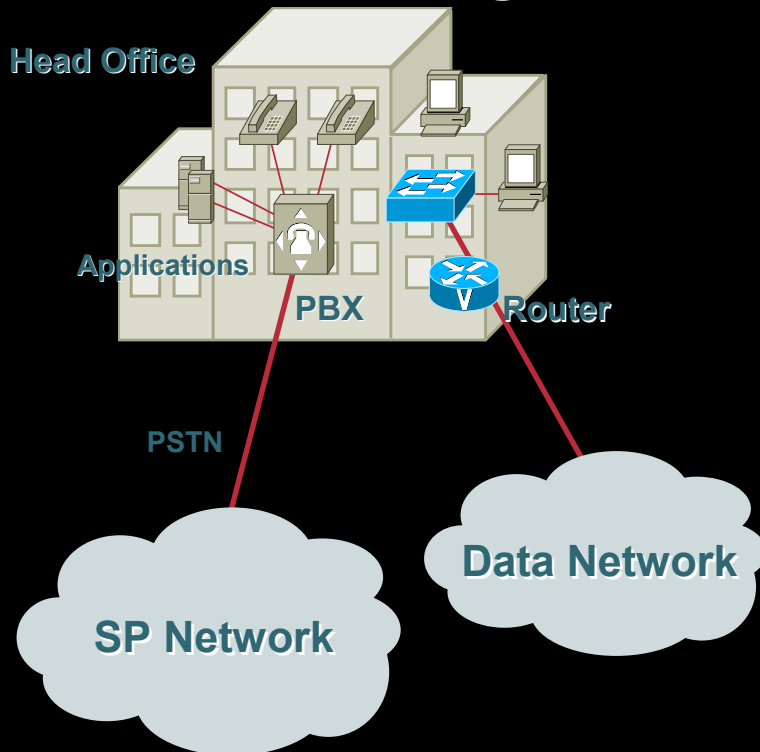


컨퍼런싱 솔루션

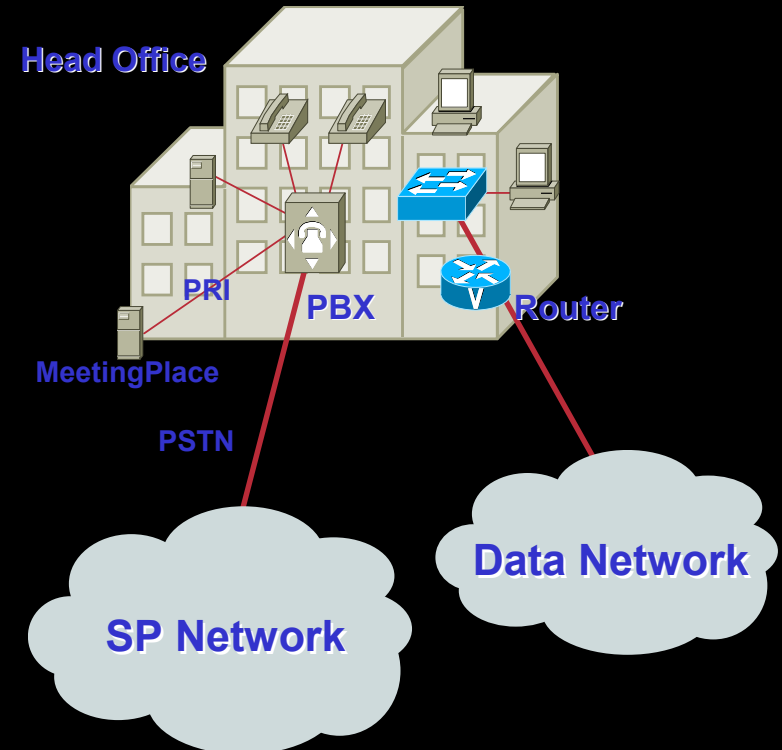


What solutions are we comparing

Understanding the solutions



Traditional Service Bureau
Audio Conferencing



Traditional PBX with MeetingPlace

Cisco MeetingPlace at a glance

8112

8106



**MeetingPlace 8100 Series
Audio Conference Server**



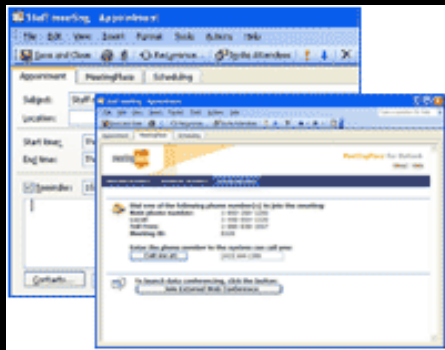
**MeetingPlace Web
Conferencing**



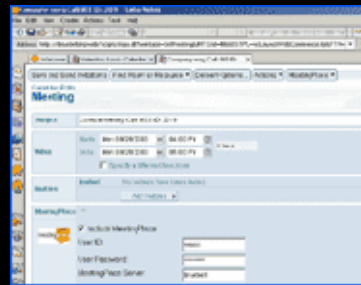
MeetingPlace IP



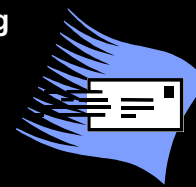
MeetingPlace Video



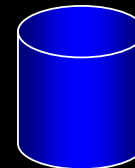
MeetingPlace for Outlook



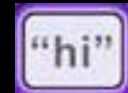
MeetingPlace for Notes



