

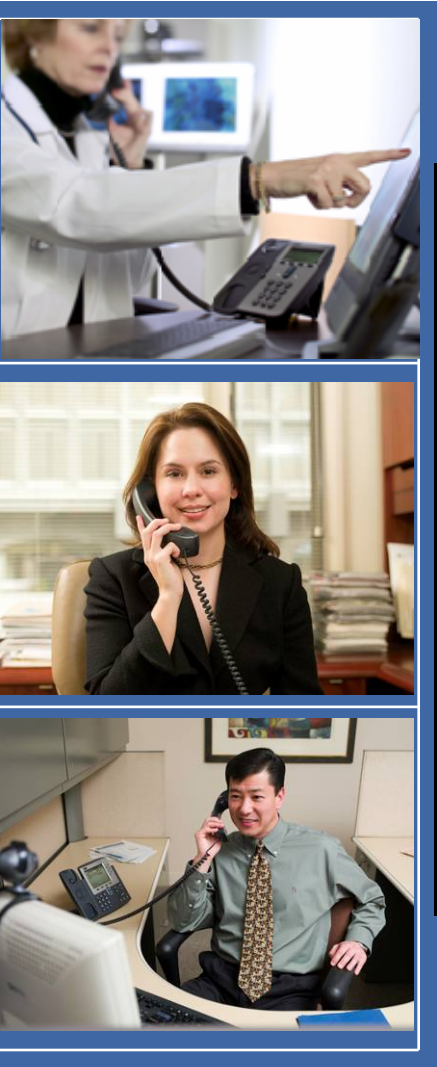


# Cisco Unified Communications



## **Better Communications, Better Business**

# Agenda



**Business Transformation**

**Challenges and Opportunities**

**Cisco Unified Communications**

**The Complete Solution**



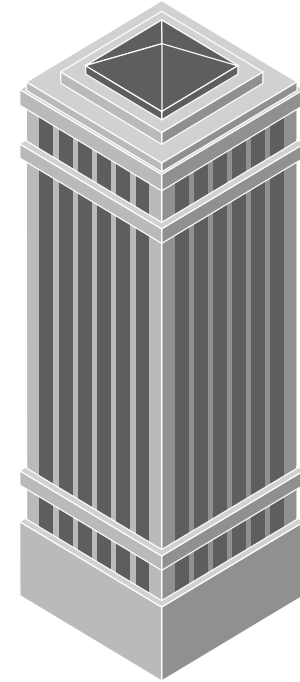
“We believe that the network is becoming the platform for all forms of communications and IT. The role of the network builds on the end-to-end and architecture-based differentiation that we have been investing in for many years.”

**John Chambers, President and CEO**

# A New Generation of Empowered End Users

BusinessWeek online

**The Power of Us**  
Mass collaboration on the Internet  
is shaking up business



“The next generation of information workers will expect a highly visual, connected, contextual information workplace they can take anywhere.”

