

Cisco

**APJC Contact Center
Symposium 2019**

Cisco Cloud Calling

We Should Talk

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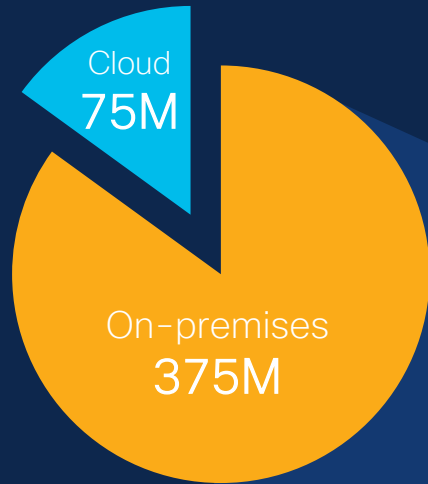


The market is at an inflection point

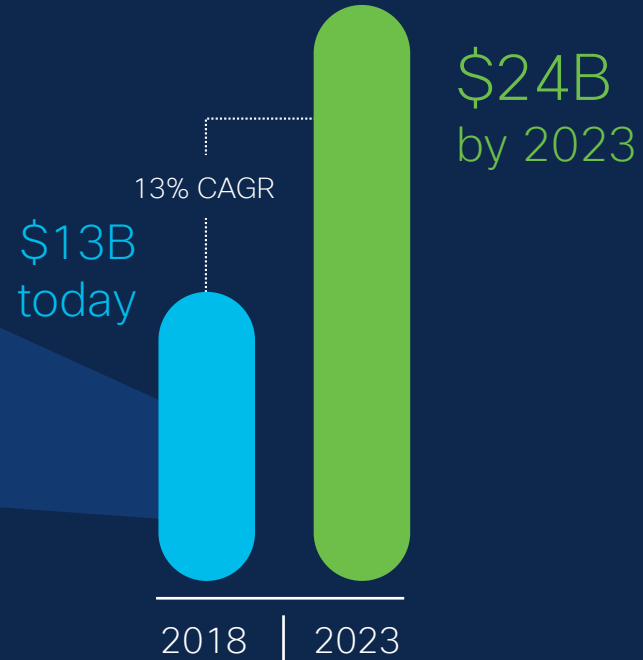
Cisco was the **PIONEER** in VoIP
and is the market **LEADER** in cloud collaboration



\$24B cloud calling opportunity by 2023



16% Cloud penetration today
75M total calling users market



Cloud calling is accelerating everywhere

Small Business
<100 users


Mid-market
100-1,000 users

Large Enterprise
1,000+

Growth¹

13% 

24% 

41% 

Cloud share



25%



12%



4%

User base

175M users

140M users

135M users

Cisco Webex Calling



- Proven enterprise-ready cloud PBX
- Webex Teams™ experience for comprehensive collaboration solution
- Extensive network of service providers and enterprise VARs worldwide
- Global availability and support