MeetingPlace SMTP Email



MeetingPlace Directory Server



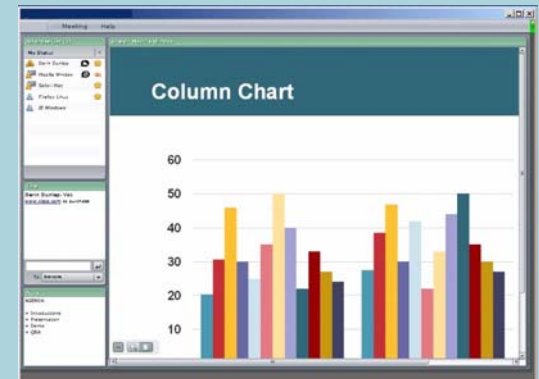
**MeetingPlace for
Instant Messaging**


Cisco MeetingPlace Express

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





Meeting ID: 23472933
Call: 1-800-280-1260

PERSONALMEETINGVIEWSHAREHELP

SlidesAttachmentsParticipants

Now Sharing:
[Darin Dunlap](#)

Now Speaking:
[Darin Dunlap](#)

Status	Participant
Main	
	Darin Dunlap
	Mike Fratesi
	Jeff Ou
	Kevin Arndt
Breakout 1	
	Brett Prince
	Jessica Fewless

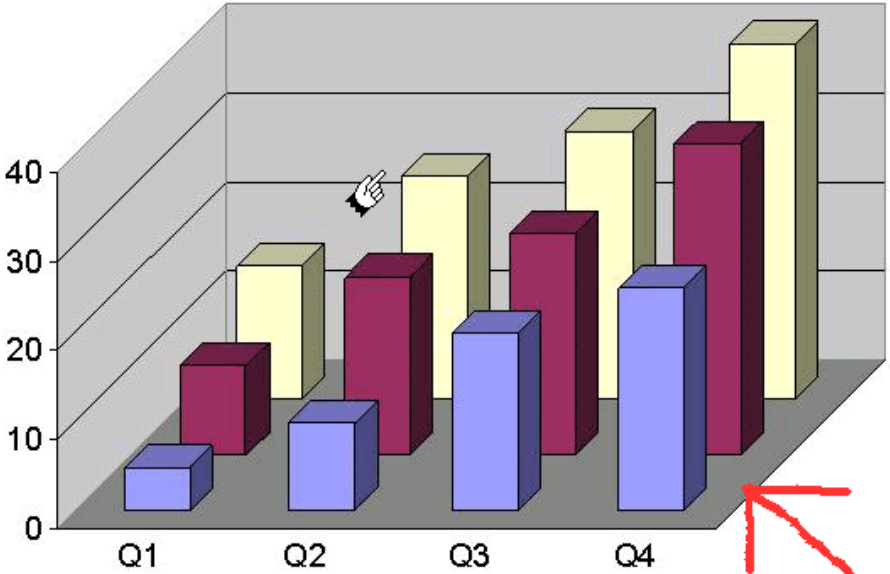
[Darin Dunlap] Let's wrap up in 10 minutes

[Mike Fratesi] Sounds good. I have to go to another meeting.