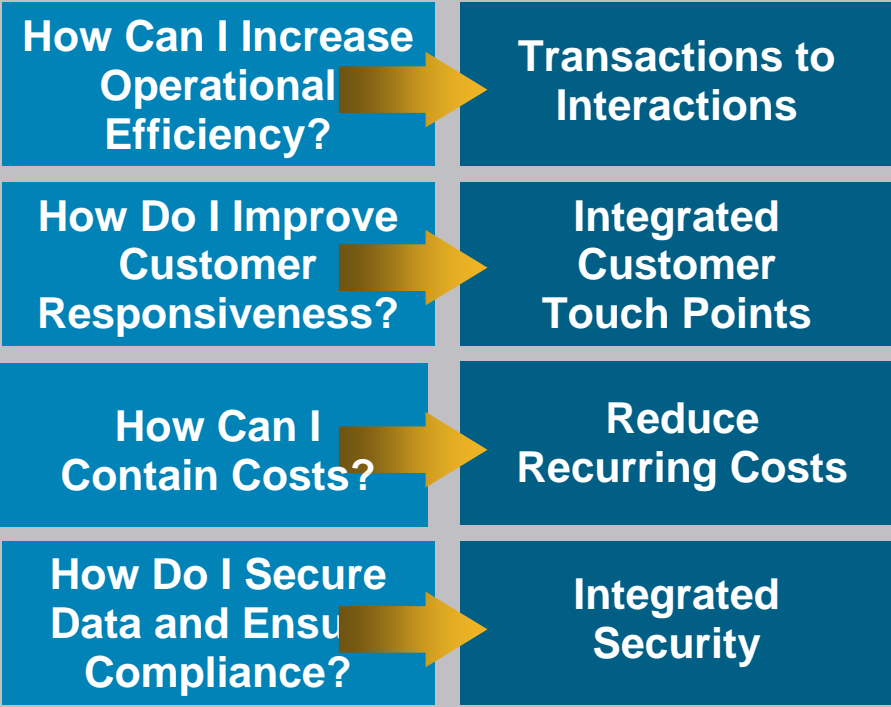
- Forrester

# Today's Business Challenges and Opportunities



# What Keeps Business Leaders Up at Night?

## What Are My Options?



# Meeting the Demand to Stay Connected

Innovation Has Created Complexity



## Information Overload

- Too many devices
- Anywhere/anytime

## Technology Limits

- Disparate solutions
- Disparate access

# The Problem: Complexity Impacts Efficiency

Impacting the Top and Bottom Lines

22% of Organizations Experience **Delays & Missed Deadlines**  
**Monthly** Due to Ineffective Communications

36% of Employees Are Unable to Reach  
Co-workers on the **First Try**

52% of Employees Must Use **Multiple Communication Methods**  
Daily to Reach Co-Workers

Employees **Increasingly Mobile...**  
27% are Traveling Once a Month on Average

**Device Proliferation:** Average Business Person uses  
More Than 6 Communications Devices

## Efficiency

# What Your Business Users Really Want

## More Effective Communications



### Information Control

- Where I am
- When I want
- Single Source for Data, Voice and Fax Messages

### Technology Solutions

- Devices that work together
- Flexibility to use multiple devices seamlessly
- Simple access to services
- Open Architecture

# Cisco Unified Communications



More Effective, Collaborative and Open Communications

# Cisco Unified Communications

**Cisco Creates Secure Solutions that Enable More Effective Communications that Directly Impact Businesses' Top and Bottom Line and Create a More Personal Way of Communicating**

## **Effective**

**Eliminate communications complexity and reach the right resource the first time with highly mobile solutions**

## **Collaborative**

**Applications that enable user-controlled productivity anywhere, anytime with any device – wired or wireless**

## **Open**

**Standards-based, secure systems, built into an intelligent, integrated network – providing communications choice**

# Cisco Unified Communications

Structure and Intelligence in Every Aspect of Business Communications

Business Process

Productivity

Business Transformation

Secure

Video



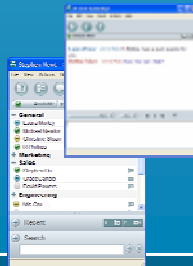
E-Mail/  
Calendar



Mobility



Conferencing and  
Collaboration



IP Network

Voice and Unified  
Messaging

End  
Points

Presence and  
Instant Messaging

Telephony  
Services

Contact  
Center

# Key Enabling Technologies



# Cisco Unified Communications System

## Applications



Workplace Resources



Cisco Unity Messaging



Emergency Responder



Unified Customer Contact Solutions



Unified MeetingPlace Conferencing

## Endpoints



Cisco Unified IP Phones



Mobile and Wireless IP Phones



Cisco Unified IP Phone 7985G



Unified Personal Communicator



Cisco IP Communicator



Unified Video Advantage

## Call Control

Cisco Unified Communications Manager; Cisco Unified Communications Manager Business Edition



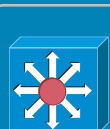
Cisco Unified Communications Manager Express and Cisco Unity Express on Cisco ISR; Cisco Unified Communications 500 Series for Small Business



