



Cisco Unified Communications Executive Briefing



**Effective, Open, and Collaborative Communications
for Organizations of All Sizes**

Agenda

- Unified Communications Market Environment
- Cisco Unified Communications System of Products
- Partner Solutions
- Service and Support
- Financing
- Why Cisco?

IP Communications Drivers

Cost Savings Is Commonly Cited as a Demand Driver

Cost savings was cited by 84% (tied with the need to standardize equipment); however, productivity followed closely at 78%

For Most IP Communications Adopters (86%), Productivity Benefits from IP Communications Have Grown Since Initial Deployment

When asked to select a statement to describe the productivity benefits realized from IP Communications, 86% of the survey participants reported productivity benefits have **increased since initial deployment** (versus decreased or have not changed since initial deployment)

An Increasing Number of Organizations Believe IP Communications Gives Them a Competitive Edge

Percent stating IP Communications makes them more competitive

2002: 66%

2005: 74%

The Strength of Employee Productivity as an IP Communications Demand Driver Is Growing

Percent rating employee productivity gains important in decision to adopt IP Communications

2002: 65%

2005: 78%

Source: Sage Research IPC Productivity Report, March 2005

Meeting the Demand to Stay Connected

Innovation Has Created Complexity



The Problem: Complexity Impacts Productivity

Communication
Devices and Apps
Proliferating ...

6.4 Types
Comm. Devices



Employees
Increasingly Mobile ...

27% Traveling
1x Month Avg.

... Have to Use
**Multiple
Methods** of
Reaching
Co-workers ...

Daily 52%

... Unable to
Reach
Co-workers
on **First Try ...**

Daily 36%

**Impacting the
Bottom Line**

... Results in
**Delays and
Missed
Deadlines**

Monthly 22%



What Businesses Really Want: A More Effective Way



Information Control

- Where I am
- When I want

Technology Solutions

- Devices that work together
- Simple access to services

Making Communications More Effective ...

Boost Productivity Through Solutions that Enable Smarter, More Effective Communication Processes

Streamline Business Processes to Transform Your Business

1

2

3

4

Achieve Better Value from Existing Resources and Applications

Manage Your Costs More Effectively

Cisco Unified Communications

Cisco Strategy: Create **Solutions** that Enable More **Effective Communications** that Directly Impact Businesses' Top **and** Bottom Line

Effective

Eliminate communications complexity and reach the right resource the first time

Collaborative

Applications that enable user-controlled productivity anywhere, anytime with any device

Open

Standards-based, Secure Systems, built into the Intelligent Information Network

Cisco Unified Communications System of Products





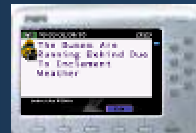
Introducing the Cisco Unified Communications System

- An open and extensible **platform** for real time communications based on an intelligent network:
 - Call Processing Intelligence
 - Presence Intelligence
 - Location Intelligence
- Rich-media communications **applications**
 - Unified
 - Open and extensible
- **Tools** to manage the entire portfolio

**A System that Enables Effective
Communication from Your Network**

A Comprehensive, Integrated and Open Product Portfolio

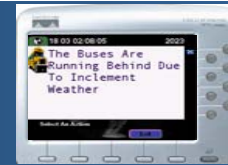
Example 3rd Party Applications



Phone Applications



Nokia Dual-Mode Phone



Berbee InformaCast



Arc Attendant Consoles

Example Applications



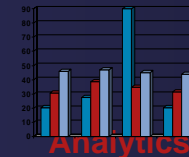
Contact Center



Unity Connection



MeetingPlace Express



Analytics



Unified Personal Communicator

Example Endpoints



Cisco IP Phones



7920



7941G/7961G



7941G-GE/7961G-GE



7985



IP Communicator Advantage



Video

Call Control



Cisco Unified CallManager Express on Cisco ISR



Cisco Unified CallManager

Infrastructure



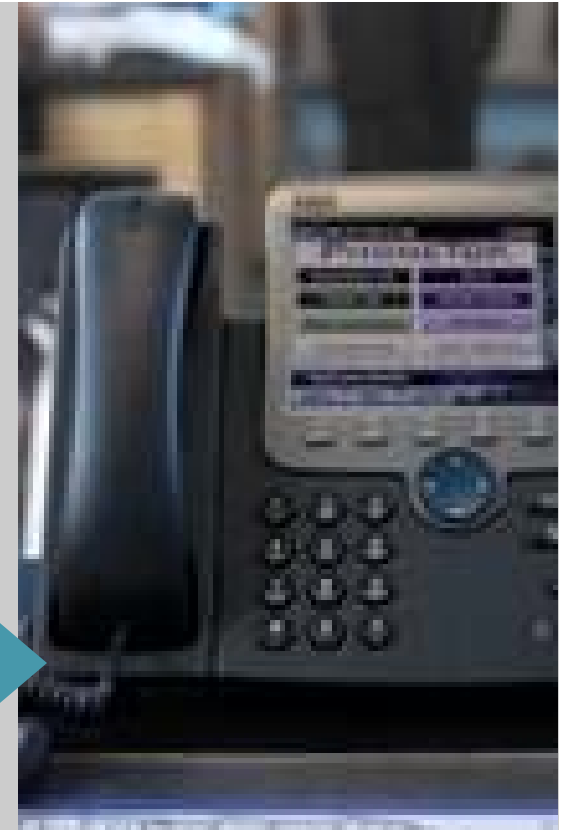
Cisco Unified Communications Advantages of Unique Systems Approach

Tight Integration of IP Communications **Applications** and **Cisco Infrastructure** Enable All Components to Work Together as **an Effective System**

Cisco Advantages

- Automated configuration reduces operating expenses and speeds deployment
- IP Communications security integrated with the infrastructure: Virtually no added cost
- Easily extend business resilience strategy to IP Communications
- Open standards and innovation