Webex Calling is going insta-global



65 Countries

250 Partners

Analyst views of cloud calling market

Gartner UCaaS MQ



Aragon UC&C Globe



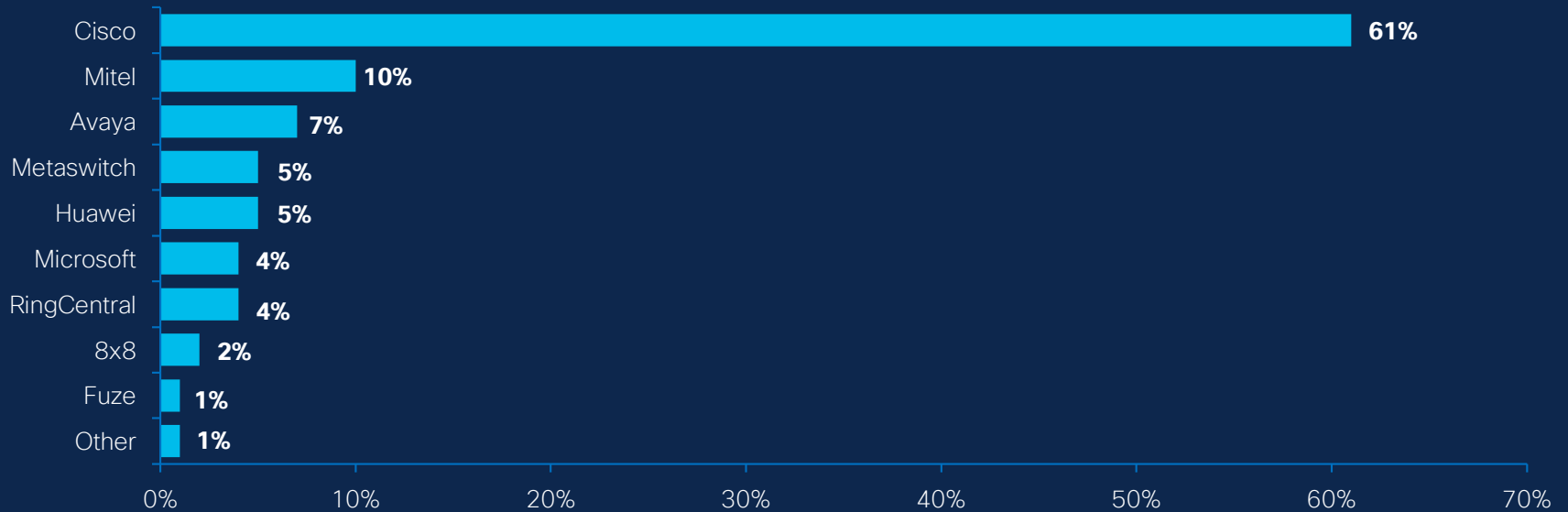
IDC UC&C MarketScape



Cloud calling market share



Market share for cloud UC calling solutions.
Based on licensed user estimates as of Q1 2019.



Webex Calling up-market momentum

A world map in shades of blue and green, with a red dot indicating a location in North America. The map is centered on the Atlantic Ocean.

75% of Sales
>1,000 seats

Big pharma corp – 8,000 seats
Healthcare insurer – 7,000 seats
Payroll processor – 6,500 seats
National restaurant chain – 2,000 seats

Webex Calling announcements

New



New Cloud
Connected PSTN
option



Cisco UCM
Cloud

New



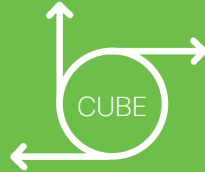
Webex Calling
Enterprise cloud migration
model

Webex Calling PSTN options



Bundled PSTN

Over 25 Service
Provider Partners
Today!



