



# Cisco Collaboration On Cloud? On Premise?

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Our Strategy:  
Make Collaboration Simple...

# An Easy and Simple Experience from Any Device

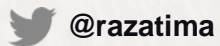


including 3<sup>rd</sup> party endpoints  
Any type of conference





# Cisco Spark Hybrid Services



# Agenda



## Introduction

Spark Message & Meeting Services

Spark Hybrid Services

User Benefits of Spark Hybrid Services

Management

Getting Started



# Cisco Spark

A complete business collaboration service from the Cisco cloud that enables customers to **message, meet**, or **call** anyone, anywhere, and anytime.

Cisco Spark is hosted by Cisco, and sold by partners.

# Spark Services



## Message

**Team messaging in virtual rooms**

Persistent Chat, Content Sharing, Iteration



## Meeting

**Audio, video, and web meetings**

Before/during/after-meeting messaging and content



## Call

**A Cloud-based phone system<sup>1</sup> plus much more**

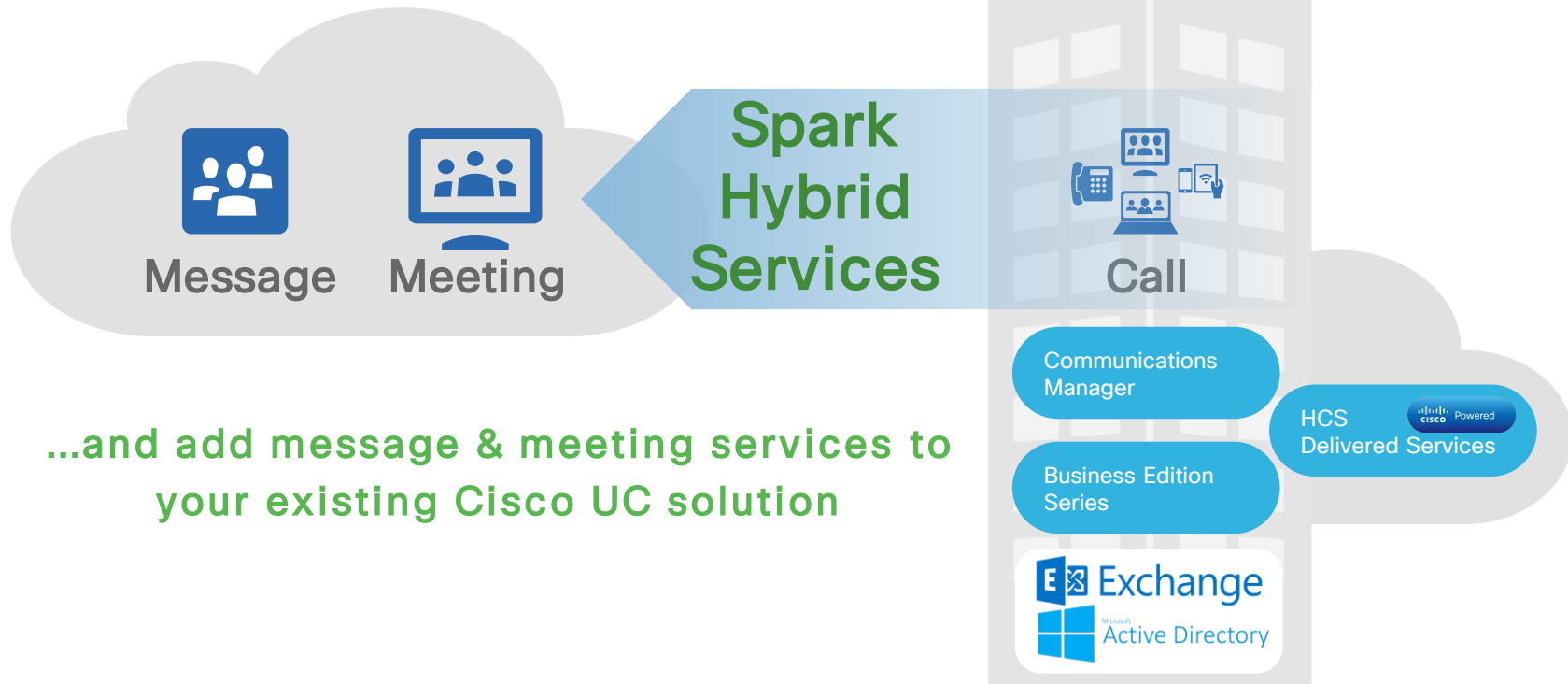
Make calls within or outside organization via the PSTN<sup>1</sup>

<sup>1</sup> The Cisco Spark service doesn't include PSTN services. Customers need to purchase PSTN services from a 3<sup>rd</sup> party provider.

