

A group of five people are gathered around a circular table in a modern office lobby. They are engaged in a video conference, with one person on the screen and four people in the room. The room is well-lit with large windows and has a modern, minimalist design with blue carpeting and large potted plants.

Cisco Collaboration On Cloud? On Premise?

Alin David & Razvan Atimariti



Our Strategy:
Make Collaboration Simple...

An Easy and Simple Experience from Any Device



including 3rd 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



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 system¹ plus much more

Make calls within or outside organization via the PSTN¹

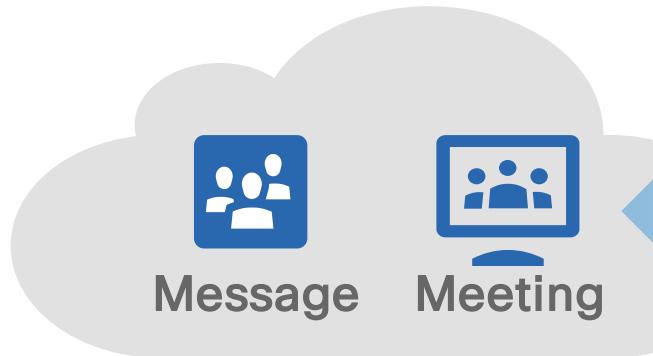
¹ The Cisco Spark service doesn't include PSTN services. Customers need to purchase PSTN services from a 3rd party provider.

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



Spark Hybrid Services

...and add message & meeting services to
your existing Cisco UC solution



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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



Spark App



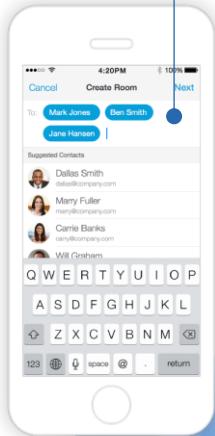
Communicate from
where your work lives

Less email. More agility. Better teamwork.

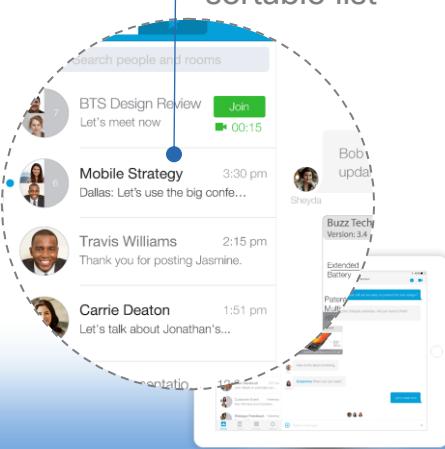
An Easier Way to Get Everyone Together

Pull Everyone Together

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

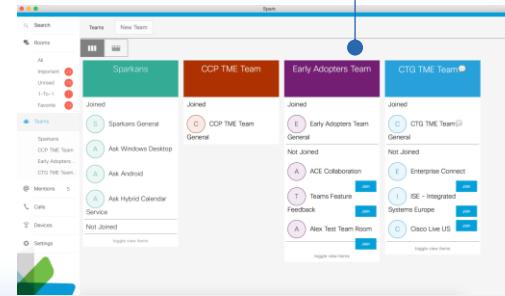


Work together in unlimited virtual rooms that you can easily access through a searchable, sortable list



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

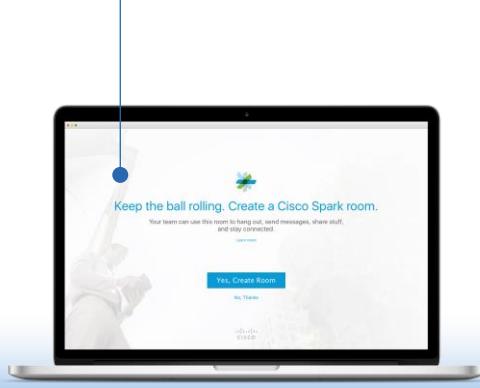
Start a meeting in your rooms of up to 25 people from any device



