

Cisco WebEx Cloud Connected Audio Enterprise

Product Overview

Cisco WebEx[®] Cloud Connected Audio (CCA) Enterprise Architecture is an audio conferencing service from the secure WebEx Cloud, 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 through 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 Enterprise 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 integration in the in-meeting experience, including 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 Enterprise makes meetings more effective with a powerful feature set for productive and efficient audio integration. Benefits include:

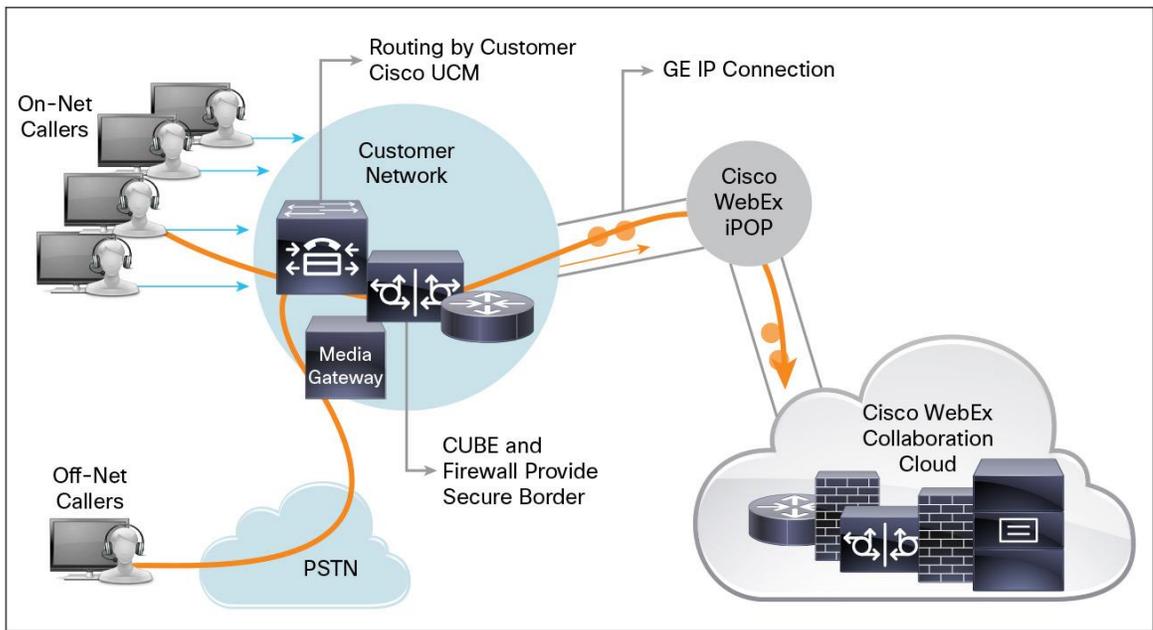
- One of the best user experiences with optimal audio for every meeting
- Extended investment in existing infrastructure
- Scalability with faster automatic updates
- Predictable costs and reduced charges

How It Works

CCA Enterprise uses your on-premises IP telephony network and implements Session Initiation Protocol (SIP) trunks from your premises into the WebEx data center instead of using a traditional telephony connection. The SIP connection requires a certified session border controller (SBC) at your premises to connect with WebEx SBCs. All audio conferencing calls are routed by your IP private branch exchange (PBX) through the SBC into the WebEx cloud over the SIP trunk. All callbacks made from the WebEx application are made to the SBC at your premises as well. This solution is certified to work only with Cisco Unified Communications Manager (Cisco UCM) and Cisco Unified Border Element (CUBE).

All calls from on-net callers (that is, calls originating from or terminating to endpoints on your network) bypass public-switched-telephone-network (PSTN) toll. However, you must use your existing telephony infrastructure for all calls from off-net callers (that is, calls originating from or terminating to endpoints not on your network) (Figure 1).

Figure 1. Example of CCA Enterprise Architecture



Key Features

Table 1 gives features and benefits of Cisco WebEx CCA Enterprise.

Table 1. Features and Benefits of Cisco WebEx CCA Enterprise

CCA portal	Gain insight into organizational usage, analytics, and reports.
Customizable audio prompts	Create personalized entry and exit messages for WebEx meetings to increase brand awareness.
0 support	Allow both hosts and attendees to connect to a support agent while in a meeting. Users can press 0 on their phone or click the "Instant help" link on the WebEx client to connect to a support agent for live help. Hosts can also bring the support agent into the meeting.

Technical Specifications

Table 2 outlines the technical specifications for CCA Enterprise.

Table 2. Technical Specifications for Cisco WebEx CCA Enterprise

Media	CCA supports audio compression codec G.711. Any non-G.711 traffic must be transcoded at your premises.
Signaling	CCA supports SIP signaling and RFC 2833 for dual-tone multifrequency (DTMF).
Customer premises equipment (CPE)	CCA architecture requires that you deploy Cisco Unified Border Element at your premises. The solution supports both Cisco Integrated Services Routers (ISRs) and Cisco Aggregation Services Routers (ASRs). Choice of hardware depends upon CCA port requirements. You can purchase redundant or active/active CUBE licenses based on your redundancy requirements.
Conference telephony numbers	Conference numbers belong to you. You must provide at least one toll and one toll-free number, in addition to the international call-in numbers if applicable. You must pass one direct inward dialing (DID) number with Digital Number Identification Service (DNIS) to WebEx CUBE for all conferencing numbers. You can also buy WebEx PSTN audio along with CCA. You must provide the list countries for which you want access to WebEx numbers. Any usage on WebEx PSTN numbers are billed on a per-minute basis. You must 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; you can use Link Aggregation Control Protocol (LACP) to bundle multiple circuits.