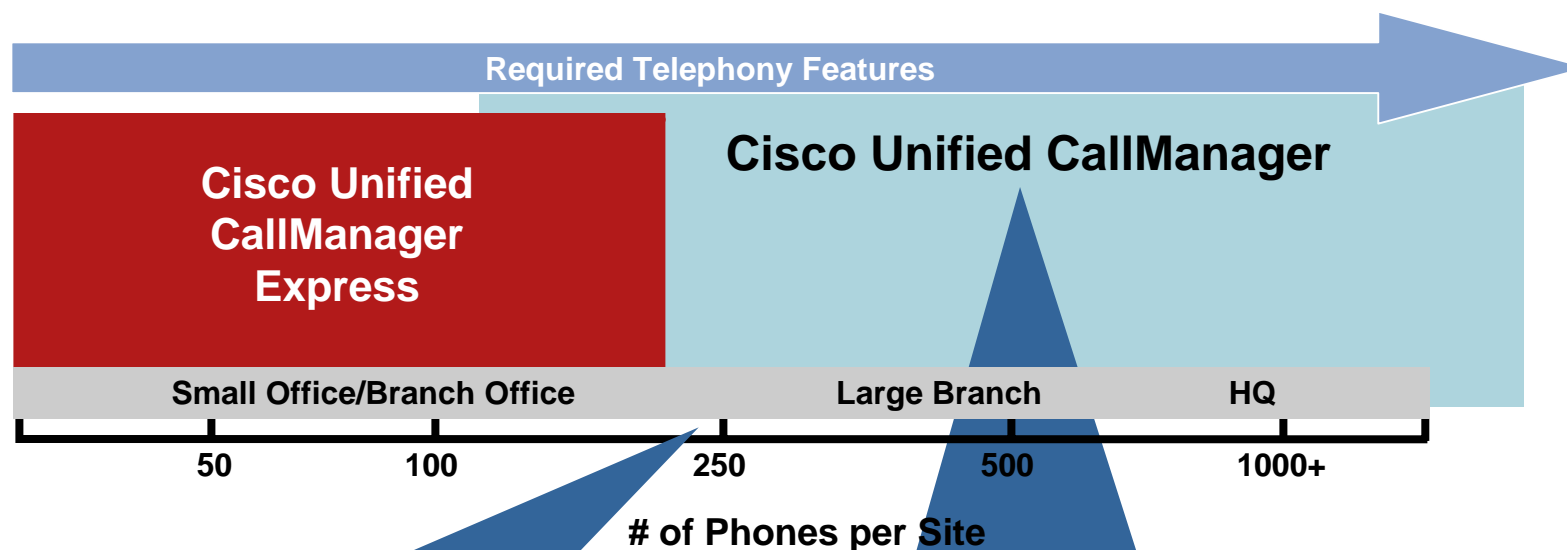
Complete Suite of Integrated Applications
for Communication and Collaboration



Cisco Unified CallManager and Unified CallManager Express



Feature Requirements and Number of Phones Per Site



Cisco Unified CallManager Express:

- Small Office Features: internal paging, intercom, Basic ACD, shared-line appearances
- Support of up to 240 devices
- Key System-like setup in “square mode”, where each phone shares common config and all trunk lines appear on line keys with direct access
- Router based solution—no server

Cisco Unified CallManager:

- Enterprise-class feature set
- Support for up to 30,000 devices at 1 or more locations with Call Admission Control (CAC)
- Remote phone (teleworker) with CAC
- Advanced applications: Contact Center, Rich Media Collaboration, IP IVR, Extension Mobility
- Server-based solution

Cisco Unified CallManager Express

Open Platform for Interoperability, Investment Protection, Innovation

- IP telephony solution for 240 stations or less based on Cisco Integrated Services Router
- Full-featured solution, that meets the needs of small business, Enterprise branch office, or service-provider-managed service
- Provides robust networking across sites using H.323 or SIP
- Voice mail and auto-attendant with integrated Cisco Unity Express or Unified Messaging with Cisco Unity
- Configure as PBX or Key Switch for easy adoption by users
- Options include: Video Telephony, Tele workers, IP Communicator Softphone client, B ACD call routing, SIP phone support plus integration with Cisco Unified CallManager
- Centralized fault reporting using SNMP and Cisco Unified Operations Manager



Cisco Unified CallManager

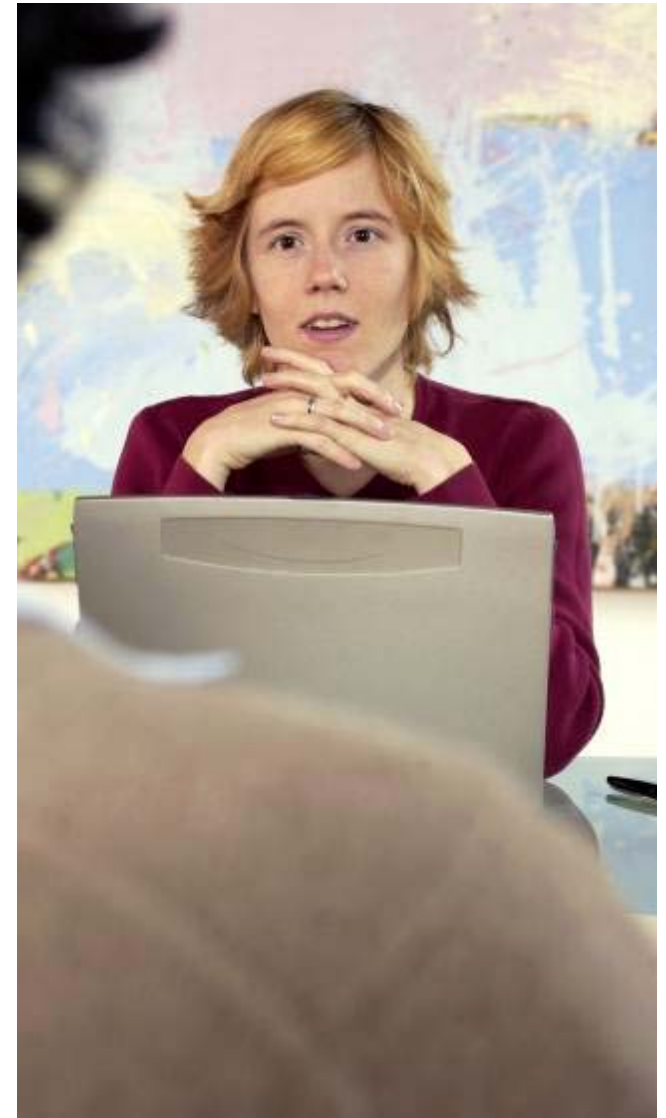
IP Communications System Offering Industry Standards and Choice of Operating Systems