## Infrastructure



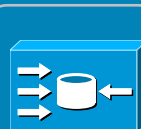
Routing



Switching



Availability



Management



QoS



Presence



Security



Administration

# Cisco Endpoints

## Executive

Cisco Unified IP Phone  
7970G / 7971G-GE



## Manager

Cisco Unified IP Phone  
7960G / 7961G / 7961G-GE

## Business

Cisco Unified IP Phone  
7940G / 7941G / 7941G-GE



## Multibutton

Cisco Unified IP Phone  
7931G

## Basic

Cisco Unified IP Phone 7906G /  
7911G



## Video

Cisco Unified IP Phone  
7985G

Cisco Unified Video  
Advantage

Cisco Unified  
Personal Communicator



## Mobility

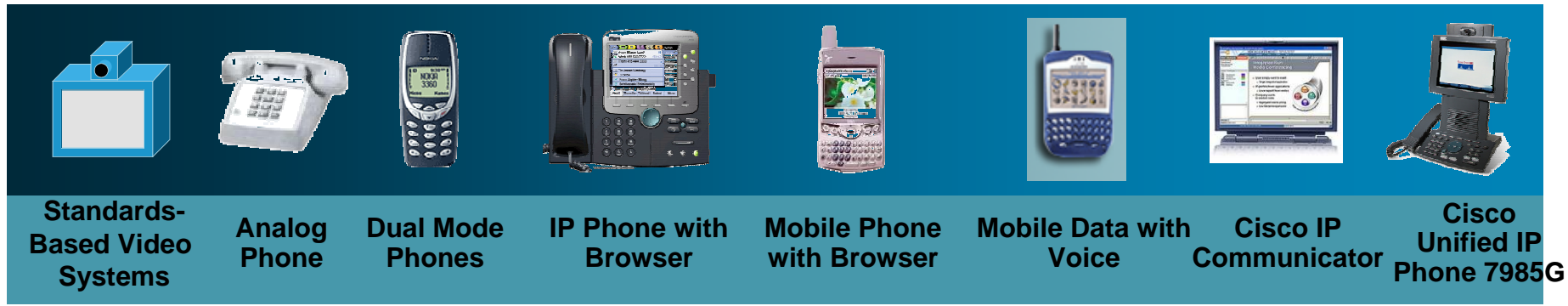
Cisco IP Communicator

Cisco Unified Wireless  
IP Phone 7920 / 7921G

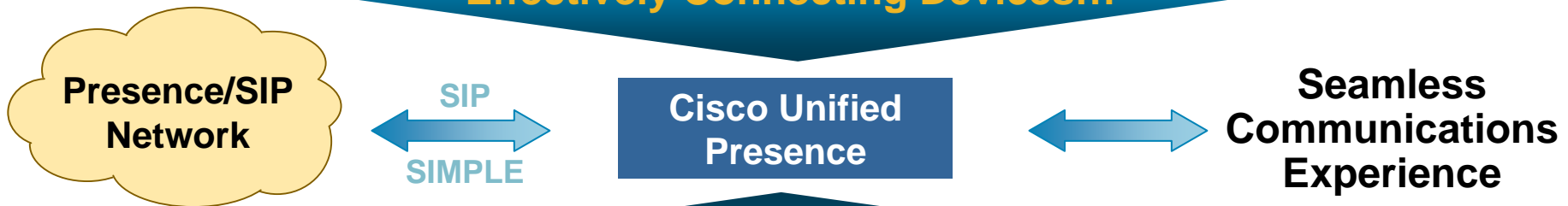
Cisco Unified  
Personal Communicator

Take advantage of continuous development in endpoints plus custom and off the shelf IP phone applications

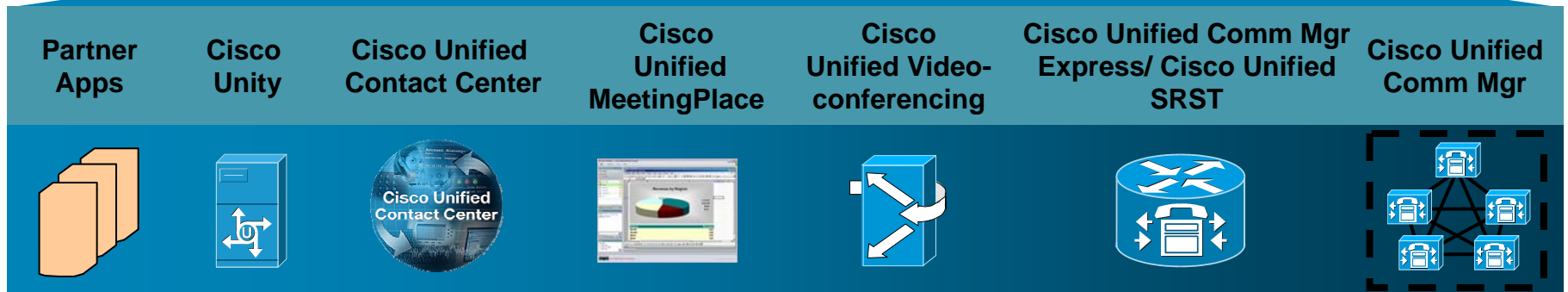
# Presence Awareness



Effectively Connecting Devices...