Message:

Send To:

Worldwide Sales



Quarter	EMEA	AsiaPac	North America
Q1	8	20	32
Q2	13	30	40
Q3	24	35	45
Q4	29	43	50

Legend: ■ EMEA ■ AsiaPac ■ North America

2 / 24

>56 kbps

Now Speaking: Darin Dunlap

Friday, November 15, 2002 11:12:45 AM - Load time: 15.242 seconds.

Today: Cisco MeetingPlace Real Time Communications and Collaboration

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As Natural and Effective as Face-to-face Meetings



Complete Voice, Video and Web Conferencing and Control

TODAY: Rich-Media End Points IP Communicator & VT Advantage

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Cisco IP Communicator



BCR
Best
in Test

Large IP-PBX's
September 2004

IP Communicator

- PC softphone application
- Delivers enhanced telephony capabilities on PC
- Access phone extension and services outside the office

VT Advantage

- Supplementary PC video application
- Adds video to Cisco IP Phone calls
- Utilizes familiar phone interface for video calls
- Managed by one converged network

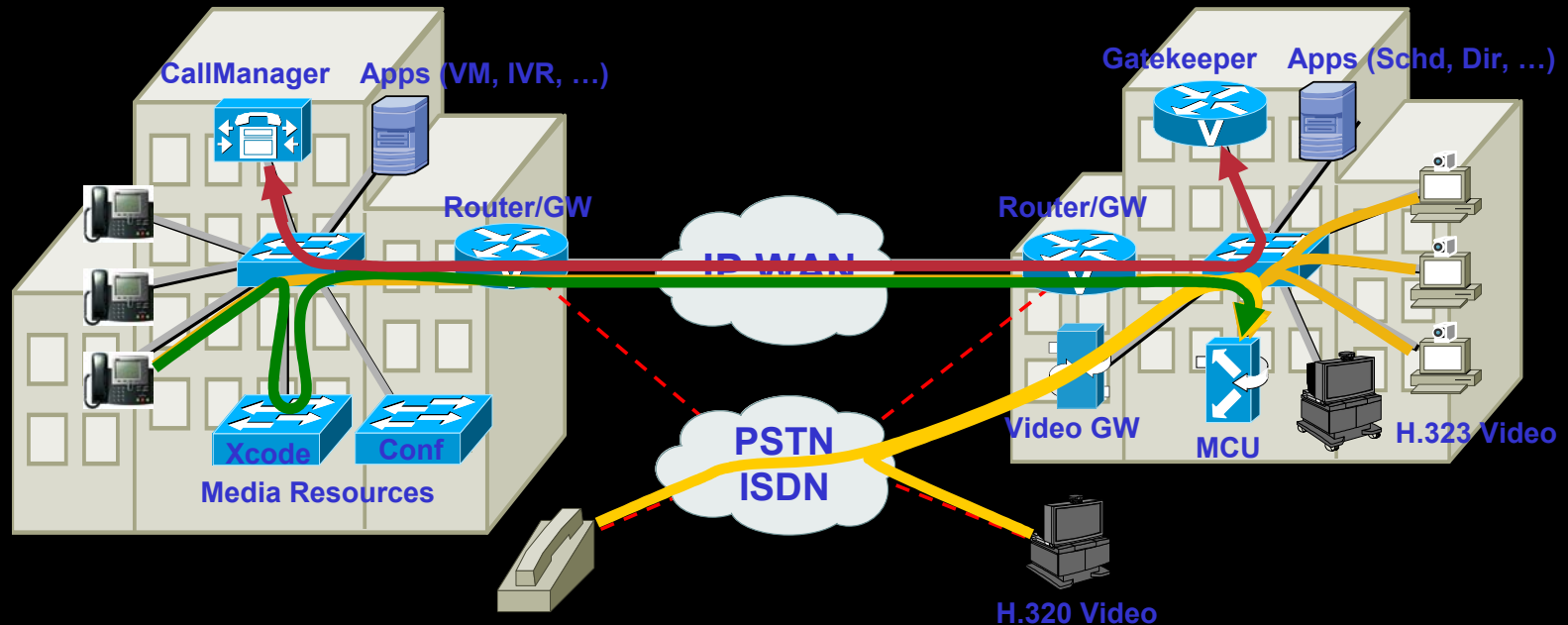
Cisco VT Advantage



Mercom
RATED
BEST

Videoconferencing
September 2004

Integrating Voice/Video Call Processing



- 1 CallManager integrates to Gatekeeper for call routing to/from video
- 2 Phones can call into MCU videoconferences, or to video terminals
- 3 Transcoding can be used between voice/video networks
- 4 PSTN/ISDN legacy endpoints can participate seamlessly

IP/VC 3540 Videoconferencing System

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- A multimedia, high performance, H.323 system, based on Compact PCI bus.
- Four Slot Chassis (IP/VC 3544) with Dual Power Supplies
2U high, compact PCI form factor
- Web-based Configuration/Management