For the complete Spark service, Cisco preferred media provider ecosystem partners can provide PSTN local, long-distance, and direct-inward-dial services.

Existing Cisco UC customers will use Spark Hybrid Services to connect on-premises call capabilities to Cisco Spark capabilities in the cloud.

# Connect to the Cisco Cloud





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# Message

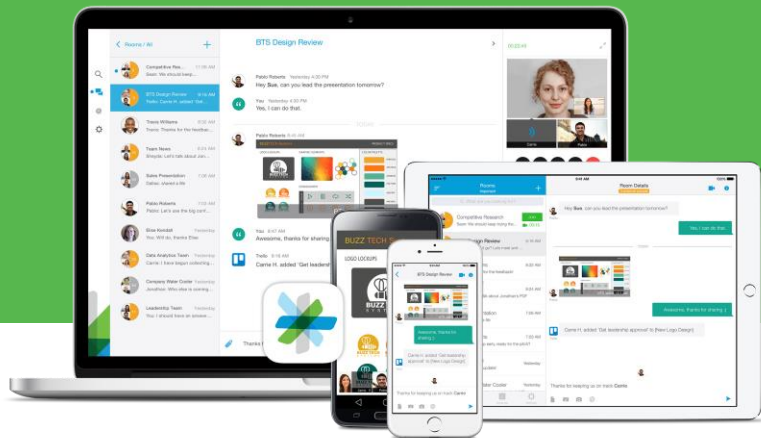
Mobile,  
Desktop and  
Web App

Team  
Messages in  
Virtual Rooms

Persistent  
Messages  
/with File  
Sharing

Simple  
Integrations  
Tools, APIs,  
Services

Security w/  
End-to-End  
Encryption



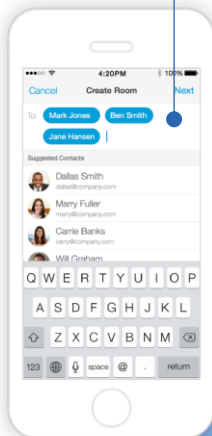
Communicate from  
where your work lives

Less email. More agility. Better teamwork.

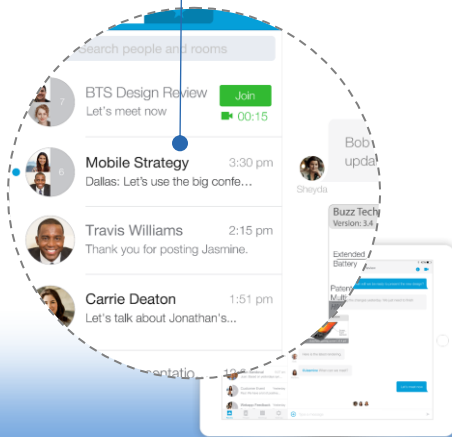
# An Easier Way to Get Everyone Together

## Pull Everyone Together

**Start** collaborating with anyone by simply adding their name or e-mail address

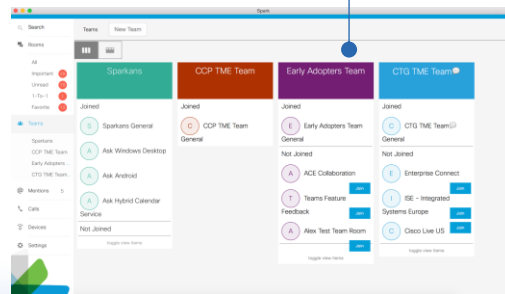


**Work together** in unlimited virtual rooms that you can easily access through a searchable, sortable list



## Simpler Way to Work With All Your Teams

**Teams** enabling user to create and join virtual teams and add "open" rooms for their teams



**Make and receive calls** inside and outside your organization.  
**Schedule or join meetings** from anywhere



# Accelerate Decision Making

## Meet, Share, and Continue

## Take It with You

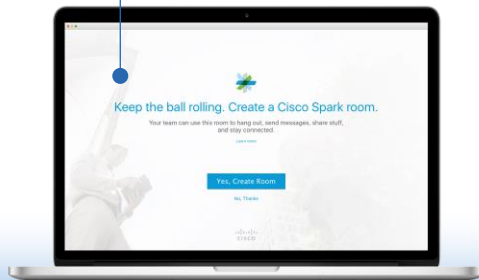
**Start** a meeting in your rooms of up to 25 people from any device



