The Future of Calling

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Cisco - the leader in enterprise calling

- Complete enterprise-grade calling solutions
- Flexible cloud, on-premises and hybrid deployments
- Integrated with Webex Teams and Meetings
- Delivered globally by Cisco and our extensive network of partners
Cisco Collaboration

- **Bridges, Not Islands**
  - Interoperability inside and outside our portfolio

- **Cloud First, Not Cloud Only**
  - Supporting on prem while enabling easy transitions to the cloud

- **Win Hearts and Minds**
  - Making it easy across all product portfolios: One button to push

- **Simplify Everything**
  - Simplifying the buyers journey and making digital capabilities easy to acquire

- **Reliability & Security**
  - End-to-end security from on prem to cloud

- **Cognitive Collaboration**
  - Seamless flow of intelligent information across daily collaboration experiences

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Key calling trends

- Cloud delivery
- Open platforms
- Enhanced mobility
- Artificial intelligence
- Integrated suites
- Team collaboration
The transition to UCaaS is underway

74% of organizations will choose a cloud vendor within 24 months

²BroadSoft Q4 2017 survey of 1,005 IT decision makers from 7 countries
The transition to UCaaS is underway

“By 2021, 90% of IT leaders will not purchase new premises-based UC infrastructure” Gartner

¹Gartner: Magic Quadrant for Unified Communications as a Service, Worldwide. October 2018
Cloud Calling Momentum

- **Seats**: 75M → 141M
- **Cloud share**: 16% → 31%
- **Revenues**: $13B → $22B

Cloud calling is accelerating everywhere

CAGR\(^1\)  
- Small Business (<100 users): 13%  
- Mid-market (100-1,000 users): 24%  
- Large Enterprise (1,000+): 41%

2018 cloud share  
- Small Business: 25%  
- Mid-market: 12%  
- Large Enterprise: 3%

User base  
- Small Business: 175M Users  
- Mid-market: 140M Users  
- Large Enterprise: 135M Users

## Cisco Cloud Calling Portfolio

<table>
<thead>
<tr>
<th>Segment</th>
<th>Use Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICRO BUSINESS (0 - 10 users)</td>
<td><img src="image" alt="Cisco Hosted Collaboration Solution (HCS)" /></td>
</tr>
<tr>
<td>SMB (11-99 users)</td>
<td><img src="image" alt="Webex Calling, Cisco BroadCloud Calling" /></td>
</tr>
<tr>
<td>MIDMARKET (100-999 users)</td>
<td><img src="image" alt="Cisco BroadWorks, Cisco BroadCloud UC-One" /></td>
</tr>
<tr>
<td>ENTERPRISE (1,000-9,999 users)</td>
<td><img src="image" alt="Unified Communication Manager (UCM)" /></td>
</tr>
<tr>
<td>LARGE ENTERPRISE (&gt;10,000 users)</td>
<td><img src="image" alt="Select use cases" /></td>
</tr>
</tbody>
</table>
Cisco Cloud Calling Portfolio

Focus on Mid-Large Enterprise Today

- Cisco Hosted Collaboration Solution (HCS)
- Webex Calling
  - Cisco BroadCloud Calling
- Cisco BroadWorks
  - Cisco BroadCloud
  - UC-One
- Unified Communication Manager (UCM)

Select use cases
Target segment
Before integration
BroadCloud from BroadSoft and Webex

BroadCloud
Calling
Contact Center
Third Party Devices

Cisco Webex
Meetings
Team Collaboration
Collaboration Devices

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Cisco Collaboration Cloud
Integrated, intelligent suite for team collaboration
Cisco Webex collaboration advantages

Collaboration market share leader with trusted partners

Secure global platform
Full-stack collaboration suite
Integrated devices and software
Open and intelligent
Flexible transition paths
Cisco Webex Calling
Powered by Cisco BroadCloud

- Proven enterprise-ready multi-tenant cloud PBX
- Global availability and support
- Webex Teams experience for comprehensive collaboration solution
- Extensive network of service providers and enterprise VARs worldwide
Key Cisco Webex Calling differentiators