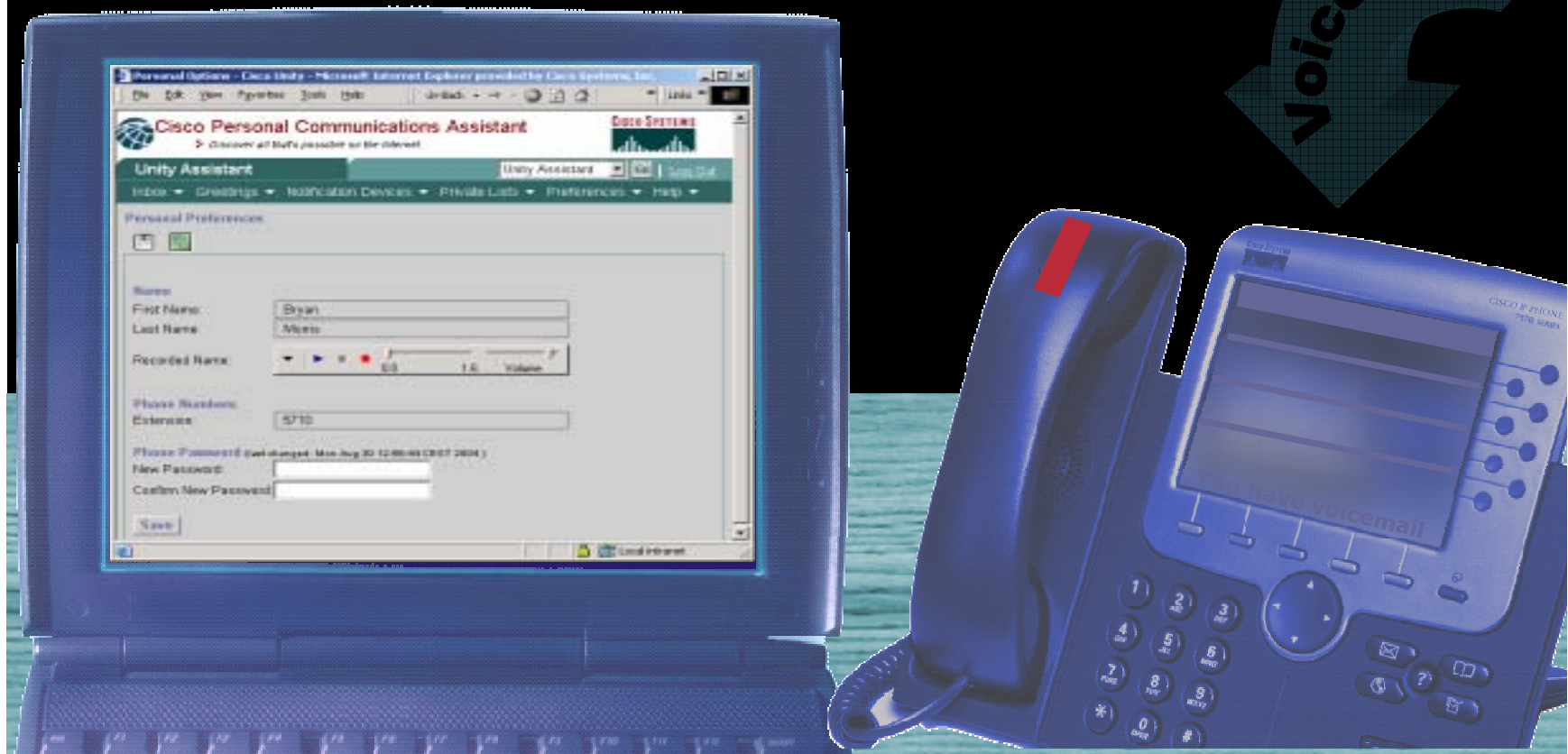


메시징 솔루션



Cisco Unity Voice Mail

Using the subscriber Web interface, users can manage their voicemail setup & preferences



Cisco Unity Unified Messaging

Cisco Unity® Unified Messaging provides complete integration of email, FAX, and voicemail messages in a single inbox for easy access anytime, anywhere



Cisco Unity Connection v1.1

Simple, Easy to Install Voicemail System for Single Sites

- Ideal for single-site, non-networked deployments
- Additional advanced productivity features included:
 - Natural-language speech navigation for voicemail browsing and directory dial
 - Personalized productivity with call routing rules
- Supports up to 72 ports, 1500 users on a single server
- Includes Integrated Messaging to receive voicemail in email clients
- Does not require MS Exchange experience for VM administration and maintenance