**Share** your screen to gain quick alignment



**Create** a room for your team to continue working after the meeting finishes



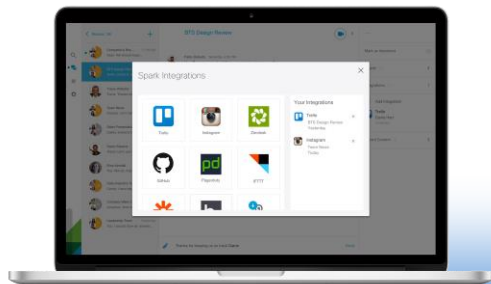
**Move** from desktop to mobile with one click to keep the call going



# Make Spark the Place for All Your Work

## Native Integrations

**Easily configured** integrations in the Cisco Spark app to unify workstreams



## App Integration Services

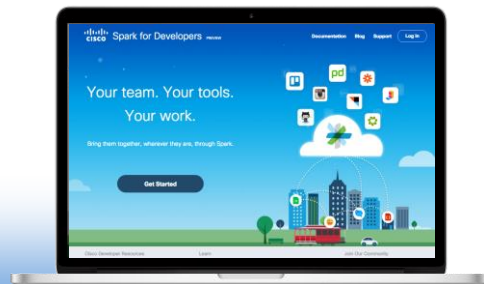
**Connect** to other apps in seconds to automate recurring tasks and make your life more efficient



## Spark for Developers

**Create** custom integrations using Cisco Spark APIs through the Spark for Developers portal

[developer.ciscospark.com](https://developer.ciscospark.com)



**Easy for users to integrate Cisco Spark with the apps they love**  
**Tools for developers to transform collaboration experiences**



# Business Class Security Features

## Encryption

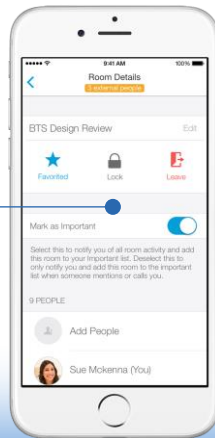
## User Access Controls

## IT Management

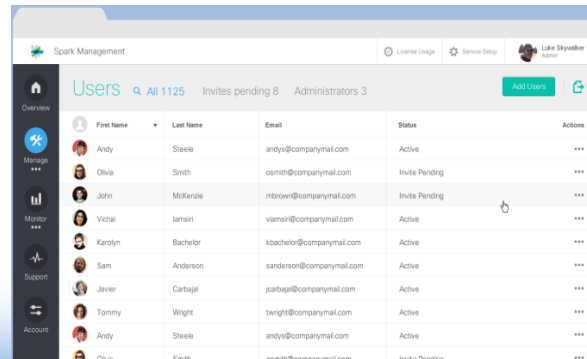


**End-to-end**  
encryption in the  
cloud, and in-transit  
and media encryption

**Lock rooms** to  
moderate room  
participants and  
content\*



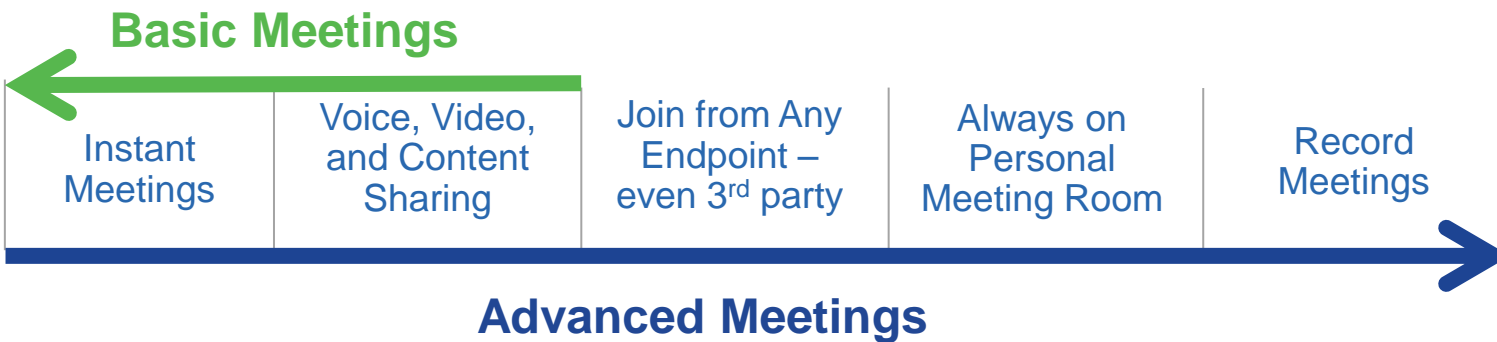
**Add** Single Sign-On, directory sync,  
and view analytics



