

## Cisco Spark Hybrid Media Service

Cisco Spark Hybrid Media Service is a revolutionary capability that can ensure your users enjoy high quality audio, video and content by bridging on-premises and cloud resources.

Now you can utilize Cisco Spark meetings not only from the cloud, but also using your on-premises infrastructure. Get on-premises video quality with the simplicity, flexibility, and rapid iteration of new functionality that the cloud offers. All together in one service.

Benefits of Cisco Spark Hybrid Media Service with Cisco Spark meetings:

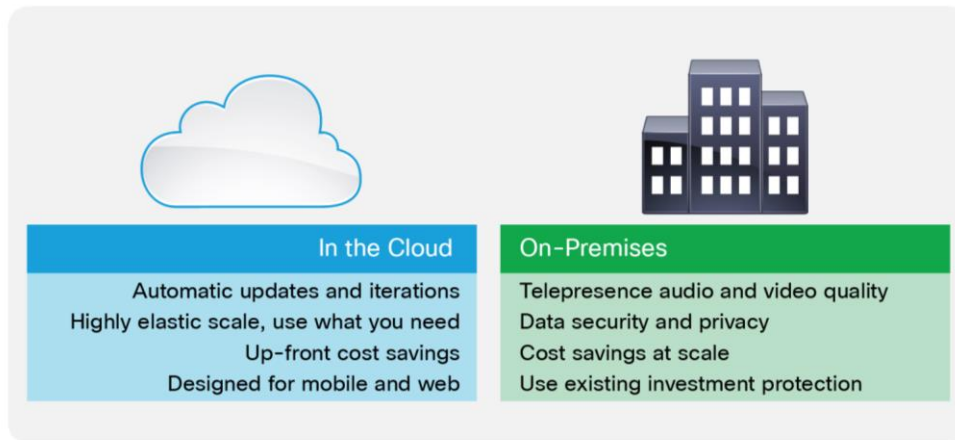
- **Quality and privacy:** Local media processing improves the quality of audio, video, and data sharing and reduces Internet bandwidth consumption.
- **Simplified resource planning:** Transparent overflow to the cloud simplifies resource planning and solution sizing. Best of all, users get one seamless meeting experience, regardless of whether they are joining from devices or apps registered to cloud or on-premises call control.
- **Reduced operational overhead:** Hybrid Media Service enables on-premises meetings without the operational overhead. It offers a single management system across all Cisco Spark meeting deployment types. Additionally, it provides cloud-based provisioning, usage metrics, and automated delivery of software updates right to your premises – just as if it was in the cloud.

### Product overview

End users are looking for outstanding meeting experiences with rich audio, video, and content sharing. They want to join a meeting from whatever device they choose, and enjoy a great, consistent experience on each one.

Providing this experience to users is not always simple. IT has to deliver scalability, reliability, and reduce costs, along with these great experiences to all their users. One of the most complex decisions can be whether or not to deploy cloud-based or premises-based meetings. Each meeting deployment model has its own benefits, and IT must choose between them (Figure 1).

**Figure 1.** Benefits of meetings deployed On-Premises and in the cloud



But why should IT have to choose between those benefits? What if they could buy and deploy the right mix of premises-based and cloud meetings? That is what Cisco Spark Hybrid Media Service does for Cisco Spark meetings.

Cisco Spark Hybrid Media Service is a simple, secure way to create unique value by enabling Cisco Spark meetings to be deployed not just from the cloud, but also on-premises.

The service determines the best way to deliver the meeting for each user – from the premises if users are local or on-net, and from the cloud if users are remote or off-net. If local resources are full, additional attendees can use resources from the cloud so that everyone can join.

**How it works**

Cisco Spark Hybrid Media Service uses a Hybrid Media Node, software that is installed on a Cisco UCS® server and managed by Cisco Spark Control Hub. Once installed on your network, the Hybrid Media Node communicates with the Cisco Spark service in the cloud and can be used by endpoints registered to the Cisco Spark service or to Cisco Unified CM.

When joining a meeting, the devices communicate with the Cisco Collaboration Cloud to find the most appropriate Hybrid Media Nodes for the meeting. Then the media for the (audio, video, content) are sent to the Hybrid Media Node for processing. This can be a single node on the enterprise network or multiple nodes, cloud and on-premises cascaded together to create the meeting. In either case, the user experience is exactly the same.

Table 1 lists the features and benefits of the Cisco Spark Hybrid Media Service when used with Cisco Spark meetings.

**Table 1.** Cisco Spark Hybrid Media Service features and benefits

Feature	Benefits
<b>Local media processing for Cisco Spark on-premises attendees</b>	Media no longer needs to go to the cloud and back for call processing. Media stays on-premises, providing: <ul style="list-style-type: none"> <li>• Improved quality through reduced latency</li> <li>• Faster connection to other users and to meetings</li> <li>• Cost savings due to more efficient Internet bandwidth usage</li> </ul>
<b>Automatic overflow to the cloud if on-premises resources are full or unavailable</b>	<ul style="list-style-type: none"> <li>• Improved reliability</li> </ul>

Feature	Benefits
<b>Centralized management and visibility across premises and cloud</b>	<ul style="list-style-type: none"> <li>• No more fragmented tools – a single centralized management portal, called Cisco Spark Control Hub, to manage your on-premises media nodes and Cisco Spark organization</li> <li>• Removes the guesswork on capacity usage, with consolidated administrator visibility into resource use</li> <li>• Simplified resource planning and utilization management</li> </ul>
<b>Automatic software updates</b>	Easy to maintain –. The Hybrid Media Node is an extension of the Cisco Spark service on your premises, that is synchronized with software updates such as security fixes, bug fixes, and features enhancements deployed in the cloud.
<b>Ease of deployment</b>	Each Cisco Spark Hybrid Media Node deploys in as little as 10 minutes. Simple to deploy and add capacity when needed.
<b>Capabilities included with purchase of any Cisco Spark meetings.</b>	Low cost – no additional subscription fees and no overage fees.

