



Your Questions, Answered

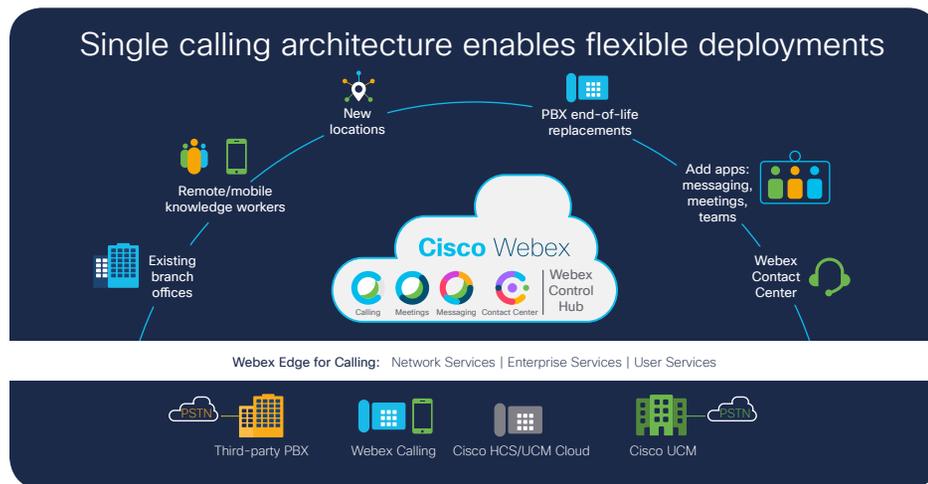
Cisco's new single-calling architecture, enabled by Webex Edge for Calling

Q What is the Cisco Webex® platform?

A Webex is a highly secure, scalable, and open global business collaboration platform that integrates calling, messaging, meetings, team collaboration, and contact centers with hardware to deliver magical experiences for users, teams, and customers. Webex is the only platform that has the proven scale, security, and features to meet the calling needs of today's multisite mid-market customers and large enterprises.

Q What is Webex Edge for Calling?

A Webex Edge for Calling provides a single calling architecture that enables you to connect your on-premises or hosted Cisco® and third-party PBXs to the global Webex platform. This ensures consistent and intelligent experiences for users, teams, and customers, and enables workplace transformation without business disruption. Webex Edge for Calling supports a flexible architecture that connects Cisco Unified Communications Manager (UCM), UCM Cloud, Cisco Hosted Collaborations Solution (HCS), and third-party PBXs like Avaya directly into the Webex Calling cloud, providing flexible migration paths to innovative cloud services, while protecting your on-premises investments.



Q What are the business benefits associated with Webex Edge for Calling?

A

- **Flexible migration paths and investment protection:** Allows enterprises to operate flexible deployment solutions, add cloud innovations, and move to the cloud at a pace that makes sense for the business.
- **Simplifies operations and lowers expenses:** Centralizes operation and management of core calling functionality with Webex Control Hub across the different levels of enterprise, network, and user services, which allows you to reduce capital investment and recurring network expenses.
- **Accelerates workplace transformation:** Serves all collaboration workloads—calling, messaging, meetings, and team collaboration—with a new modular unified client that features deep business application and device integrations designed to enhance your user experience and drive productivity gains.
- **Instantly global enterprise:** Market-leading calling and collaboration services available across more than 60 countries, with enterprise-grade scalability, security, features, and PSTN connectivity for instant global calling delivery.

Q

What technical services are included with Webex Edge for Calling?

A

Webex Calling Network Services: Take advantage of cloud innovation in calling and collaboration by connecting your business to the Webex cloud backbone. Even if you intend to keep some or most of your business connected to a set of on-premises PBXs, you can connect these sites to the cloud and take advantage of global Webex infrastructure and centralized custom dial plans. Webex Calling uses the Webex backbone, which is a fast, reliable, and secure global network of tier 4+ data centers located in every region of the world. With Webex Calling, you can customize your global dial plan to serve both cloud and premises-based PBX users with a common way to make calls to and from anywhere. You can use the Webex backbone to route your on-net and off-net traffic and take advantage of global least cost routing and audio quality.

