

Cisco WebEx Cloud Connected Audio Subscription Service

Product Overview

Cisco WebEx[®] Cloud Connected Audio (CCA) is a cost-effective audio conferencing solution for WebEx meetings, delivered over a hybrid deployment model. It extends the functionality of Cisco[®] Unified Communications Manager, and incorporates premise-based equipment to connect your organization to a Cisco Collaboration Cloud data center over dedicated peering connections. Call routing is performed on-premises, call signaling and audio traffic occurs over redundant IP connections, and call mixing is done in the cloud. CCA is designed for large enterprise customers using a minimum of 1.5 million minutes of audio conferencing per month.

Natively integrated to the Cisco WebEx web conferencing experience, meeting hosts and attendees realize all the benefits of a purpose-built integration in the in-meeting experience. These include: an integrated attendee list; active speaker; video and audio switching; and hybrid audio support - in addition to all the dynamic tools that have made Cisco WebEx web conferencing today's market-leading conferencing solution. Cisco WebEx web conferencing lets you collaborate and communicate confidently and effectively across multiple offices, borders, and time zones.

Customer Benefits

Cisco WebEx CCA makes telephony more effective with a powerful feature set for productive and efficient audio integration. Table 1 outlines feature benefits for CCA.

Table 1. Cisco WebEx CCA Feature Benefits

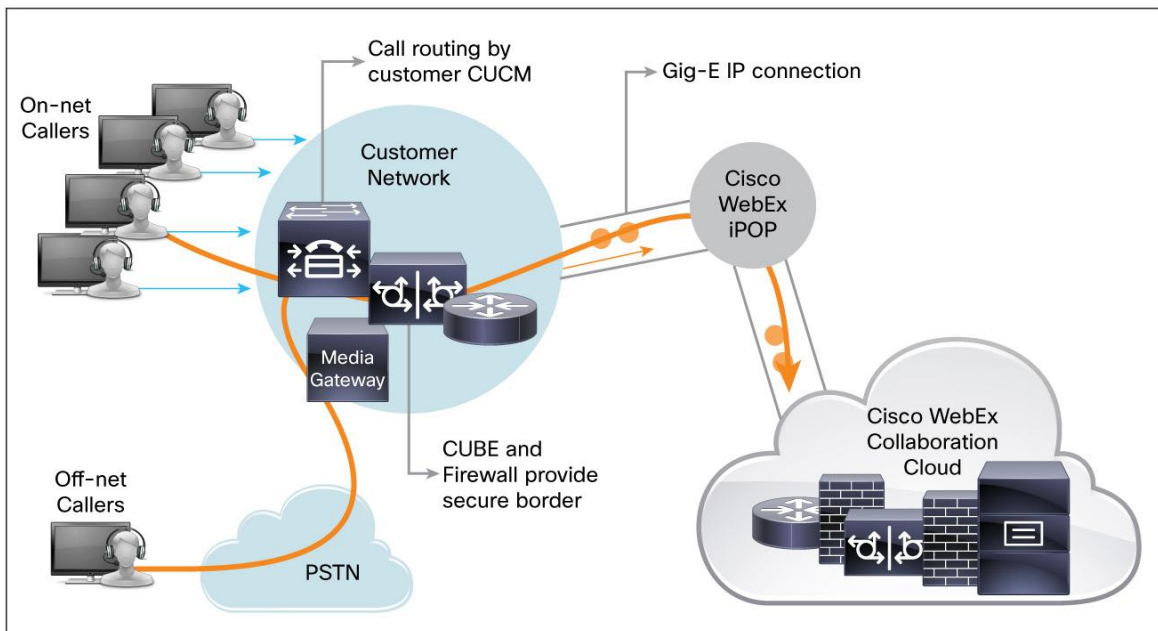
Feature	Benefit
Audio cost reduction	Reduces audio conferencing costs by eliminating PSTN transport and termination charges for all on-net calling.
Feature parity	Is fully and natively integrated into Cisco WebEx conferencing, providing the same market-leading features, functionality, and user experience as found when using Cisco WebEx with WebEx Audio.
Scalability	Easier than fully on-premise audio conferencing solutions to scale up if and when your audio conferencing usage increases.
Investment protection and extension	Extends the investment benefits of Cisco Unified Communications Manager from IP telephony to conferencing.
Port pricing	Is sold on a ports-based model so monthly audio costs are predictable and can be budgeted.
Employee count pricing	CCA Employee Count is suitable for your company if you have a large number of employees in your company (greater than 3000), and you wish to make the service generally available with fixed pricing based on your company size.
Cloud-based solution	Cisco WebEx CCA removes the need to administer and maintain a complicated on-premise audio solution, and makes all future enhancements and upgrades available to customers without any additional deployments.