## Endpoints supported

Because Cisco Spark Hybrid Media Service supports Cisco Spark and WebEx meetings, users can join meetings from the following when on-premises:

- Cisco Spark app, Cisco Spark Room device, Cisco Spark Desk device, Cisco Spark Board
- Cisco Unified CM and VCS/EXP-C registered Cisco and 3<sup>rd</sup>-party standards based SIP endpoints and standards based SIP clients

Users can join the meetings from following when off-net and outside the corporate network:

- Cisco WebEx clients
- Cisco Spark app, Cisco Spark Room device, Cisco Spark Desk device, Cisco Spark Board
- Skype for Business
- Any standard based SIP/H.323 endpoints

## Cisco Spark Hybrid Media Service licensing

There are no incremental subscriptions or fees for deploying Cisco Spark Hybrid Media Service for Cisco Spark meetings. The Hybrid Media Node is downloadable at no charge from the Cisco Spark Control Hub. Table 2 lists the offers that support Cisco Spark Hybrid Media Service and entitle the Cisco Spark organization to register the Hybrid Media Node.

**Table 2.** Cisco Spark Hybrid Media Service is available with these offers

SKU	Cisco Spark Service
<b>A-SPK-NU-M3</b>	Business Messaging and Advanced Meetings
<b>A-SPK-NU-C3</b>	Cloud Calling, Business Messaging, Basic Meetings, and Advanced Meetings
<b>A-SPK-EMP-C3</b>	Cisco Spark Flex Plan Employee Count C3
<b>A-SPK-EMP-M3</b>	Cisco Spark Flex Plan Employee Count M3
<b>A-SPK-AU-CLDMT-M3</b>	Cisco Spark Flex Plan Active User
<b>A-SPK-SH-CLD-SMP</b>	Cloud Shared Meetings
<b>A-WX-EC-EE-1k</b>	Employee Count Spark Meet (with Enterprise Edition 1,000)
<b>A-WX-EC-MTGS-1K</b>	Employee Count Spark Meet (with Meeting Center 1,000)
<b>A-WX-AU-EE-1K</b>	Active User Spark Meet (with Enterprise Edition 1,000)
<b>A-WX-AU-MTGS-1K</b>	Active User Spark Meet (with Meeting Center 1,000)
<b>A-WX-NU-EE-200</b>	Named User Spark Meet (with Enterprise Edition 200)
<b>A-WX-NU-EE-1K</b>	Named User Spark Meet (with Enterprise Edition 1,000)

SKU	Cisco Spark Service
A-WX-NU-MTGS-25	Named User Spark Meet (with Meeting Center 25)
A-WX-NU-MTGS-200	Named User Spark Meet (with Meeting Center 200)

## System requirements

Cisco Spark Hybrid Media Service can be deployed as a virtual machine on a Cisco UCS server or on spec-based hardware. Table 3 lists the system requirements.

**Table 3.** System requirements

Type of Hardware	Requirements
<b>Cisco UCS Cisco Meeting Server 1000</b>	Minimum requirements: 72 vCPU 60 GB main memory 250 GB storage VMware ESXi6 and vSphere client 6.0 or later Hybrid Media Service software OVA file downloaded
<b>Spec-based installation</b>	Minimum requirements: 2.6-GHz processor 46 vCPU 60 GB main memory 250 GB storage VMware ESXi6 and vSphere client 6.0 or later Hybrid Media Service software OVA file downloaded

The Hybrid Media Node can be run on Cisco Meeting Server 1000 or MM410v hardware, it provides a migration path for Cisco Meeting Server customers to reuse one of these platforms should they choose to move the Hybrid Media Service in the future. Additionally, MM400v, CMS 2000, BE6000, and BE7000 are not supported platforms for Hybrid Media node and do not have a migration path.

For customers looking to try the Hybrid Media Service in their labs, a low capacity 90 day trial version is available for download from the Cisco Spark Control Hub.

## WebEx dependency

The Hybrid Media Service has functionality that integrates into a WebEx meeting. In order for this functionality to work the WebEx site will need to be on the proper version and platform to allow media to stay on-premises with the Hybrid Media Node for WebEx meetings.

Customers must work with your partner, Customer Success Manager (CSM), or trials representative to correctly provision the Cisco WebEx site and Cisco Spark services for Hybrid Media Service. Please navigate to the [“Provision Cisco Spark Services and Cisco WebEx Meeting Center Video Site”](#) section.

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## Country availability

Cisco Spark Hybrid Media Service is supported wherever Cisco Spark meetings are sold. To find out what is available in your region, please go to: <https://www.cisco.com/go/spark-availability>.

## For more information

To learn more about how the Cisco Spark Hybrid Media Service can transform your communications, visit <https://www.cisco.com/go/hybridmedia>.

To learn more about the Cisco Spark service, visit <https://www.ciscospark.com/>.




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