...to Intelligent Services in the Network...

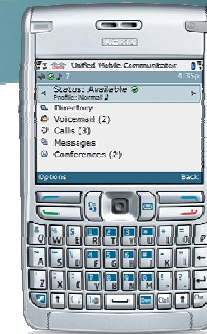


# Unified Communication Clients

**Cisco IP Communicator**



**Cisco Unified Personal Communicator for Mac**



**Cisco Unified Personal Communicator**

**Cisco Unified Mobile Communicator**

# Cisco Unified Personal Communicator

## Powerful communication tools in a single, easy-to-use application

- Increase productivity and reduce phone tag with presence indicators
- Escalate communication methods for more effective interactions

IM, Voice, Video, Web Conferencing

- Intuitive user interface for Mac and PC
- Collaborate with instant messaging
- Take control of Your “Reachability”
- Ready for the Enterprise

Scale to 5,000 users

Cisco Unified MeetingPlace and  
Cisco Unity Support



# Cisco Unified Mobile Communicator

- Intuitive, common user experience across different mobile handsets
- Extends unified communications to mobile phones and smartphones
  - Integrated directories
  - Presence
  - Single business number reach
  - Office voicemail notification and playback
  - Call logs
  - Cisco Unified MeetingPlace conference notifications
- Support for BlackBerry, Symbian OS and Windows Mobile handsets



# Conferencing and Collaboration

## Impromptu Conferencing to “In-Person” Solution Options



**Capabilities—Richness of User Experience**

# Cisco TelePresence

## Redefining How People Communicate





# Cisco Unified Contact Center Express

- Contact center in a box
  - Fully integrated ACD, CTI and IVR
  - Blended Inbound/Outbound dialing
  - Third-party CTI Protocol
  - Multi-channel
- Entire solution on one server
- Virtual contact center
- Supports Cisco Unified Email Interaction Manager and Cisco Unified Web Interaction Manager



# Implement Unified Communications at Your Pace and Price Point

Cisco Unified Communications integrates smoothly with your existing system giving you flexibility to:

- Install a complete Unified Communications solution now or
- Install Unified Communications for a portion of users now, and upgrade the rest when existing equipment fully depreciated, lease ends, etc.



# All Communications Are More Effective and Secure with Cisco

- The threats are familiar:
  - Eavesdropping, impersonation, toll fraud, and denial of service
- The protection of both voice and data communication is critical to your business
- With Cisco, security starts in the network itself and extends all the way to our IP telephones
- Everything—call control, endpoints, and applications—is secure without requiring multi-vendor integration efforts

Cisco Systems becomes the first, and to date still the only, IP Telephony vendor to earn Miercom's highest rating of Secure for its proven ability to defend an IP phone service against malicious attack. An expert team of hackers, assembled and supervised by Miercom, could not disrupt, or even disturb, phone service or features after three days of sophisticated attacks.