- Multiple-language support to be released

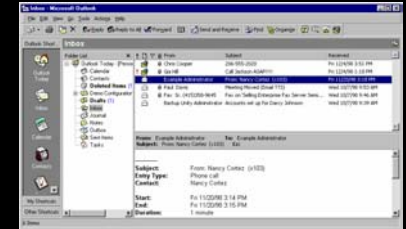


Messaging Portfolio Choices

Cisco Unity - unified messaging and intelligent voice mail for enterprise and mid-market customers

Cisco Unity Connection – voicemail or integrated messaging with options for speech recognition and call routing rules with an easy-to-manage system for mid-market customers

Cisco Unity Express - cost-effective integrated voice messaging and auto attendant for small and medium branch office environments



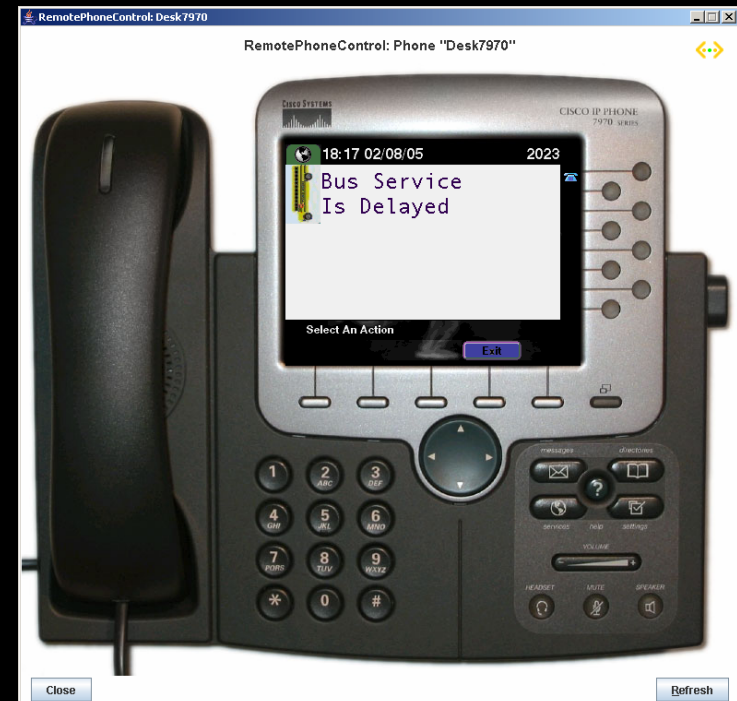
Product	Users	Messaging Type	Platform	Networking	Redundancy
Cisco Unity Express	Less than 250	Voice Mail	Router Based	Yes	No
Cisco Unity Connection	Up to 1500	Voice Mail Integrated Messaging	Server Based	No	No
Cisco Unity	7,500 per server	Voice Mail Integrated Messaging Unified Messaging	Server Based	Yes	Yes