- IP Communications system for up to 30,000 seats
- Full-featured system set for all customers
- Extensive protocol support for network and device interoperability, including SIP, H.323, MGCP, and SCCP
- Support of SIP based 3rd Party devices
- Administration GUI for provisioning, Command Line Interface for installation and monitoring
- XML Application integration to enhance end user productivity
- Centralized fault reporting using SNMP and Cisco Unified Operations Manager

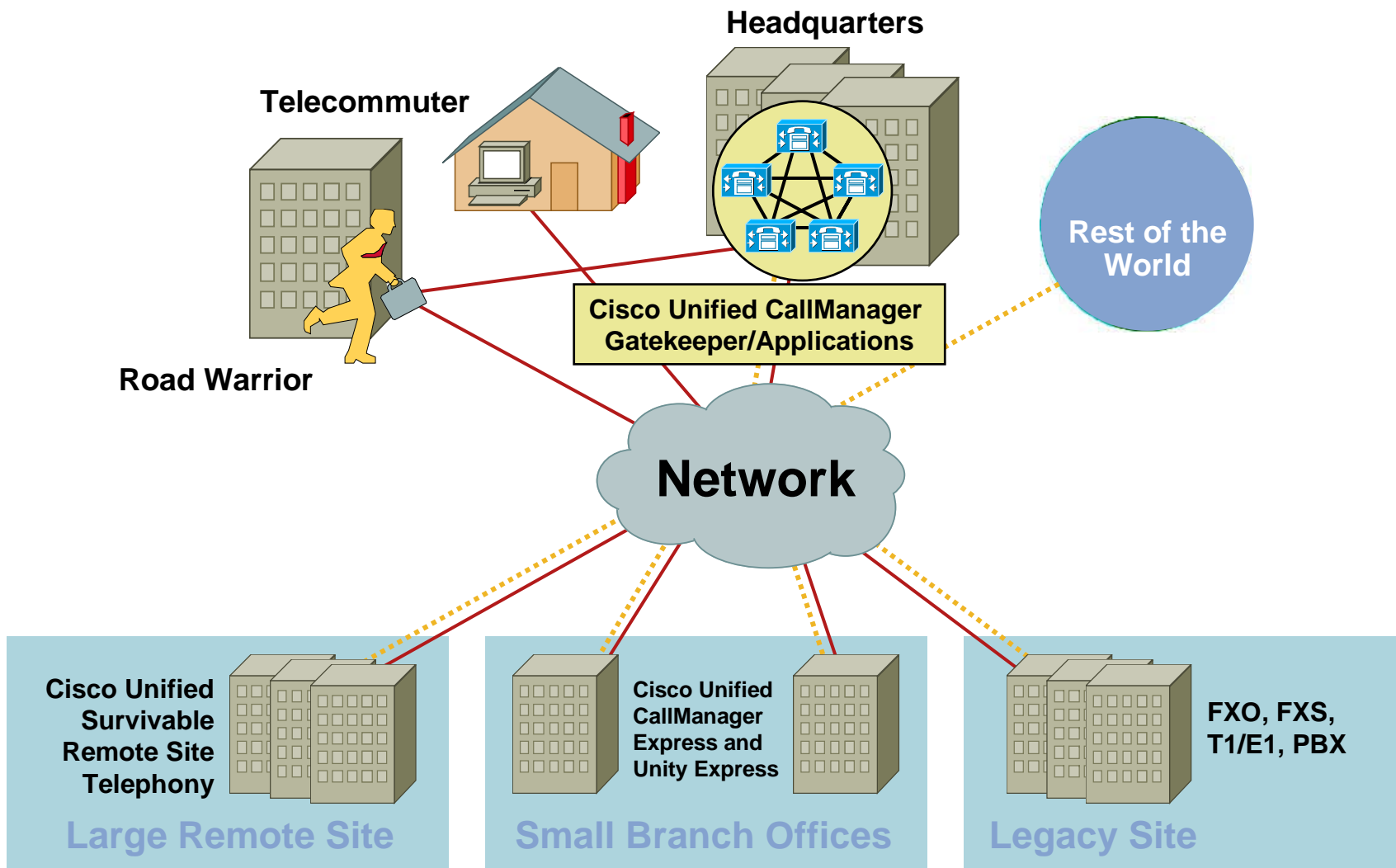


Investment Protection

- Flexible deployment options
 - Cisco Unified CallManager Express with Cisco Unified SRST fallback service allowing for more telephony features during survivability mode
 - Cisco Unified SRST support for Cisco Unity
- Extensible, scalable
 - Scales from 24 to 720 phones per router using SCCP and 24 to 480 phones using SIP
 - SNMP MIB for fault reporting
 - Internetworking with Cisco Unified CallManager 5.0
- New, open SIP enhancements
 - Basic SIP station-side support: Cisco Unified IP Phones using SIP Support; RFC3261 compliant features
 - Ability to act as SIP registrar/proxy in event of WAN outage
 - SIP trunking enhancements