Webex Calling User Services: We offer centralized and consistent cloud-based apps, with mobility, elective forwarding, and shared call appearances for cloud, mobile, and premises. With Webex Edge for Calling, your business deploys one collaboration application—Webex Teams®—across the entire organization for a truly unified and consistent experience for all users, across all sites. Webex will even support Teams for users that are on third-party PBXs. Every knowledge worker gets the same powerful desktop experience for calling, meetings, and messaging. They can keep their PBX phone and use Webex Teams for everything else. They can use Webex Calling to deliver a simple, consistent mobile calling solution for everyone in the enterprise.

Webex Calling Enterprise Services: Webex Calling eliminates the need for site-based apps and provides centralized cloud apps and management with consistency in experience across all sites. Centralized apps include voicemail, auto attendant, IVR, call queues, hunt groups, and more.

Q What would a use case look like for Webex Edge for Calling?

A If you are an enterprise CIO tasked with delivering workplace transformation and innovation, then adopting cloud technology without disrupting your business is imperative. Most companies have substantial multi-site, multi-vendor, PBX investments at various stages in their product lifecycle, which requires a phased migration to the cloud, over time. To make matters worse, your stakeholders expect a seamless and consistent experience in moving to the cloud and will not tolerate disruption to business operations.

Cisco Webex Edge for Calling gives your business the flexibility you need to design a smooth transition path to cloud calling and collaboration. Connect your existing PBXs, HCS, or UCM Cloud services to the Webex Calling cloud and manage it centrally in the cloud through Webex Control Hub. With Webex Edge for Calling, CIOs gain a non-disruptive, flexible path to the cloud over time, giving them the full benefit of cloud innovation within a single calling architecture.

Q What would my cloud adoption journey look like with Webex Edge for Calling?

A A customer's journey to the cloud depends on many factors. For enterprises with traditional on-premises PBX deployments, your transition might look something like one of the following scenarios:

1. Adopt Webex Calling for a site, group of sites, or group of users. These users will have access to the full Webex collaboration experience, based on what services are selected.
2. Connect your PBX systems to Webex Calling with SIP trunking. Now you can establish a global dial plan with centralized management for all sites through Webex Calling.
3. Enable PBX users to start taking advantage of cloud collaboration apps, like Webex Teams, even while they continue to use their PBX for call control and their PBX phone.

4. Begin to migrate PBX phone numbers to the Webex Calling cloud. Users will keep their same phone number but gain greater mobile flexibility because that phone number now lives in the cloud, instead of being tied down to a PBX location. This eliminates the hair-pinning sometimes required with on-premises-based mobility solutions.
5. Start to migrate enterprise services to the cloud, such as auto-attendant, IVR, voicemail, hunt groups, and call queues. This provides the advantage of centralizing management and databases and provides a consistent experience across all sites. Additionally, it utilizes the Webex backbone for call distribution and routing, therefore saving costs on private MPLS backbones.
6. Administer all cloud application services and devices under the Webex Control Hub. This reduces the time, cost, and complexity involved with managing a complete enterprise collaboration suite for a multisite or multi-national organization. Plus, you gain the advantage of analytics and telemetry data across the entire breadth of the Webex cloud.

Q Is Webex Edge for Calling available today?

A Yes. You can connect any enterprise network (i.e., a PBX or PBX network) to Webex Calling today via a local gateway. This allows Webex Calling users to have the same dialing patterns as on-premises users and reach the enterprise network through the local gateway connection. The dialing plan for the enterprise is still managed in the enterprise network PBXs. Additional features and functionality will be delivered in a phased approach. To stay up to date, subscribe for updates on our "[What's New with Webex Calling](#)" webpage.

Q What can I do today to get started with Webex Edge for Calling?

A [Learn more about Webex Calling](#)
[Cisco partners make it happen](#)
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