어플리케이션 기반



Berbee's InformaCast Overview

- **Powerful audio/text paging tool for any combination of Cisco IP phones, PCs and PoE IP speakers**
- **Currently 500+ customers with over 300,000 phones**
- **Cisco SKU/part number allows you to be paid to sell it**
- **Increase the size of your phone deal**
- **Allows you to sell more phones, more switch ports and gain another advantage over other IPT vendors**



Key Features

- **One button paging from a phone or one click paging from a PC**
- **Allow users to send messages only to groups for which they have permission.**
- **Send live, recorded or scheduled messages**
- **Automatically pulls phone information from CallManager to create paging groups**
- **Provide K-12 with district-wide paging, bells and clocks from a single server**
- **Multicast architecture allows large scale deployments**
- **Serve up to 10,000 phones from a single server**
- **Sold in 250 and 1000 license increments**

System Requirements

- **Windows 2000/2003 Server**
- **2.5 GHz processor, 1GB RAM and 2GB HD**
- **Multicast-enabled network**
- **Supports Cisco IP Phones 7905/12/40/60/70**
- **Support for Cisco IP Phone, 7920 due in September 2005**
- **Support for Berbee ip speakers**

IPICS: IP Interoperability and Collaboration System

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- Internal “Startup” First System to not be hardware specific
- Network-centric suite of systems applications for Operations and “Command and Control” markets
- **Service and Application Delivery Platform**
 - Customization** of services and applications to create differentiation for customers (see comment)
 - Policy Engine** for business logic integration and automation
- **Extensible Architecture**
 - Contextual voice, video, data, messaging
 - Systems view**
- Systems and Services Architecture
- More than a product line. A **mission**.

Problem: Delivering “Right Information, Right Time, Right Format to the Right Person”



OPERATIONS and “Command & Control”