How Cisco WebEx Cloud Connected Audio works

Cisco WebEx CCA uses a customer's on-premise IP telephony network and implements Session Initiation Protocol (SIP) trunks from the customer's premises into the WebEx data center instead of using a traditional telephony connection. The SIP connection requires a certified Cisco Session Border Controller (SBC) at the customer's premises to connect with WebEx SBCs. All audio conferencing calls will be routed by the customer's IP PBX through the SBC into the WebEx cloud over the SIP trunk. All callbacks made from WebEx are made to the SBC at the customer's premises as well. This solution is certified to work only with Cisco Unified Communications Manager and Cisco Unified Border Element (CUBE).

All calls from on-net callers, (calls originating from or terminating to endpoints on the customer's network) will bypass the PSTN toll. However, a customer must use its existing telephony infrastructure for all calls from off-net callers, which includes calls originating from or terminating to endpoints not on the customer's network (Figure 1).

Figure 1. Example of CCA Architecture



Technical Specifications

Table 2 outlines the technical specifications for Cisco WebEx CCA that a customer must adhere to.

Table 2. Technical Specifications for Cisco WebEx CCA

Media	Supports audio compression codec G.711. Any non-G.711 traffic will need to be transcoded at the customer premises.
Signaling	SIP signaling and RFC2833 for DTMF.
Customer premise equipment	The CCA architecture requires a customer to deploy Cisco Unified Border Element (CUBE) at its premises. CCA supports both Cisco Integrated Services Routers (ISRs) and Cisco Aggregated Services Routers (ASRs). Choice of hardware will depend upon CCA port requirements. Redundant or active/active CUBE licenses can be purchased based on customer redundancy requirements.
Conference telephony numbers	Conference numbers belong to the customer. The customer will provide at least one toll and one toll-free number. The customer will also provide the international call-in numbers, if applicable. The customer must pass one DID (DNIS) to WebEx CUBE for all conferencing numbers. The customer can also choose to buy WebEx PSTN audio along with CCA. The customer provides the list countries where it wants access to WebEx numbers. Any usage on Webex PSTN numbers will be billed on a per-minute basis. The customer will need to buy separate SKUs for WebEx PSTN audio.

Peering connections	Circuit hand-offs must be optical Ethernet-based. The minimum Ethernet hand-off interface is Gigabit Ethernet; Link Aggregation Control Protocol (LACP) may be used to bundle multiple circuits.
Security	Secure Real-Time Transport Protocol (SRTP) is not supported. Traffic only from pre-configured dial peers is allowed on either side of a peering connection. Secured through access control lists (ACLs) with only User Datagram Protocol (UDP) traffic between CUBEs is permitted, only on ports greater than 1024.

Cisco WebEx Interconnection Locations

A customer will need to peer with Cisco WebEx with at least two geographically dispersed locations. This architecture allows for redundancy and failover in the solution. In the event that one peering connection or customer premise equipment fails, the CCA traffic will traverse the redundant link.

Cisco WebEx does not provide or provision the peering connections for Cisco WebEx CCA. The customer will need to procure and pay for the peering connections from its service provider.

Table 3 provides the locations where Cisco WebEx offers peering with customers.

Table 3. Locations Where Cisco WebEx Offers Peering

Region	City
North America	San Jose, California
	Los Angeles, California
	Chicago, Illinois
	New York, New York
	Dallas, Texas
	Ashburn, Virginia
Europe	London
	Amsterdam
Asia	Hong Kong
	Tokyo
	Singapore

How to Buy Cisco WebEx Cloud Connected Audio

WebEx technology offers a flexible, high-performance platform of products for organizations of any size that want to deploy online meetings with audio conferencing. The CCA option is designed to attach to a Cisco WebEx web conferencing subscription purchase; it is not a standalone product. CCA ports represent the concurrent call capacity the customer needs to purchase from Cisco WebEx and includes toll, toll-free, and call-me services. CCA is not available in monthly minute packages.