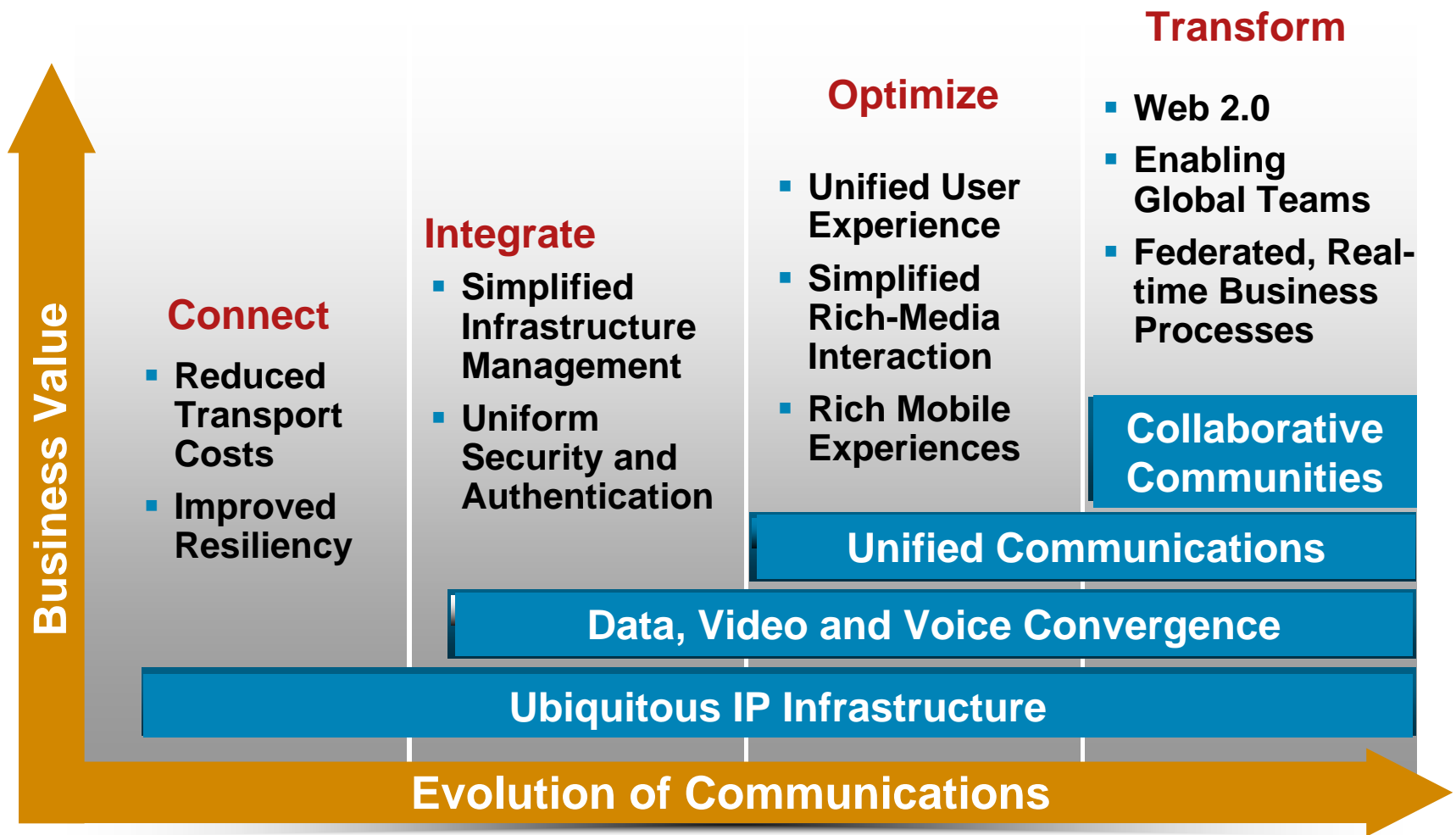
**NetworkWorldFusion**

➤ From Network World Fusion, 05/24/04

# Business Benefits



# The Communications Value Chain...



# How Can Cisco Unified Communications Help Your Business?

- More Effective Communication with Customers, Colleagues, Partners
- Improved Collaboration, Mobility, Efficiency
- Better Agility, Competitiveness
- Ease of Deployment
- Reduced Costs, Rapid ROI
- Flexible, Scalable for Future Needs



# Benefits That Span the Entire Business

Cisco Unified Communications Solution enhances the way every department within your organization does business

- Marketing
- Contact center
- IT Support and Management
- Facilities/location management
- Mobile workers

*Cisco Unified Communications Solution*

# Marketing

- Streamlined communication, increased responsiveness
- Integration with back-end systems for data sharing
- Improved personal productivity, mobility
- Easier collaboration with colleagues, customers, vendors

\*\* Benefits From: MeetMe Conferencing, Extension Mobility, Unified Communications Manager, Phone Features, XML Apps \*\*



# Contact Center

- Improved front-line response
- Reduces operating costs
- Improves integration between front-end and call queuing
- Third-party application integration
- Easy to manage and scale