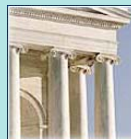
DoD



Public Safety



State & Local Government



Healthcare Retail Financial

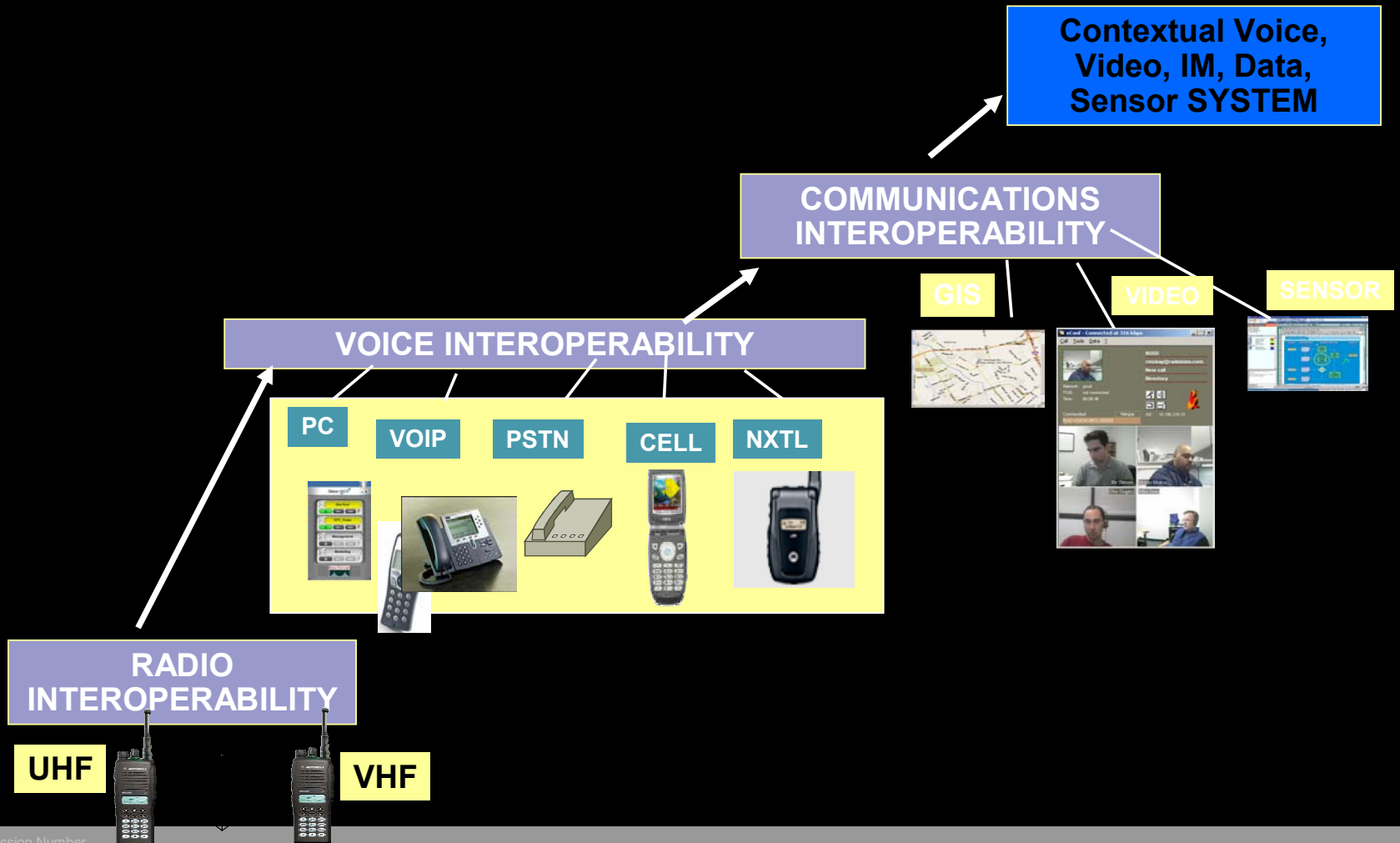


Enterprise Safety & Security

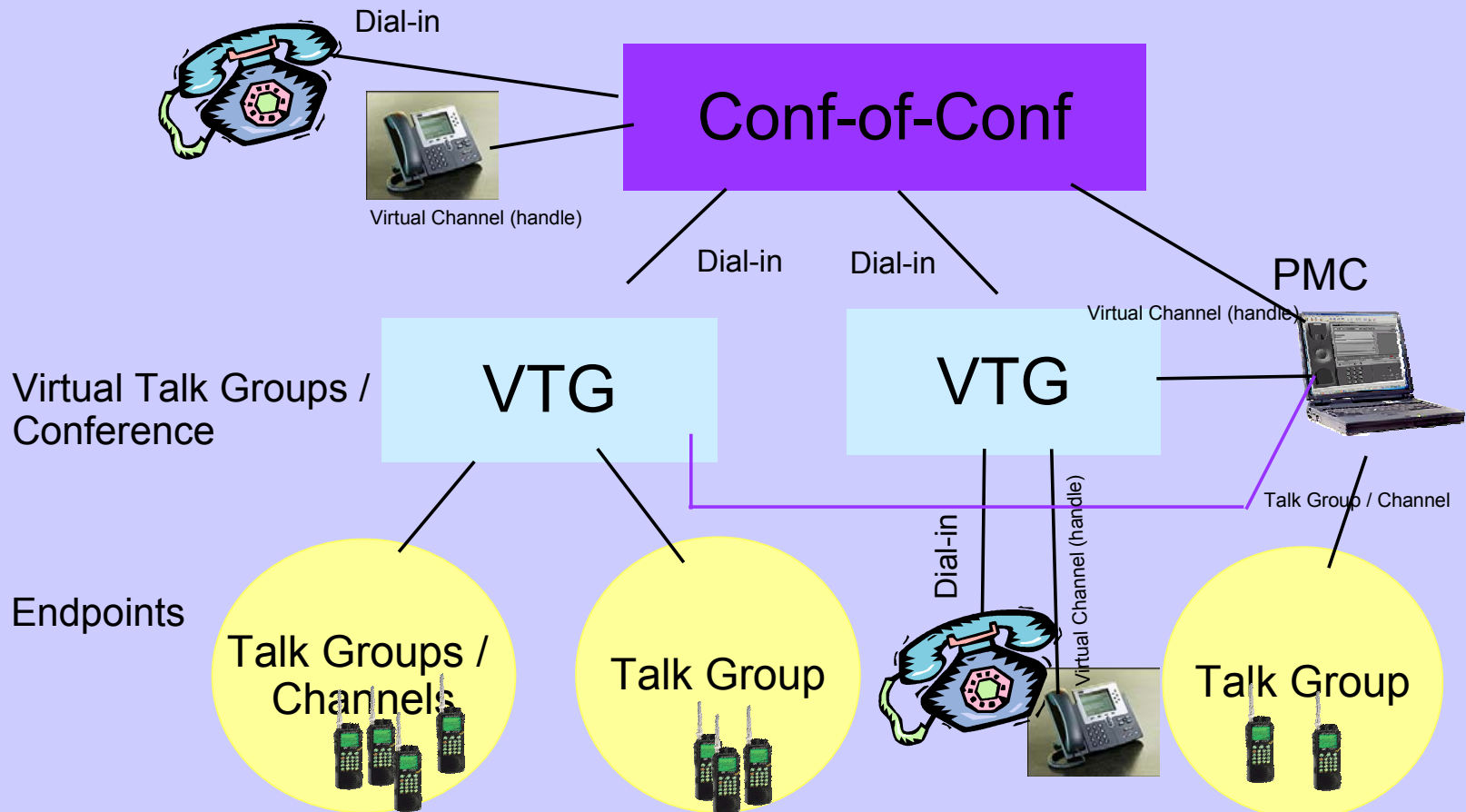


Cisco IPICS Delivers Next-Generation Communications Interoperability for Enterprise Operations and Safety/Security Management

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Hierarchical Incident Management: Phase I for Voice



Summary



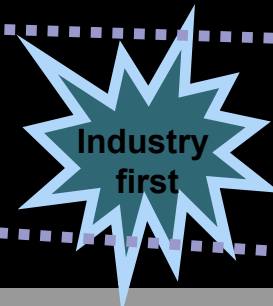