Share your screen to gain quick alignment



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



Take It with You

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

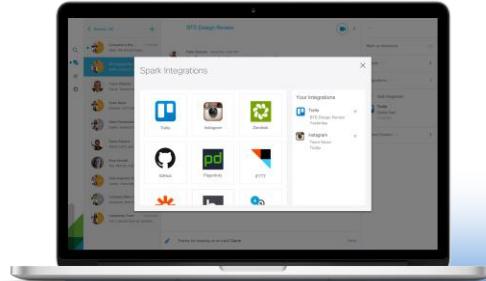


Make Spark the Place for All Your Work

Native Integrations

Easily configured integrations in the Cisco Spark app to unify workstreams



App Integration Services

Connect to other aps 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



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

Business Class Security Features

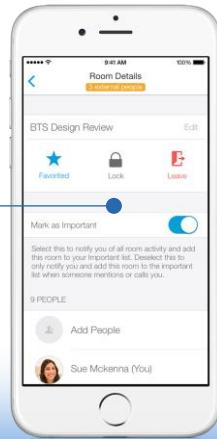
Encryption



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

User Access Controls

Lock rooms to moderate room participants and content*



IT Management

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

*Not included in free



Meeting



Basic Meetings



Advanced Meetings

Basic Meetings from the Spark App

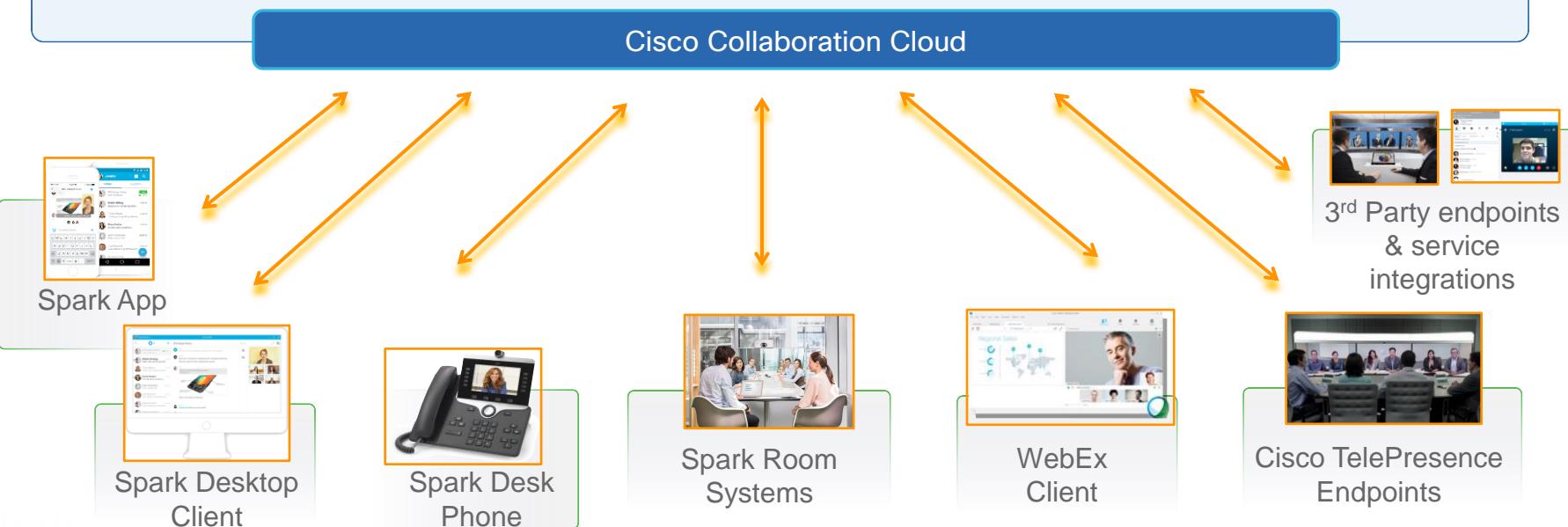
Basic Meetings

- 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 Advanced Meetings

Anywhere, Any Device, Any Time



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

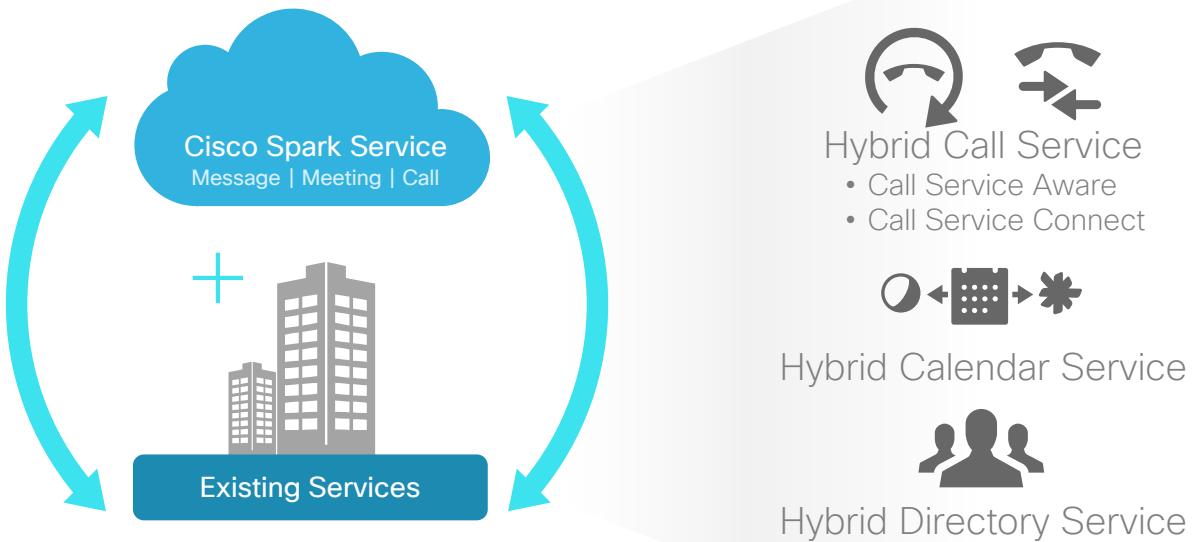
Spark Hybrid Services

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:

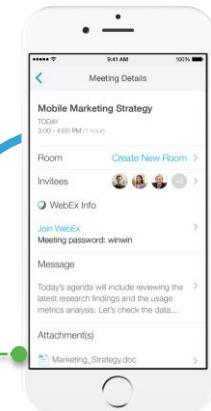
- Choice: use Jabber or Spark to call anyone without worrying about which you or the other person is using
- One number: be reached on Spark, Jabber, or a desk phone.
- Reach everyone: call company extensions, PSTN numbers, Spark only users, and even video bridge numbers
- Company dial plan: dial from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



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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Cloud Collaboration Management Portal for Spark message and meeting services

Cisco Collaboration Management