Flexible Deployment Options



Cisco Unified IP Phones



Continuous Development In Endpoints

Executive

Cisco Unified IP Phone
7970G/7971G-GE



Video

Cisco Unified IP Phone
7985G
Cisco Unified Video
Advantage



Manager

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



Mobility

Cisco IP Communicator
Cisco Unified Wireless
IP Phone 7921

Business

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



Analog

Cisco ATA 186/188

Cisco VG248 Analog
Phone Gateway



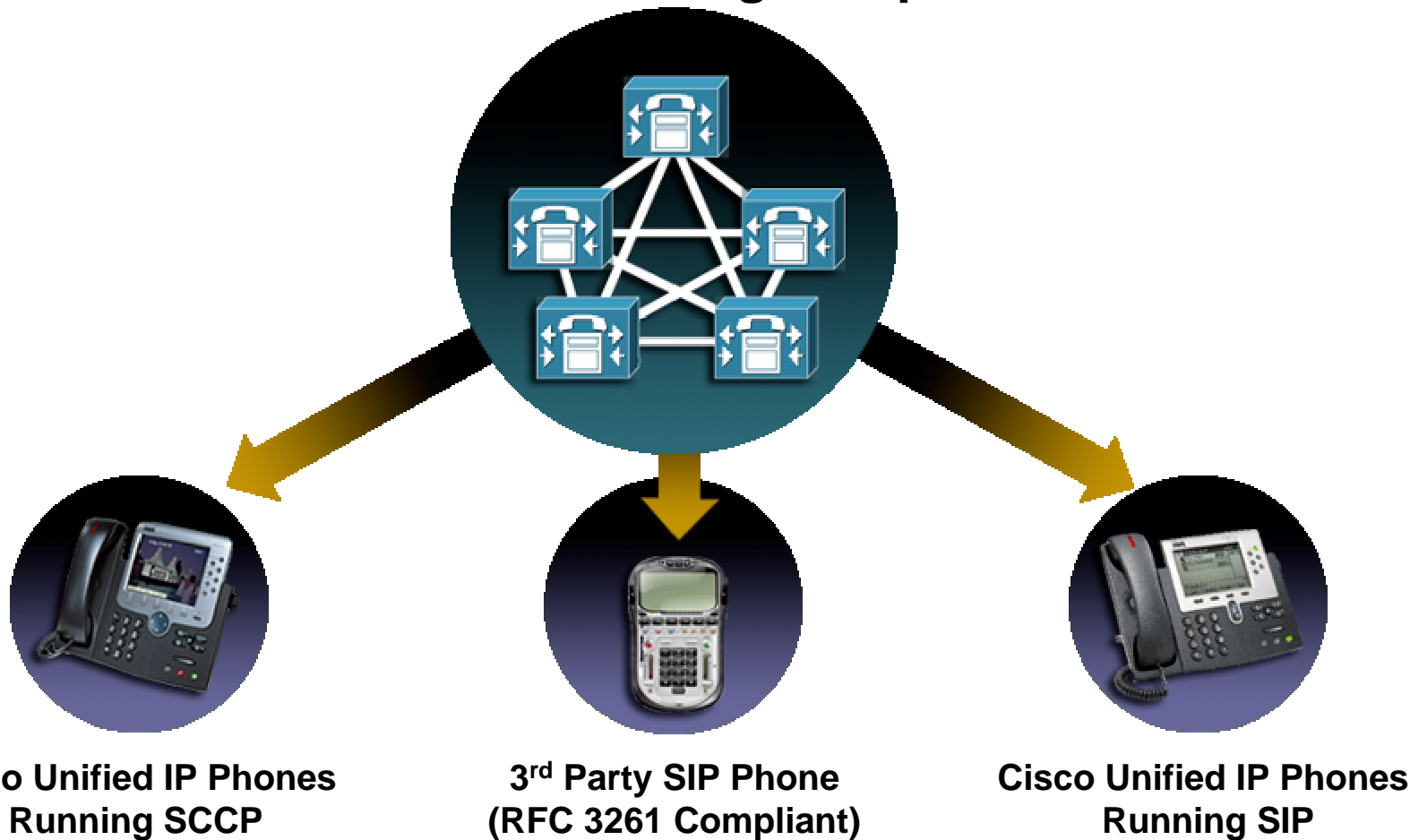
Basic

Cisco Unified IP Phones
7905G/7912G/7911G
Cisco Unified IP Phone
7902G



Standards-Compliant SIP Phone Support in Cisco Unified CallManager

Cisco Unified CallManager and Unified CallManager Express



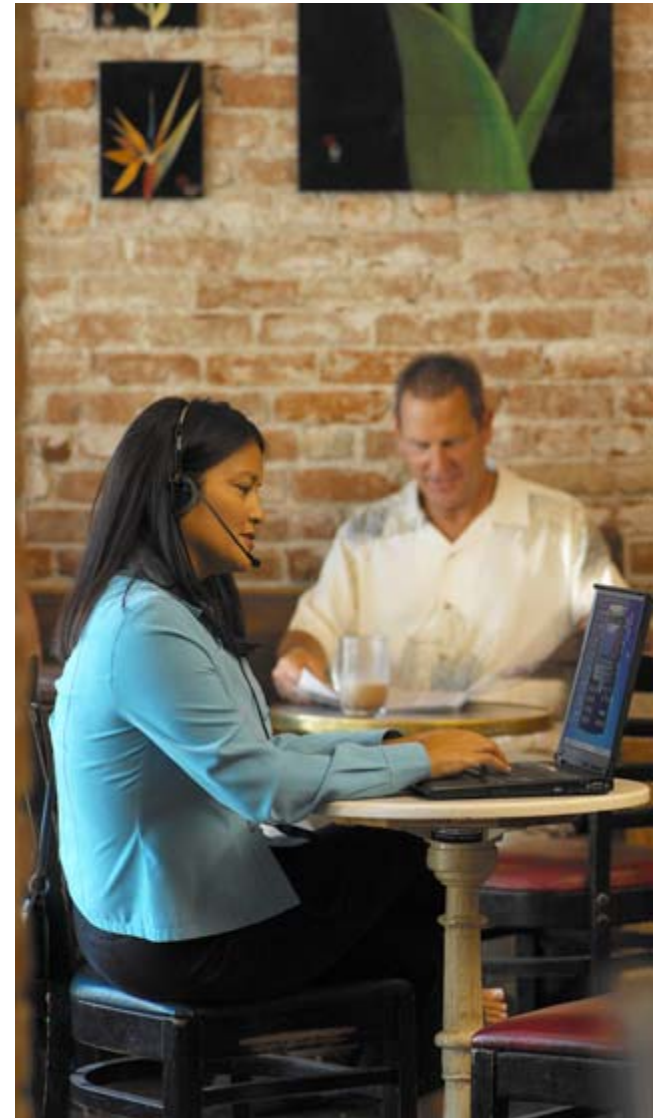
Cisco Mobility Solutions



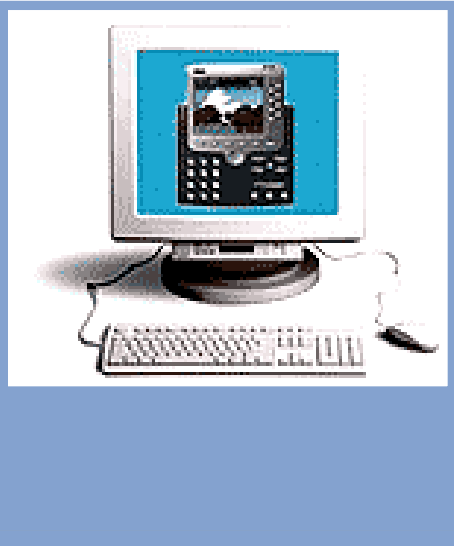
Business Mobility

Cisco Unified Communications Mobility Solutions

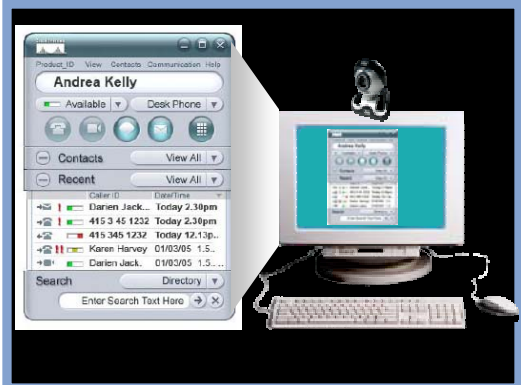
- Cisco Unified CallManager extension mobility
- Cisco IP Communicator
- Cisco Unified Client
- Cisco Unified MeetingPlace conference and collaboration
- Cisco Unity Voice Messaging
- Cisco Unified Wireless IP Phone 7921



Cisco Unified Communication Clients



Telephony Focused



**Cisco Unified
Personal
Communicator**

Rich Media/Unified Interface

Mobility Outside the Business

Continuous Productivity All the Way to Your Destination

- Mobile connect
- Dual-mode wireless/cellular handset



Cisco Mobile Connect

- Extends desktop IP phone to existing cellular handsets
 - Allows voice call continuity inside and outside office up to four external clients
 - Preserves enterprise call coverage services
- Flexible administration options
 - Provisioning allows for full administrator control or flexible user self administration (Web/TUI)