\*\* Benefits From: Unified Contact Center Express Agent/Supervisor Desktop, XML Desktop Statistics, Reporting \*\*



# IT Support and Management

- Converged infrastructure reduces redundancy and costs
- Self-service moves, adds, changes
- Browser-based administration, remote manageability
- Standards-based for reliability, interoperability
- Flexible, scalable, for agility as needs change

\*\* Benefits From: Unified Communications Manager, Unified Contact Center Express, Unity Administration, SRST Failover \*\*



# Facilities/Location Management

- Reduces costs of networking new facilities
- Faster deployment of services
- Easier moves, adds, changes
- Power over Ethernet for flexible, cost-effective voice deployment

\*\* Benefits From: Unified Communications Manager, Unified Contact Center Express, Unity Administration, XML Applications, Extension Mobility \*\*



# Mobile Workers

- Support for geographically dispersed workforce
- Employee/workgroup productivity (+1–2 hours average)
- Customer, partner, coworker responsiveness
- Business resilience
- Utilization of core technology assets

\*\* Benefits From: Extension Mobility, Unified Communications Manager, VT Advantage \*\*



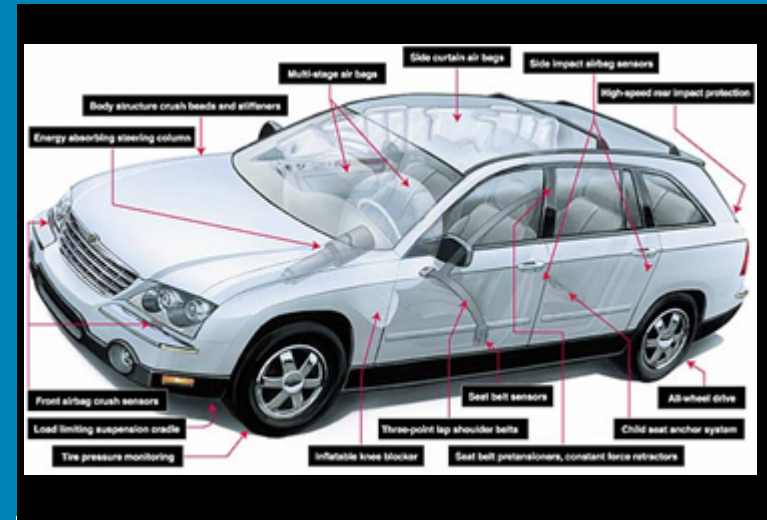
# Benefits of the Complete Solution



# Benefits of a Systems Approach



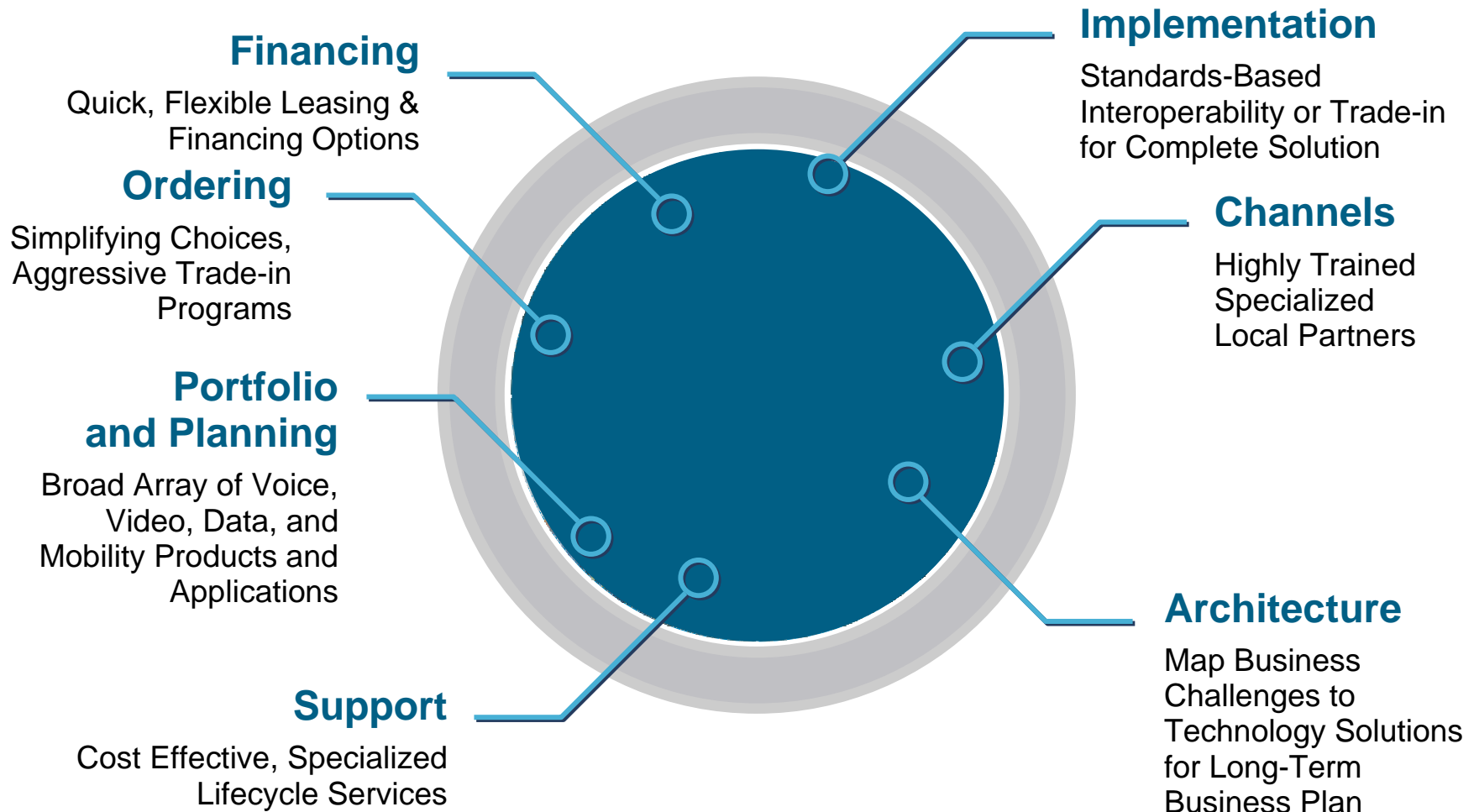
- Complex environment
- Gaps and inconsistency
- Lower visibility
- More difficult to manage
- Higher TCO



- Simplified environment
- Tighter integration = tighter security
- Greater visibility
- Easier to deploy, operate and optimize
- Lower TCO

# Cisco Offers the Most Complete Solution

Affordable Solutions Built Specifically for Mid-Market Customers that Increase Competitive Advantages and Profitability