- Integrated into the global Cisco Webex platform – but can be bought standalone
- Powered by market leading Cisco BroadSoft calling solution
- Easy to use Cisco IP phone, headset and collaboration device integration
- Flexible PSTN connectivity options
Enterprise ready cloud PBX

The enterprise features customers need

Meets key customer RFP requirements

Enables customers to move calling to the cloud

Feature Rich Business Telephony
Global availability for Webex with calling

36 supported markets around the globe

US, Canada and Mexico
Australia & New Zealand
Japan
Greater Europe

- Commercially governed in one of 5 supported currencies
- Customer UX/UI provided in any one of 7 languages
- Partner support services provided in any one of 6 languages

1. Planned for 2019
2. Europe Minus Albania, Belarus, Bosnia & Herzegovina, Gibraltar, Iceland, Moldova, Republic of North Macedonia, Russia, Serbia & Montenegro, Turkey, Turkmenistan, and Ukraine
Available from a range of partners
To meet the specific needs of your organization

**ENTERPRISE VAR**
- Branded Webex Calling
  - Purchased Separately
- Cisco / VAR

**SERVICE PROVIDER**
- Calling Experience
- PSTN connectivity
- Customer Support
- Service Provider private labeled
- Bundled in a single bill by SP

Any size business.
Sold with the entire Webex collaboration cloud suite
Webex and BroadCloud Calling PSTN Options

- **Service Provider Bundled PSTN**
  - Available Now
  - Service Provider directly connects to BroadCloud Calling and bundles PSTN into the solution and sells directly to the enterprise.

- **Local Gateway to PSTN**
  - Available Now
  - Enterprise or partner managed edge device for PSTN interworking and legacy PBX interworking (including CUCM)

- **Bring Your Own SIP Trunk**
  - (Roadmap)
  - Partner helps enterprise procure and provision PSTN, via certified SIP trunk provider interworking directly to BroadCloud

- **Preferred Media Partner (PMP)**
  - (Roadmap)
  - Partner helps enterprise procure and provision PSTN, via pre-interconnected media partner and Control Hub integrated experience
Cisco voice device portfolio
Collaborate your way with a device for any user, any location

IP Phones
6800, 7800, 8800 Series IP Phones

IP Video Phones
8845/8865 IP Video Phones

IP Conference Phones
7832/8832 IP Phones

Headsets
500 Series Headsets

Wireless IP Phones
6825/8821 IP Phones

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Cisco Collaboration Flex Plan
Simplified buying from service providers or enterprise channels

Webex Calling
SKU with proven enterprise cloud PBX powered by Cisco BroadCloud

Webex Meetings
SKU with enterprise grade meetings experience

Webex Calling & Meetings
SKU with cloud calling, meetings and teams

Webex Teams included

Cisco MPP Phones and headsets
Conference, Video, Co-Creation Devices

Network services provided by enterprise or bundled in by Service Provider

1. Cisco BroadCloud Calling is available and private labeled by Service Provider with bundled network services and one bill.
Cisco Hosted Collaboration Solution (HCS)

- Comprehensive multi-instance Unified Communications as a service
- All the features and benefits of Cisco Unified Communications Manager and Cisco Jabber
- Proven service and support from >130 partners in 68 countries
- Secure, dedicated private instance
- Flexible deployment options
Choose the enterprise solutions that meet your needs

Cisco Webex Calling¹

Midsize businesses and large enterprises:
- Cisco operated multi-tenant cloud
- Proven enterprise cloud PBX
- Ultimate simplicity

Hosted Collaboration Solution (HCS)

Large enterprises with complex migration requirements:
- Partner hosted, multi/private instance
- UCM/Jabber features
- Custom IT integrations

¹ Cisco BroadCloud Calling available private labeled by Service Provider with bundled network services and one bill.
Cisco hosted collaboration solution

Partner cloud
- Complete UC in the cloud
- Typically dedicated instance per customer
- Partner-hosted and delivered
- Midsize to largest enterprises