Cisco Unified Wireless IP Phone 7921G

- Dual-band 802.11abg radios
- High resolution color display
- Speakerphone on phone and in Desktop Charger
- Dedicated buttons for Push-to-talk, Volume control, and Mute
- Up to 12 hrs talk time and 100 hrs idle
- High durability
- Diversity antenna
- CCX v4
- XML
- WPA2 and AES
- TSPEC and WMM



Initial Offer - Nokia Dual Mode Solution for Enterprise

- Cisco SCCP client on Nokia dual-mode E-61 only (E-60 and E-70 will not support)



Presence integration



Presence Awareness

- What is “Presence”
 - Information about a person’s willingness and availability to communicate
- Examples of presence in action today
 - IM “Buddy List” status indication
 - “Busy” tone on traditional phone
 - Contact Center Agent status
- Publish/Subscribe
 - Clients publish presence information to other users who are called subscribers
- MPOP, Federation and “Presence by Observation”
 - Combining presence information from multiple devices and making this information available for other applications



Cisco Unified Presence Server

- Provides enhanced user-based Presence capabilities
 - Acts as the infrastructure for Cisco Unified Personal Communicator and IP Phone Messenger
- Enables rapid Presence application development
 - Masks the intricacies of Presence and data collection from the Presence applications
- Supports standards to facilitate greater application functionality and choice
 - Supports both Cisco enterprise products and SIP/SIMPLE networks to provide rich Presence services



Cisco Unified CallManager Presence Features

- Presence Indication available with:
 - Speed-dial buttons
 - Call history logs
 - Directory

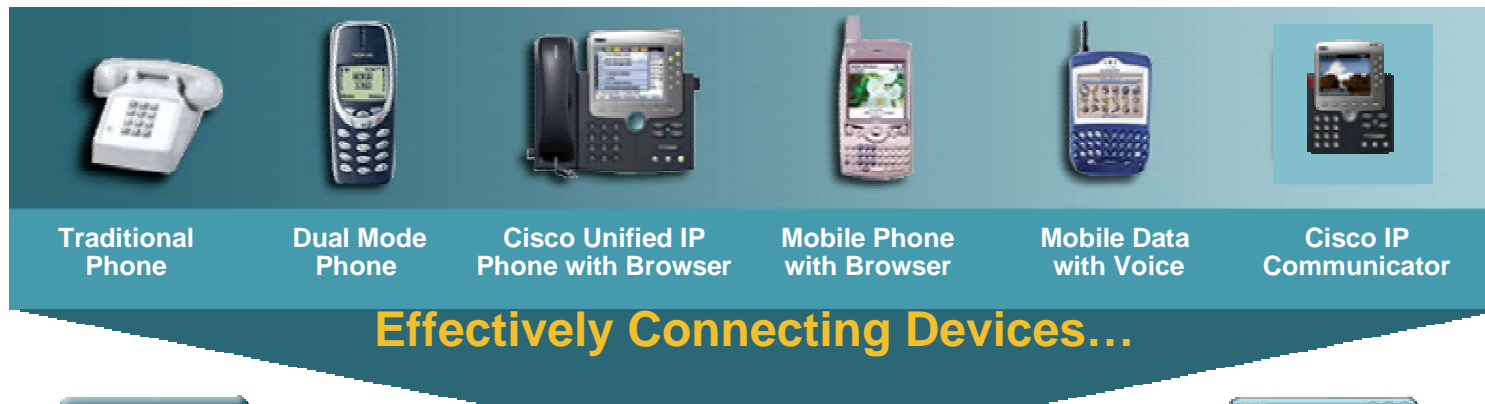
Icon	Status
	Unknown
	Busy
	Idle



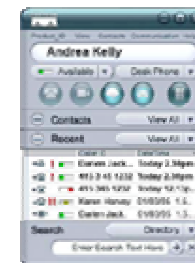
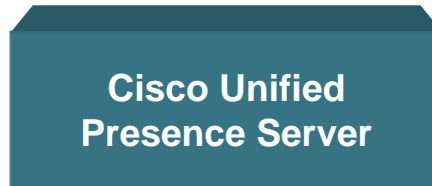
Demo:

Cisco Unified Personal Communicator

Cisco Unified Presence Server

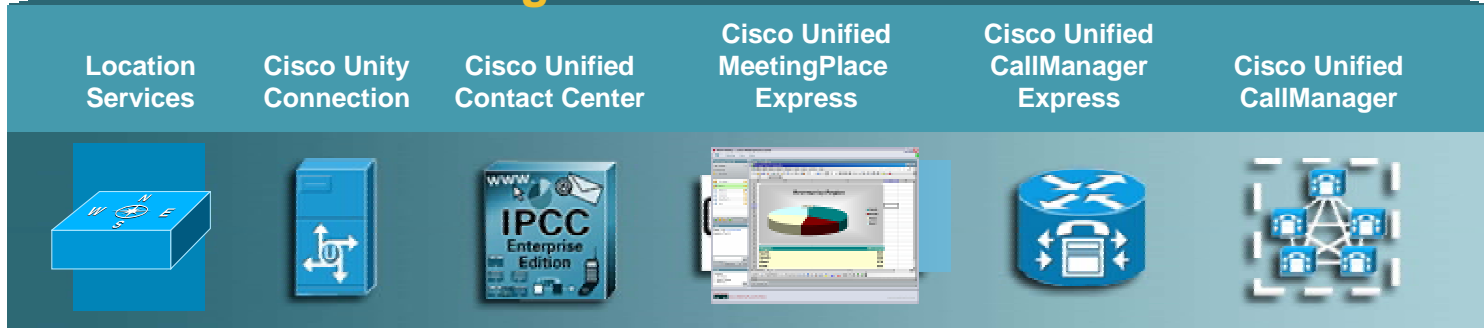


3rd Party Clients and Services



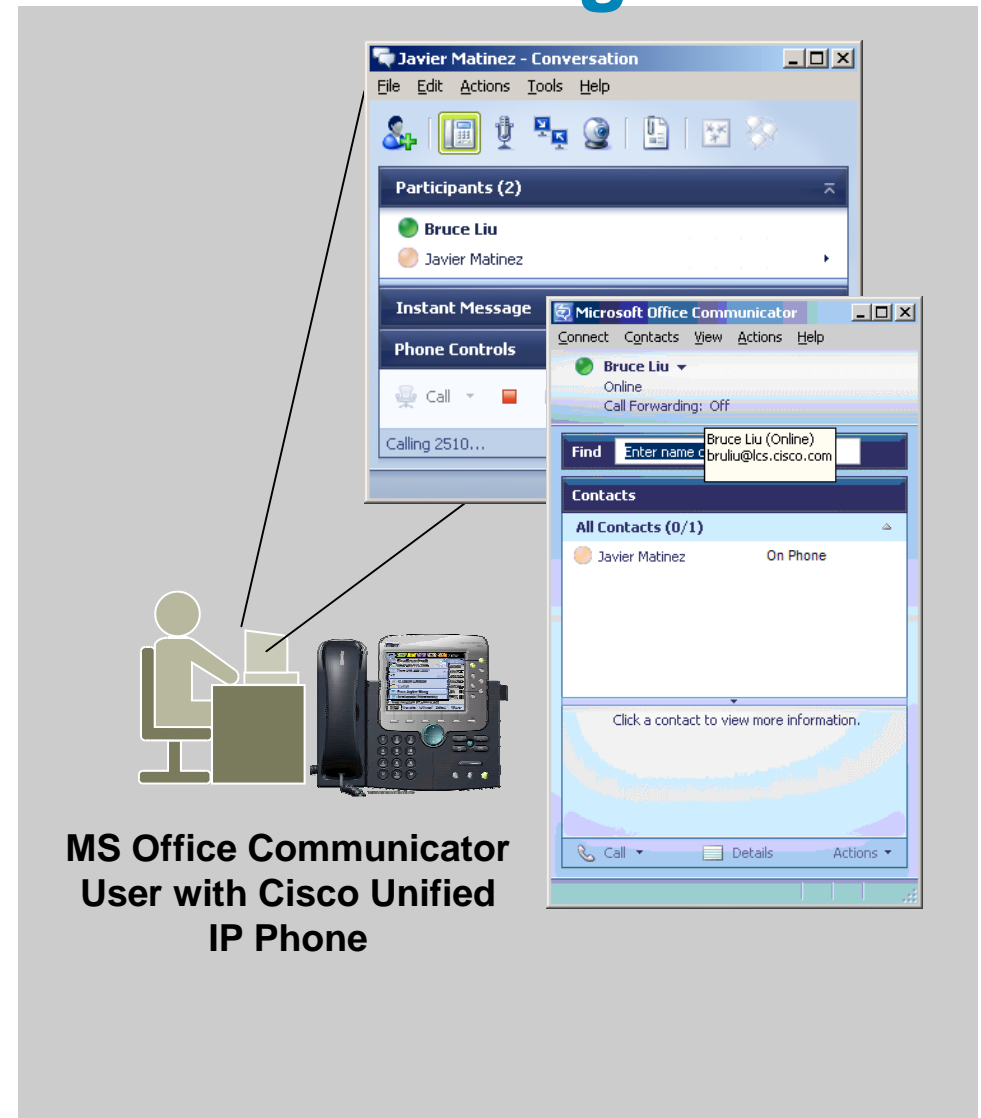
Cisco Clients

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



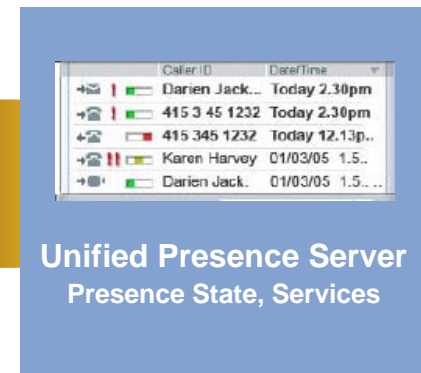
Microsoft LCS 2005 and MOC integration

- Implements CSTA to CTI bridge to integrate with existing Microsoft Live Communication Server (LCS)
- Provides click-to-dial, phone hook status reporting and general phone control from Microsoft Office Client (MOC) client
- Will migrate over time to a pure SIP solution for better scalability



Cisco Unified Personal Communicator

Powerful Productivity Tools in a Single Cisco Experience



- Intuitive user interface
- Presence-enabled
- Call, collaborate, escalate
- Desktop video calling

Demo:

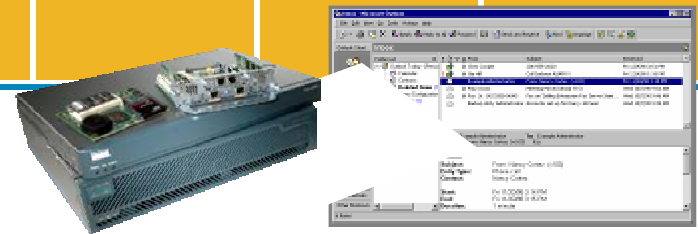
CUPC Video Telephony

Messaging: Improving Employee Productivity and Customer Satisfaction



Messaging Choices

Product	Users	Messaging Type	Platform	TDM PBX Integr.	Net-working	Redun-dancy
Cisco Unity Express	Less than 250	Voice Mail and Integrated Messaging	Router Based	No	Yes	No
Cisco Unity Connection	Up to 3000	Voice Mail and Integrated Messaging	Server Based	Yes	No	No
Cisco Unity	7,500 per server	Voice Mail, Integrated Messaging and Unified Messaging	Server Based	Yes	Yes	Yes



Cisco Unity Express

Easy, Affordable Voice-Mail and Automated Attendant

- Rich features and functionality
 - IMAP compliant e-mail integration
 - “Browse” voice mailbox via Cisco IP Phone display
- Extensible and open
 - 150, 200, 250 mailbox options
 - NM-CUE-EC Licences
 - New Languages: Japanese, Mexican Spanish, French Canadian, Chinese (Mandarin), Korean