# Cisco Earns Prestigious J.D. Power and Associates Certification

- Awarded for technology service and support excellence
- First global networking company recognized
- A tribute to Cisco's and its partners' continued commitment to customer satisfaction



J.D. Power and Associates Certified Technology and Service Support Program<sup>SM</sup>, developed in conjunction with the Service and Support Professionals Association (SSPA); for more information, visit [www.idpower.com](http://www.idpower.com) or [www.thesspa.com](http://www.thesspa.com).

**“An Outstanding Customer Service Experience”**

# Cisco Capital—Unified Communications

Flexible Financing Options and Competitive Rates

- **Structure repayments**
- **Leasing Options**
- **Reduce customers' upfront investment**
- **Spread the cost of networking equipment over several years**



# Cisco Partners



- Specialized expertise
- Customer satisfaction focus
- Ability to deliver complete network solutions
- Ability to deliver service and support
- Training
- Qualified personnel on staff
- Proven success

# Experience

- More than **70%** of Fortune 500 use Cisco Unified Communications
- Over **48,000** UC customers
- Over **12 million** IP phones shipped
- Over **6.8 million** unified messaging seats
- Over **one million** contact center agents
- Over **200,000** MeetingPlace licenses



# Award-Winning Unified Communications



# In Summary: How Can a Cisco Business Communications Solution Help Your Business?

- Enhance the way every department within your organization does business
- Enable effective interactions with virtual teams all over the world
- Work on-the-go in real-time...as if you were everywhere at once.
- Make everyone more efficient and highly productive
- Reduce costs; improve TCO
- Continuously innovate and quickly adapt to changes increasing business agility