First Name	Last Name	Email	Status	Actions
Andy	Steele	andy@companymail.com	Active	...
Olivia	Smith	osmith@companymail.com	Invite Pending	...
John	McKenna	ntbrown@companymail.com	Invite Pending	...
Vichai	Iamst	viamst@companymail.com	Active	...
Karolyn	Bachelor	kbachelor@companymail.com	Active	...
Sam	Anderson	sandersn@companymail.com	Active	...
Javier	Carbajal	jcarbaj@companymail.com	Active	...
Tommy	Wright	twright@companymail.com	Active	...
Andy	Steele	andy@companymail.com	Active	...
Olivia	Smith	osmith@companymail.com	Invite Pending	...



# Meeting



# Basic Meetings from the Spark App

## Basic Meetings

- Instant Meetings (straight from a Spark room)
- Start the ball rolling in a virtual room ahead of any scheduled meeting
- Up to 25 participants
- Basic Voice, Video, and Content Sharing
- Participants List with Names and Video Film Strip
- Easy to join from anywhere:
  - Spark mobile or desktop app
  - Cisco IP phone registered to Spark
  - Spark Room System



## Spark Meeting



Spark Desk  
Phone



Spark App



Spark Desktop  
Client



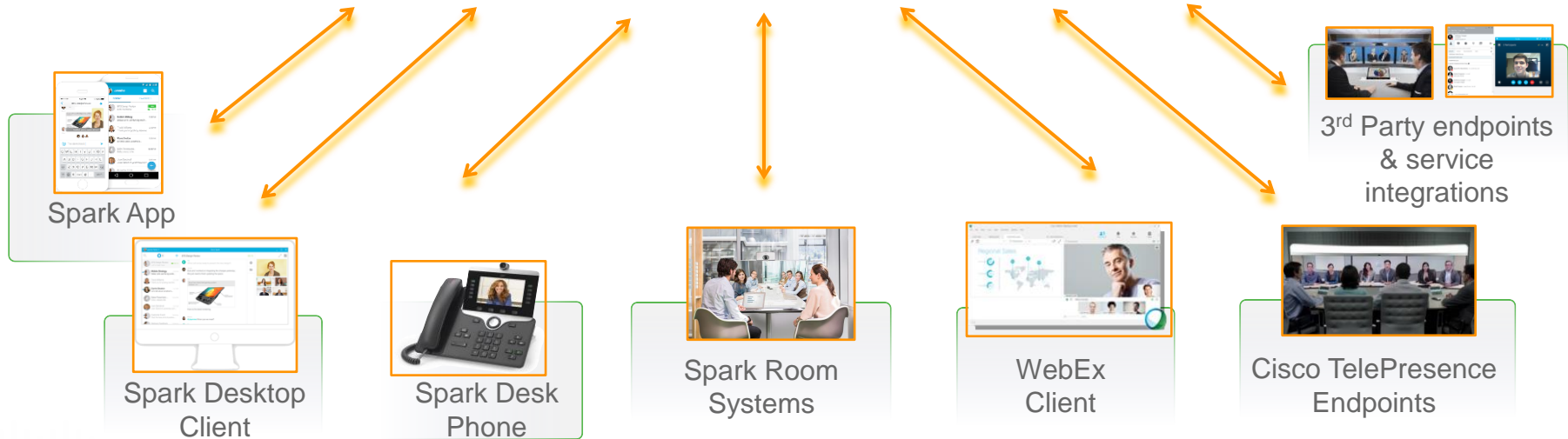
Spark Room  
Systems

# Spark Advanced Meetings

Anywhere, Any Device, Any Time



Cisco Collaboration Cloud



# Spark Room Systems



Cisco SX10



Cisco MX Series

# Pairing your Spark App to a Room System

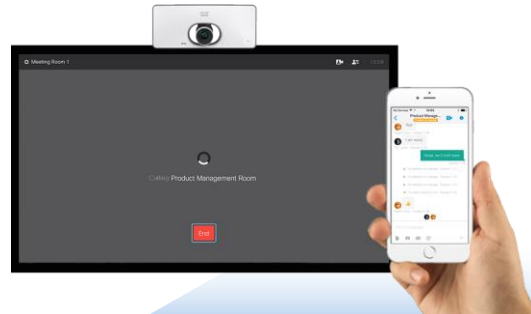
## Spark Proximity





# Join Spark Meetings on a Spark Room System

Simple Meeting Access



Face-to-Face Meetings



Move and Go



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Spark Message & Meeting Services