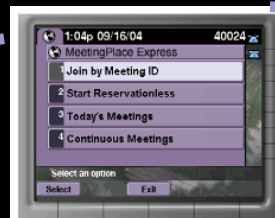
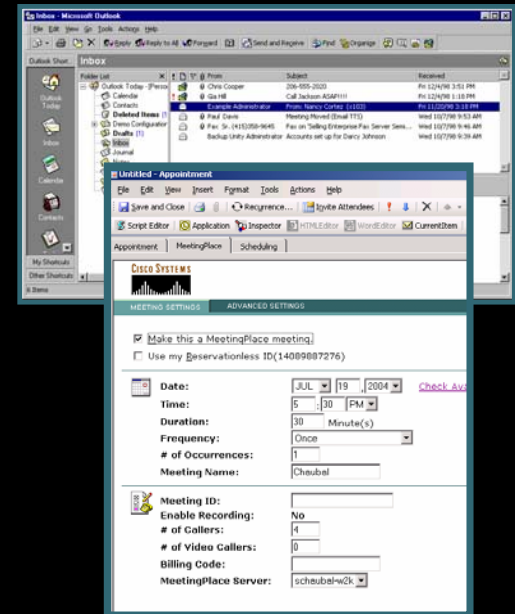
What is Unique with IP Communications?

Seamless Desktop Integration

2005

Integrations provide **improved** user experience & **easier** deployment

- Integrations with MS Exchange or Lotus Domino
- Cisco Unity Unified Messaging
 - ➔ single inbox for voice, FAX & email messages
- Cisco MeetingPlace
 - ➔ enables set-up of conference with calendar appointments
 - ➔ allow users to join conferences from the display of their IP phone



Q and A