Private Cloud
- Dedicated HCS customer instance
- Customer-hosted, partner-delivered
- For customers who want private cloud for security, business governance, or data sovereignty

HCS for Government (HCS-G)
- FedRAMP Authorized
- Cisco hosted and partner-delivered
- For U.S. government agencies, contractors, and critical infrastructure sector industries
Cisco Cloud Calling portfolio positioning

**Enterprise**
- (1000+ users)
- Cisco Webex® Calling

**Midmarket**
- (100-1000 users)
- Cisco Webex Calling

**Greenfield**

**Brownfield**
- Cisco® Webex Calling
- Or
- Cisco HCS

Cisco Webex Calling

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Extend and enhance your existing investments

Cisco Unified Communications Manager

Transition
Flex Hosted Calling

Cisco Hosted Collaboration Solution (HCS)

SEAMLESS USER EXPERIENCE
On-Premises | Private Managed Cloud | Partner Cloud | Cisco Cloud

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Customers have different requirements

- Prefer on-premises collaboration solutions
- Prefer native cloud collaboration solutions
- Complex large enterprises with significant UCM investments

Customers are looking for integrated cloud collaboration experiences
New opportunities and flexible transitions

Enhance → Innovate → Transform

On-Premises → Hybrid → Cloud

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Enabling multiple journeys

Commercial
One single way to buy cloud, hosted and on prem

Experience
Aligned design and user interfaces, regardless of deployment model

Architecture
Investment preservation, deployment coexistence and migration tools
Cisco Collaboration Flex Plan
Flexible deployment and purchasing to meet your business needs

Mix and Match Meetings and Calling in one subscription for simplicity, flexibility and value

Meetings

- Active user
- Enterprise Agreement for Cisco Collaboration Flex Plan

Calling

- Named user
- Enterprise Agreement for Cisco Collaboration Flex Plan

Team Collaboration: included with meetings and / or calling
Cisco Collaboration Flex Plan: enabling transitions to cloud calling

- **Meetings**
  - Cisco Webex Meetings
  - Cisco Meeting Server

- **Calling**
  - Cisco Webex Calling
  - Cisco BroadCloud Calling
  - Hosted (HCS)
  - Cisco Unified Communications Manager with Jabber

- **Contact Center**
  - Customer Journey Platform
  - Hosted (HCS for Contact Center)
  - Cisco Contact Center

- **Team Collaboration**
  - Cisco Webex Teams included
Flexible architecture provides common team collaboration capabilities, supported by your rich PSTN calling and PBX features from your calling platform(s)
Cisco cloud first, not cloud only calling vision
Unified user experiences and calling interworking

Webex Teams unified experiences across all calling platforms

Cisco Webex

Integrated dialing plans, call routing, front office services

Site 1
Webex Calling
Teams
Webex Phones

Site 2
Webex Meetings
Webex Teams
Cisco UCM/HCS
Teams

Site 3
3rd Party PBX
Teams

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Migrate new sites or knowledge workers
Enabling hybrid Webex Calling / UCM architecture

- CUBE local gateway on new / existing ISR
- Leverage existing PSTN services
- Single / multisite deployments with UCM
- Local survivability, BYOSIP (future release)
Deployment flexibility with Cisco devices
Enabling tens of millions of devices to transition with the Flex Plan

Cisco IP Phones
Webex video devices
Webex Board

Cloud
On-premises

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Cisco IP Phone Portfolio
Enabling tens of millions of devices to transition with the Flex Plan

Value
6800
Low cost phones
Optional KEM Support

Basic
7800
Ideal for light to highly active voice users
Backlit greyscale displays

Enhanced
8800
Color Displays
Bluetooth, USB, Integrated WiFi
Optional KEM Support
Get started – flexible transition pathways

Innovate with cloud services

- Webex Meetings and Teams
- Partner Cloud
- Knowledge Workers
- New and Branch Offices
- Complex migration requirements
- Customer Journey Solutions
- Webex Calling
- Cisco UC Manager
- 3rd Party PBX