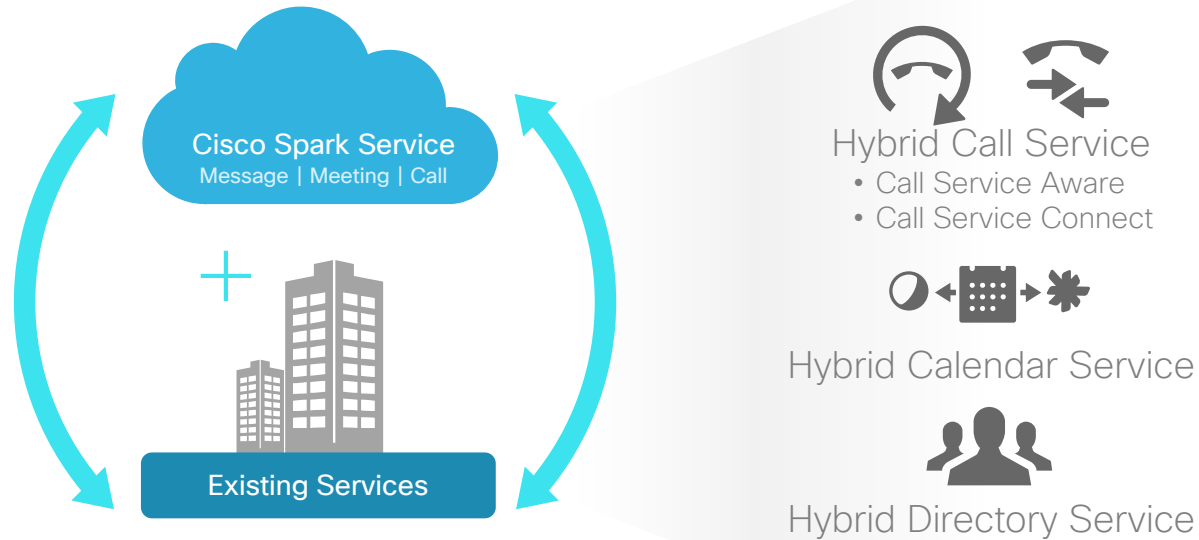
Spark Hybrid Services

User Benefits of **Spark Hybrid Services**

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# Spark Hybrid Services



Creating unique value by connecting on-premises and cloud services.

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# Unified Call History



**Call Service Aware** - makes Spark *aware* of calls passing through the entire enterprise UC system

Deskphone & Jabber call history is pushed into the cloud and made available across Spark service  
When combined with Call Service Connect you can call people back from Spark easily

## User benefits:

- Convenient access to your call history regardless of device or app used
- Quick and easy redial or call back of missed calls, from anywhere
- Call history is made available in 1-1 Spark rooms along with messages & content – reminds you when you last spoke

# Easy Content Sharing



**Call Service Aware** - makes Spark *aware* of calls passing through the entire enterprise UC system.

**Zero Touch Meetings** – call another Spark user & Spark automatically starts a meeting between you. The meeting surfaces in the Spark app and you click a single button to share your screen...and when the call ends, so does the sharing session – so you don't need to close it out separately.

## User benefits:

- Once you start a call, you also start a meeting
- Easy to share: when talking about something it often helps to have a visual aid - one click and you can share content
- Any call looks like a meeting: share your screen, or send documents/messages in the Spark room in which the call is happening



# Connected Calling



**Call Service Connect** - *connects* Cisco Spark & the enterprise phone system – so they behave as one

Your Spark app becomes an enterprise softphone for mobile audio and video calling

Provides voice and video interoperability between Spark and Jabber and any other endpoint registered to the existing Cisco call control

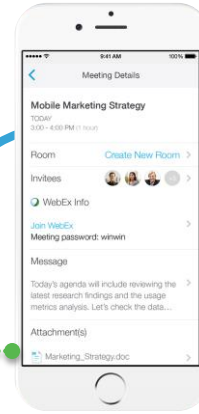
User benefits:

- Choice: use Jabber or Spark to call anyone without worrying about which you or the other person is using
- One number: be reached on Spark, Jabber, or a desk phone.
- Reach everyone: call company extensions, PSTN numbers, Spark only users, and even video bridge numbers
- Company dial plan: dial from the Spark app as you would from your deskphone - call PSTN numbers via enterprise phone system

# Simple Scheduling even from mobile devices

Cisco  
On-Premises &  
Partner Hosted HCS

Exchange



Cisco  
Collaboration  
Cloud

**Calendar Service** - Integrates Microsoft Exchange with Cisco Spark message and meeting

Schedule meetings from your mobile device's calendar app or Microsoft Outlook / Outlook Web Access  
Add @spark to create a Spark room for all invitees, allowing the conversation to start before the meeting – includes adding Spark join information  
Add @webex into the location field to add your WebEx details (your personal room to host the meeting) – advanced meetings only

## User benefits:

- Schedule meeting from your mobile device - simply and with no plugins
- In one step, provide a place for your invitees to get to work and be more productive when it's time to meet

# Simple Directory Administration



**Directory Services** - extends directory contacts to the cloud

Synchronizes changes to premises directory with cloud – removing user from AD deactivates cloud service & removes user from all rooms and services

Removes burden from IT administrators

Provides directory accuracy and consistency for Spark service users - know who you are calling

## User benefits:

- Add people to Spark rooms from your company directory
- Simple admin for AD and cloud services – one action to remove a departing user
- Schedule meetings simply with anyone listed in your company directory, with certainty and confidence

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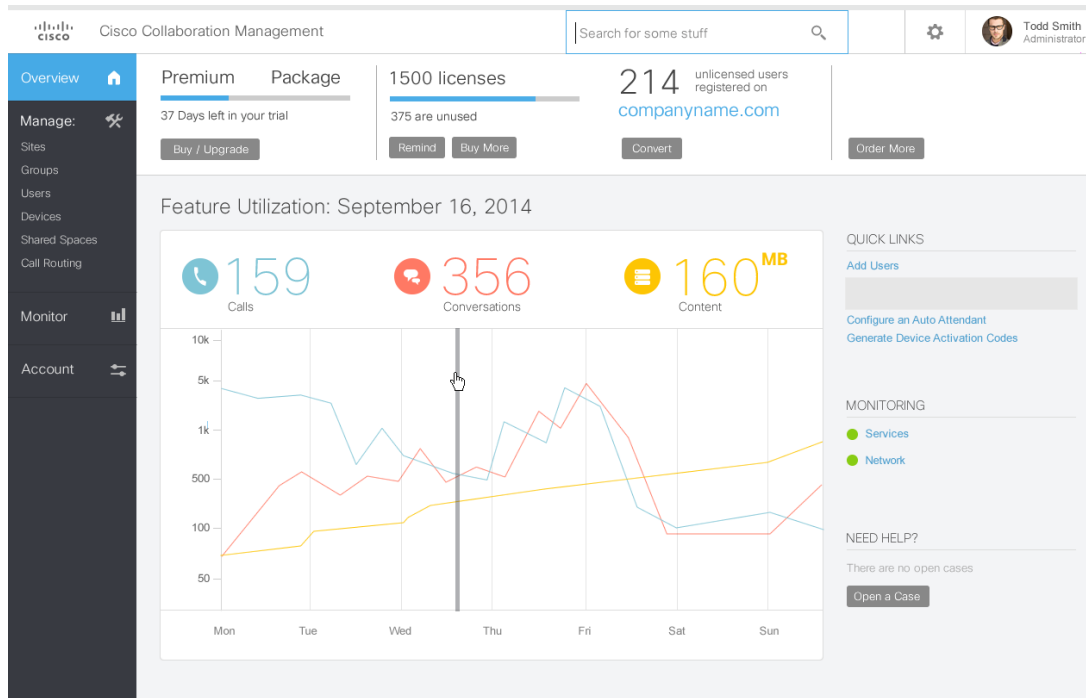


Management

Getting Started



# Cloud Collaboration Management Portal for Spark message and meeting services



- Automated provisioning
- License management (user/group)
- Device management
- Usage reports and analytics
- Service monitoring and support
- Security & policy management