Search for some stuff

Todd Smith
Administrator

Overview Home Premium Package

Manage: Sites Groups Users Devices Shared Spaces Call Routing

37 Days left in your trial

1500 licenses 214 unlicensed users registered on companyname.com

375 are unused Remind Buy More Convert Order More

Feature Utilization: September 16, 2014

159 Calls 356 Conversations 160 MB Content

QUICK LINKS

Add Users

Configure an Auto Attendant
Generate Device Activation Codes

MONITORING

Services Network

NEED HELP?

There are no open cases

Open a Case

- 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

The image shows a laptop displaying the Cisco Cloud Collaboration Management Partner View interface. The interface is a web-based dashboard with a dark header and light-colored sections. The header includes the Cisco logo, the title 'Cloud Collaboration Management | Cisco Collaboration Partner', and user navigation links for 'Service Setup', 'Cisco Partner', and 'Cisco Admin User'. The main content area is titled 'Reports' and contains several data visualizations and tables:

- Active Users:** A bar chart showing the number of active users for RV Motors from November 27 to December 03. The y-axis ranges from 0 to 100K. The chart shows a significant peak around November 30.
- Registered Endpoints:** A table showing device adoption trends and usage for RV Motors over the last month. The table includes columns for Company, Devices Last Month (Min/Max), Trend Over Last Month, and Yesterday's Total.
- Call Metrics:** A donut chart showing call statistics for RV Motors. The chart indicates 12435 Total Calls and 162175 Total Call Minutes, with 1% Fall.
- Active User Population by Company:** A table showing the average engagement across all customers for RV Motors.

The sidebar on the left provides navigation links for Overview, Customers, Reports, Account, and Development.