Local Gateway

Use on-prem gateway
to breakout
to PSTN



Cloud Connected

Direct connect to PSTN
through the cloud

New



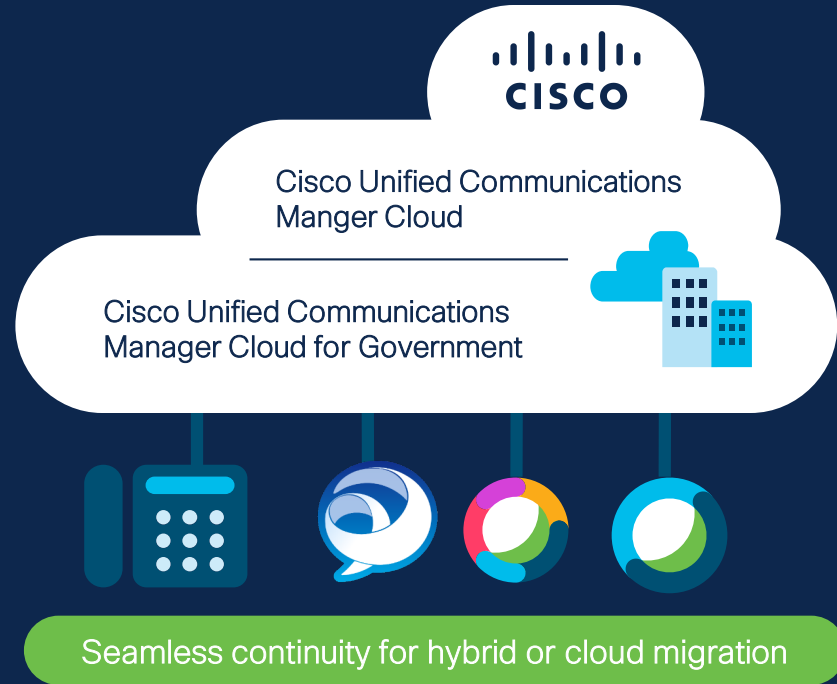
BYO Carrier



Cisco Unified Communications Manager Cloud

Enterprise Cloud Service

- Powered by Cisco UCM in the cloud
- Cisco hosted and operated
- Partner delivered and managed
- Highly customizable and scalable
- Familiar CUCM/Jabber user experience



The CIO's dilemma: innovation without chaos

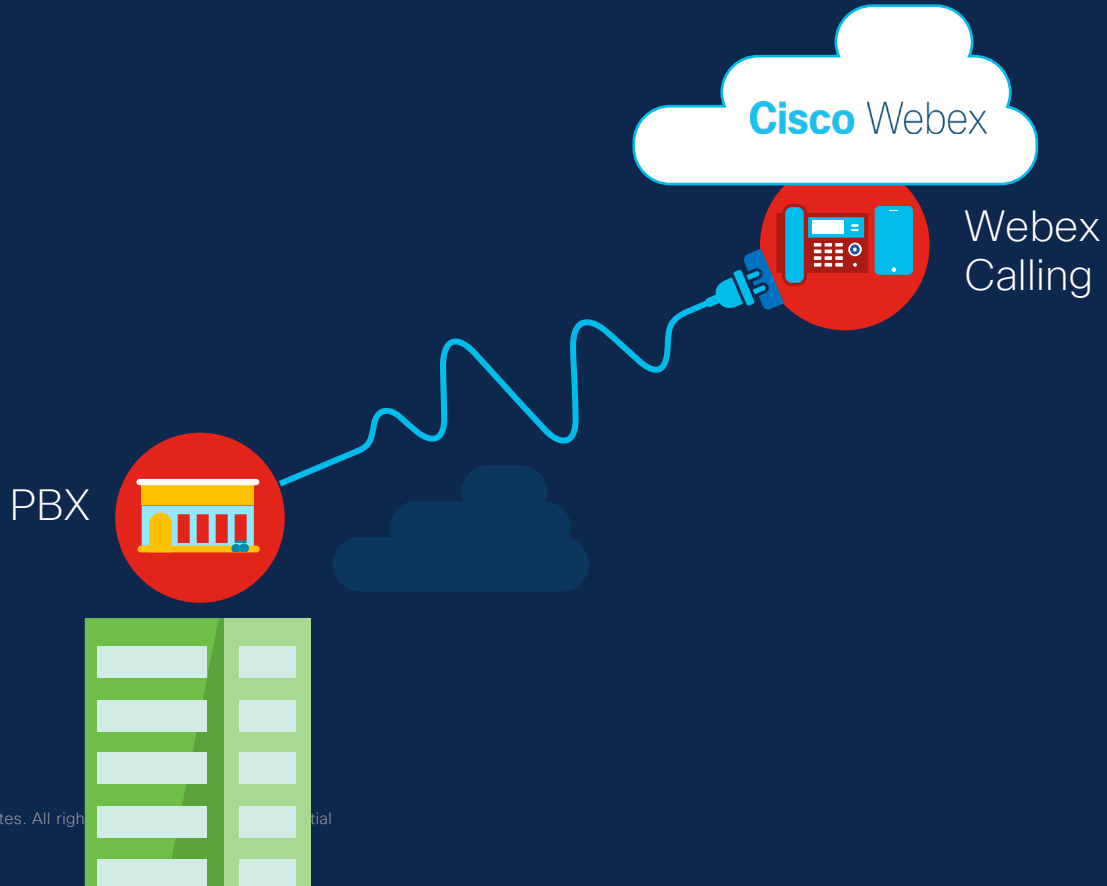
Current
On-Premises

Transition
Zone

Cloud
Transformation

No simple path
to the cloud

Connect PBX to Webex Calling



Webex Calling simplifies operations



Integrated Webex Calling and Contact Center



Webex
Calling



Webex
Contact Center



Integrated
devices



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