# Cloud Collaboration Management Partner View

Create trials

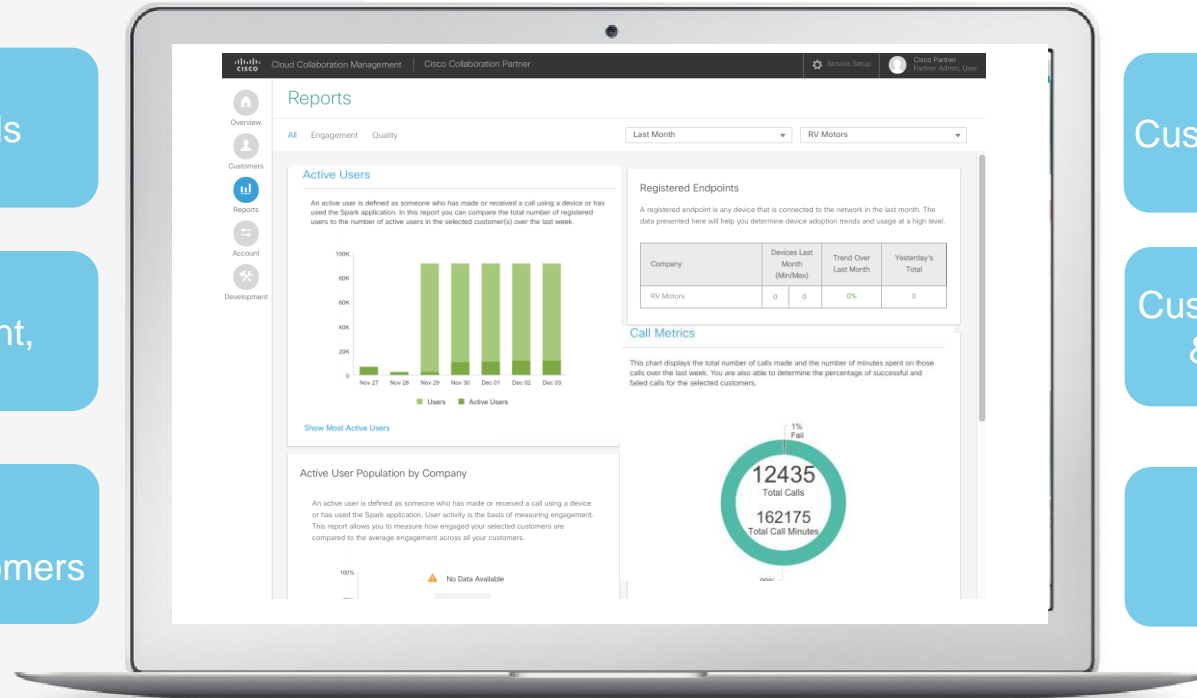
Analytics  
(Engagement,  
Quality)

Access to  
Manage Customers

Customize branding

Customize Support  
& Help URLs

Role based  
Access





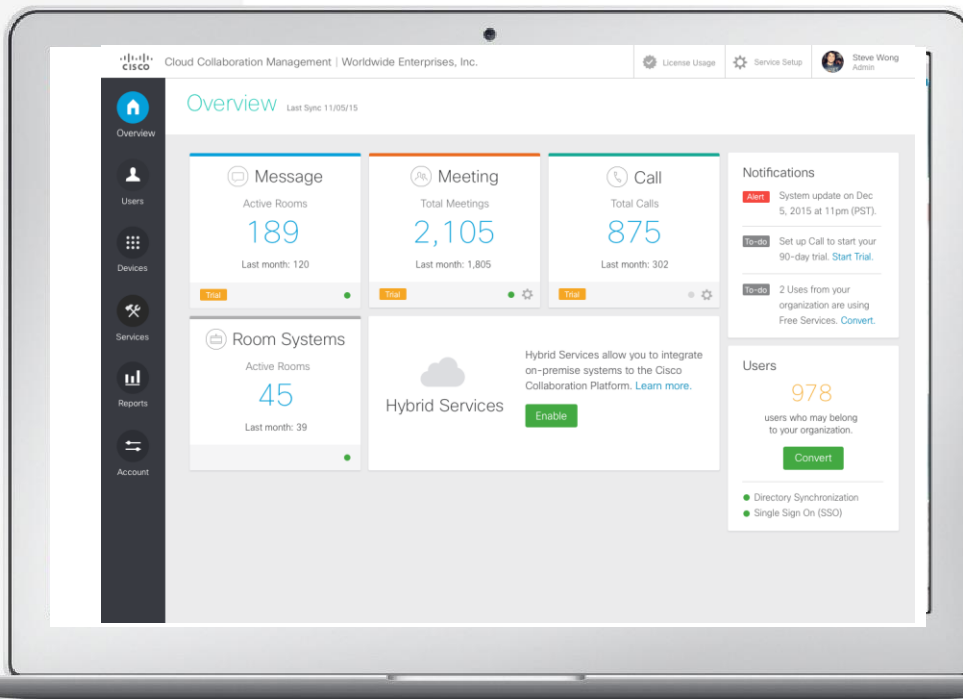


# Cloud Collaboration Management Customer View

User & Device  
Management

Role based  
Access

Automated  
Provisioning



Manage Services  
& Integrations

SSO &  
Directory Sync

Analytics  
(Engagement,  
Quality)

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# Getting started is as easy as...