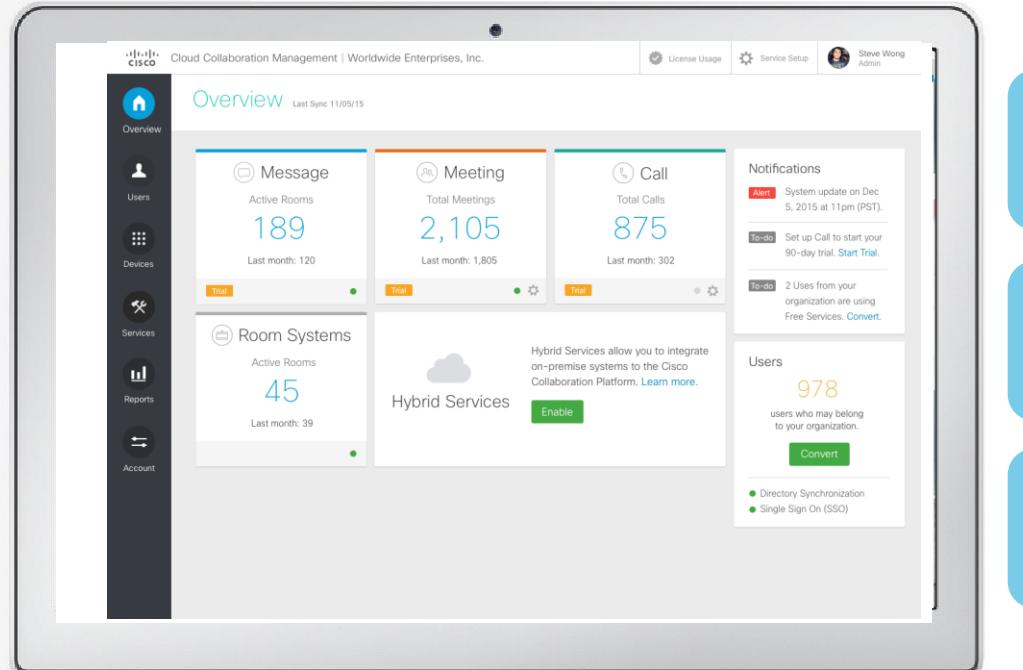


Cloud Collaboration Management Customer View

User & Device Management

Role based Access

Automated Provisioning



Manage Services & Integrations

SSO & Directory Sync

Analytics (Engagement, Quality)

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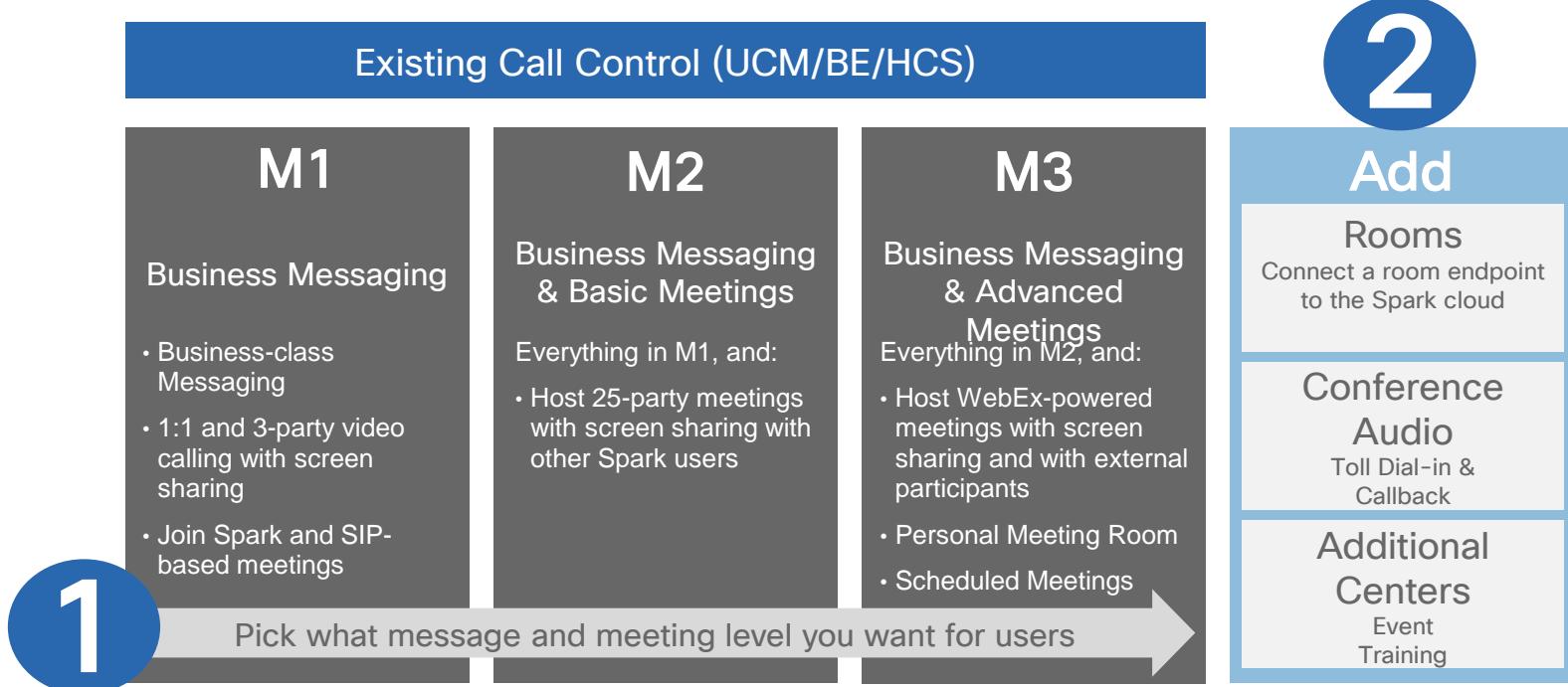
Getting Started



Getting started is as easy as...