Additional hardware and software SKUs required for CCA service will need to be purchased - some as part of the subscription, some separately. Separate statements of work (SOWs) are required for day-one implementation and day-two support if provided by Cisco Advanced Services. Peering connections can be ordered with the customer's service provider, which is independent of Cisco WebEx.

How Many Cisco WebEx CCA Ports Are Needed

CCA ports represent the concurrent call capacity the customer needs to purchase from Cisco WebEx and includes toll, toll-free, and call-me services. CCA is not available in monthly minute packages. The default for CCA is 5000 minutes per CCA port unless the customer provides the data on concurrent call usage. In this case, the customer's data will supersede any default calculation.

How Many Cisco WebEx CCA Employee Count Licenses Are Needed

The minimum purchase for CCA Employee Count with Enterprise License Agreement is 3000 licenses. The CCA meeting capacity must be equal to the WebEx data meeting capacity. The number of CCA Employee Count licenses purchased in the add-on offer must be the same as the number of Named User licenses (including paid and complimentary licenses) on the core data contract.

Customer Example

The customer has 15,000 employees with total audio conferencing minutes per month equal to five million. The customer is using third-party audio conferencing and wants to move to integrated WebEx web and audio conferencing. The customer would like to add CCA to the existing subscription. Table 4 outlines the procurement source based on sizing.

Table 4. Cisco WebEx Cloud Connected Audio Sizing Procurement Source

CCA Component	Sizing	Buy from
CCA ports	5 million monthly minutes; 5000 minutes per CCA Port which equals 1000 CCA ports	Cisco CCW subscription
CCA employee count	Minimum 3000 CCA Employee Count Licenses	Cisco CCW subscription
CUBE	ISR3945E (supports 2500 concurrent calls) FL-CUBEE-1000	Cisco CCW product
Peering connections	Two 100 MB connections (approximately 100 Kbps per CCA port)	Customer's service provider
Day 1 PDI	Custom SOW	Cisco Advanced Services
Day 2 support for CUBE and peering links (optional)	Customer SOW	Cisco Managed Services

Cisco WebEx Cloud Connected Audio Port Overage

If the customer uses more than its committed ports, the CCA service will continue and the customer's service will not be interrupted, however the customer will be charged an overage. Overage will be billed monthly in arrears, calculated based on peak usage in a given month, and invoiced through Cisco WebEx.

Cisco WebEx Cloud Connected Audio Subscription Procurement Options

Cisco WebEx CCA can be procured by selecting from the following two subscription types:

- Ports
- Employee Count

Available SKUs for Cisco WebEx Cloud Connected Audio Subscription

WebEx CCA can be procured as an add-on to Cisco WebEx Meeting Center or Cisco WebEx Enterprise Edition. Table 5 provides the list of Cisco WebEx CCA Service SKUs.

Table 5. Cisco WebEx Cloud Connect Audio Subscription Service SKUs

PID/SKU	Description
A-WX-EMP-COUNT	Cisco WebEx Employee Count
A-WX-CCA-P-COM	Cloud Connected Audio Committed Ports
A-WX-CCA-P-OVR	Cloud Connected Audio Port Overage
A-WX-CCA-EC-COM	Cloud Connected Audio Employee Count

PID/SKU	Description
A-WX-ACTIVE-USER	Cisco WebEx Active User
A-WX-CCA-P-COM	Cloud Connected Audio Committed Ports
A-WX-CCA-P-OVR	Cloud Connected Audio Port Overage
A-WX-NAMED-USER	Cisco WebEx Named User
A-WX-CCA-P-COM	Cloud Connected Audio Committed Ports
A-WX-CCA-P-OVR	Cloud Connected Audio Port Overage
A-WX-PORTS	Cisco WebEx Ports
A-WX-CCA-P-COM	Cloud Connected Audio Committed Ports
A-WX-CCA-P-OVR	Cloud Connected Audio Port Overage

For More Information

For more information on Cisco WebEx Cloud Connected Audio visit <http://www.cisco.com/go/cwcca>.

To order CCA contact your Cisco representative.



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