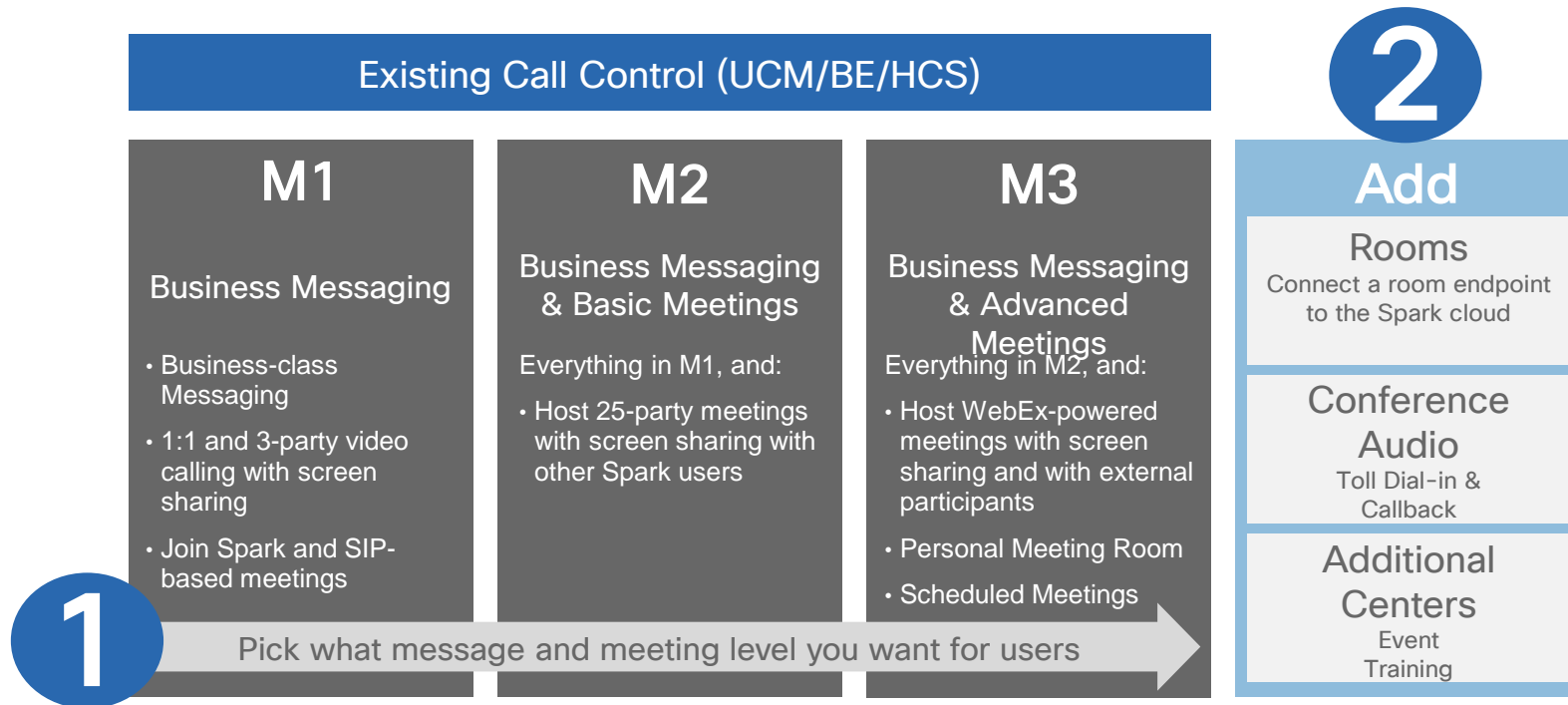
1

2

3



# Spark Hybrid Services Offer



# 3

## Connect to the Cisco Collaboration Cloud Unified CM, Business Edition, and HCS + Cisco Spark