Security	Secure Real-Time Transport Protocol (SRTP) is not supported. Only traffic from preconfigured dial peers is allowed on either side of a peering connection. Only traffic secured through access control lists (ACLs) and only User Datagram Protocol (UDP) between CUBEs is permitted. In addition, traffic is permitted only on ports greater than 1024.
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Cisco WebEx Interconnection Locations

You must peer connections for Cisco WebEx conferences with at least two geographically dispersed locations. This architecture enables redundancy and failover in the solution. If one peering connection or CPE fails, the CCA Enterprise traffic will traverse the redundant link.

Cisco WebEx conferencing neither provides nor provisions the peering connections for CCA Enterprise. You must procure and pay for the peering connections from your service provider.

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

Table 3. Locations Where Cisco WebEx Conferencing Offers Peering

Region	City
North America	San Jose, CA
	Los Angeles, CA
	Chicago, IL
	New York, NY
	Dallas, TX
	Ashburn, VA
Europe	London
	Amsterdam
Asia	Hong Kong
	Tokyo
	Singapore

Ordering Cisco WebEx CCA Enterprise

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 Enterprise option is designed to attach to a Cisco WebEx meeting application purchased from the Cisco Global Price List (GPL); it is not a standalone product. CCA Enterprise is sold as monthly audio ports and is available in 1-, 2-, 3-, and 5-year contract terms. CCA ports represent the concurrent call capacity you must purchase from the GPL; call capacity includes toll, toll-free, and call-me services. CCA Enterprise is not available in monthly minute packages.

Hardware and software SKUs required for CCA service must also be purchased from the GPL. Separate statements of work (SOWs) are required for day-1 implementation and day-2 support if provided by Cisco Advanced Services. You can order peering connections from your service provider, which is independent of Cisco WebEx applications.

Number of Cisco WebEx GPL CCA Ports Needed

The default for CCA orders is 5000 minutes per CCA port unless you provide the data on concurrent call usage. In this case, your data supersedes any default calculation.

Customer Example

A customer has 15,000 employees with 5 million audio conferencing minutes per month. The customer uses third-party audio conferencing and wants to move to integrated WebEx web and audio conferencing. The customer wants to sign a 3-year contract. Table 4 outlines the procurement source based on sizing.

Table 4. Cisco WebEx CCA Enterprise Sizing Procurement Source on GPL

Cisco CCA Component	Sizing	Buy from
CCA ports	5M monthly minutes or 5K minutes per CCA port = 1000 CCA ports	GPL
CUBE	Cisco 3945E Integrated Services Router (supports 2500 concurrent calls) FL-CUBEE-1000	GPL
Peering connections	Two 100-MB connections (approximately 100 kbps per CCA port)	Customer's service provider
Day-1 Cisco WebEx Plan, Design, and Implement (PDI) service	Custom SOW	Cisco Advanced Services
Day-2 support for CUBE and peering links (optional)	Customer SOW	Cisco Managed Services

Cisco WebEx CCA Enterprise Port Overage

If you use more than your committed ports, the CCA service will continue and your service will not be interrupted, but you will be charged an overage. An overage agreement is required and is available at http://try.webex.com/mk/get/CCA_CONTRACT_FORM. Overage is billed monthly in arrears, calculated based on peak usage in a given month. It is invoiced through the Cisco WebEx application.

How to Select Service Term

Cisco WebEx CCA Enterprise service must be associated with a new or existing Cisco WebEx data service purchased from the Cisco GPL. The CCA service must co-terminate with the Cisco WebEx data service. If a 2-year contract for WebEx data service began 6 months ago and you wish to add Cisco WebEx CCA Enterprise service, you must select the 18-month SKU. There are four annual SKUs for use with new Cisco WebEx Web Conferencing services; they include 1, 2, 3, and 5 years. Sixty monthly SKUs provide co-termination of the audio service for up to 5 years (60 months).

Cisco WebEx Cloud CCA Enterprise GPL Procurement Options

You can procure Cisco WebEx Cloud Connected Audio Enterprise through the GPL by selecting from the following three subscription types:

- **New subscription:** You should purchase this subscription if you want cloud connected audio and do not currently have a CCA subscription.
- **Add-on subscription:** You should purchase this subscription if you are currently using Cisco WebEx CCA Enterprise as your audio solution and want to add additional ports to your current subscription. The add-on ports must co-terminate with the existing ports.
- **Renewal subscription:** You should purchase this subscription if your current CCA subscription is expiring and you want to continue with uninterrupted CCA service for 1, 2, 3, or 5 years. You must purchase the renewal from Cisco GPL prior to the expiration of the existing subscription.

Ordering Information

Table 5 gives ordering information for Cisco WebEx CCA Enterprise on GPL.

Table 5. GPL Ordering Information for Cisco WebEx CCA Enterprise

SKU	Description
L-WBX-CCA-NEW	New CCA Ports Subscriptions
L-WBX-CCA-RENEW	Renew expiring CCA Ports Subscriptions
L-WBX-CCA-ADDON	Add On to existing CCA Ports Subscription
L-WBX-CCA-ANNUAL	Cloud Connected Audio ports - Annual Subscriptions
L-WBX-CCA-MONTHLY	Cloud Connected Audio ports - Monthly Subscriptions
L-WBX-CCA-S2	CCA Ports Volume Tier 2

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For More Information

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

To order CCA, please contact your local Cisco representative.



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

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