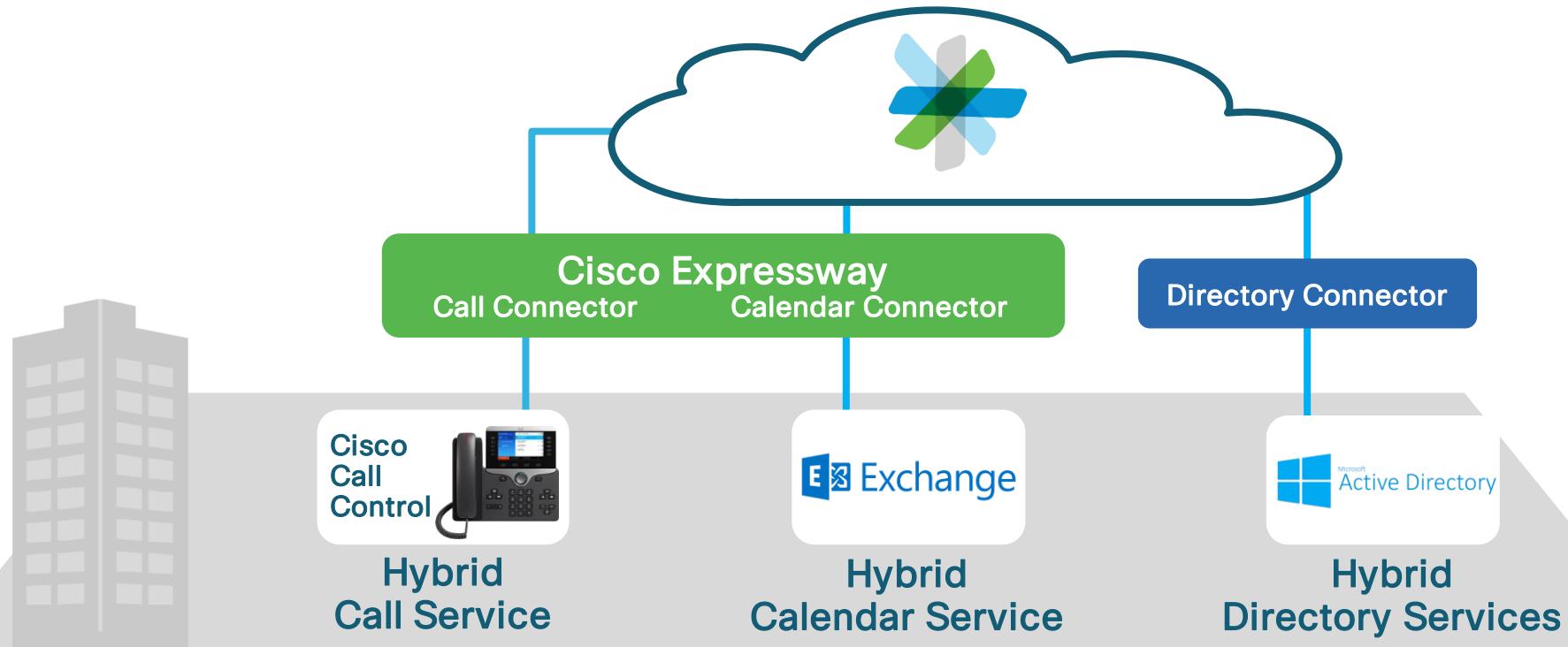
Spark Hybrid Services Offer



3

Connect to the Cisco Collaboration Cloud

Unified CM, Business Edition, and HCS + Cisco Spark



- Cisco Expressway x8.7.1
- Cisco Unified Communications Manager 10.5(2)SU3 or Cisco HCS 10.6

- Cisco Expressway x8.7.1
- Exchange 2010, 2013, 2016, Office 365

- Installed on Windows Domain Server (2003, 2008 R2 or 2012) with administrator user privileges