- Easy to configure, deploy and manage with Cisco Unified CallManager, Cisco Unity, and Cisco Unified CallManager Express



Cisco Unity Connection

Simple, Easy-to-Install Voicemail System for Single Sites

- Supports up to 72 ports, 1,500 users on single server
- Integrated messaging to receive voicemail in email clients
- Installs in ~one hour
- Multiple language support
 - Australian English, European French, French Canadian, German, Japanese, UK English, and US English
- Powerful voice user interface
 - Speech navigation for voicemail browsing
 - Speech-enabled directory dialing
 - Text-to-speech technology
- Personal call transfer rules
 - Based on: time-of-day, caller ID, calendar
 - Forward calls to single number or series of numbers
 - Select which calls to accept in real time

Rich-Media Conferencing:
Makes Remote Meetings as Natural
and Effective as Face-to-Face
Interactions



Cisco Conferencing Solutions

Improve Productivity and Reduce Costs

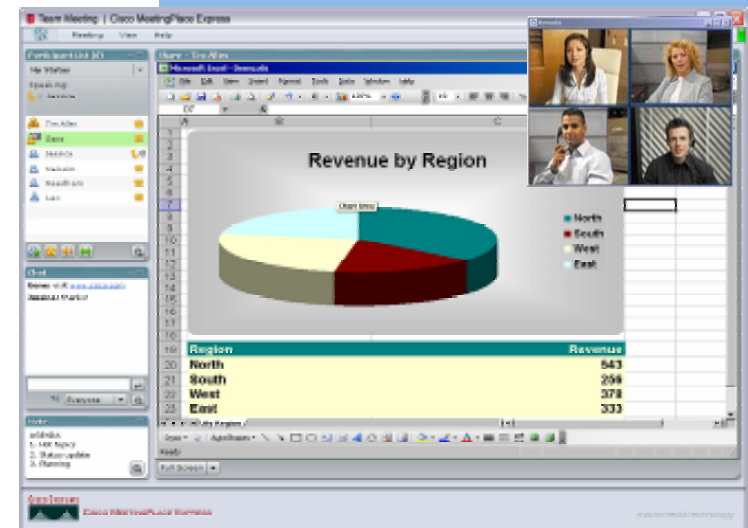
- Personal productivity—saving time
 - Simple to setup, attend and manage virtual meetings
 - Effective conferencing—whenever and wherever
- Streamline business processes
 - Accelerate projects, speed decisions
 - Improve sales and support effectiveness
- Further improve return on investment
 - Significant percentage of IP Communications TCO reduction



Cisco Unified MeetingPlace Express

Voice, Video and Web Conferencing Solution

- Simple, powerful functionality
 - Extensive voice conferencing capabilities
 - Control meetings and share content from Web
 - Simple setup and attend from Web and phone
- Simple to deploy and manage
 - Single-server, Linux-based software
 - Install in ~one hour
- Ideal for mid-sized organizations
 - 20-120 concurrent users





Demo:

MeetingPlace Express

Cisco TelePresence

Redefining How People Communicate



Cisco TelePresence

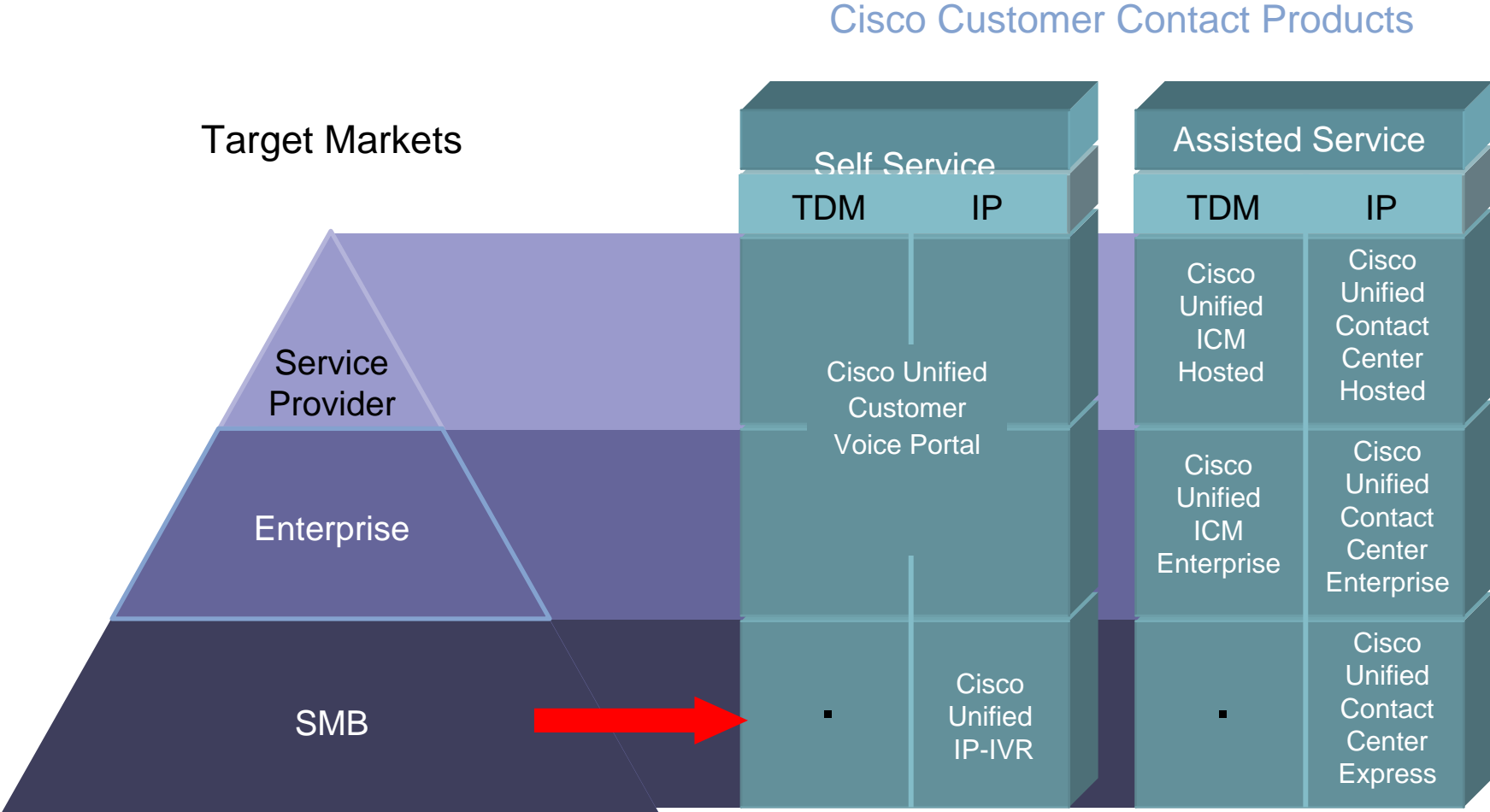
Redefining How People Communicate



Cisco Unified Customer Contact Overview



Cisco Unified Customer Contact Products



Cisco Unified Contact Center Express

Sophisticated, robust contact center solution for small and medium sized business

- Contact center in a box
 - Fully-integrated ACD, CTI and IVR
 - Support for Cisco Unified CallManager 5.0
- Entire solution on one server
- Virtual contact center



Cisco Partner Solutions



Cisco Technology Development Partner Programs

Multiple Levels of Partnership

- SIP Verified Program
 - Independent SIP endpoint verification
 - Vendors register and test through 3rd party to verify SIP interoperability
- Full Technology Development Partner Program
 - RIM Blackberry 7270
 - Wireless Handheld
- SolutionsPlus Partner Program



New SolutionsPlus Partners Extend the Cisco Communications Solution

- Cisco Go-to-Market program that puts 3rd party products on the Cisco price list
- Existing
 - Berbee Informacast
- New
 - Arc Attendant Console
 - Nokia SCCP license for dual-mode phone
- Benefits
 - Leverage Cisco negotiated contract
 - Streamlined order fulfillment
 - Better integration greater reliability and interoperability



Retail Example

- Allows for product browsing, product lookup by SKU, inventory check in nearby stores, time card functionality, broadcasts to customers and employees.
- The ability to contact a live agent to place orders or answer questions with reference images on the IP phone.
- The solution enables employees to perform everyday administrative tasks, such as clocking in and out.

Application/Product Name
OnCast & LS ServicePoint



Plus, Custom, and Off-the-Shelf Unified IP Phone Applications



www.cisco.com/go/apps



Emergency Alert



Real Estate



Advertising



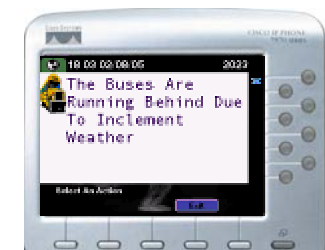
Time Clock



menu



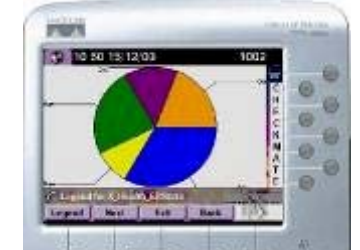
Attendance



Broadcast



Retail

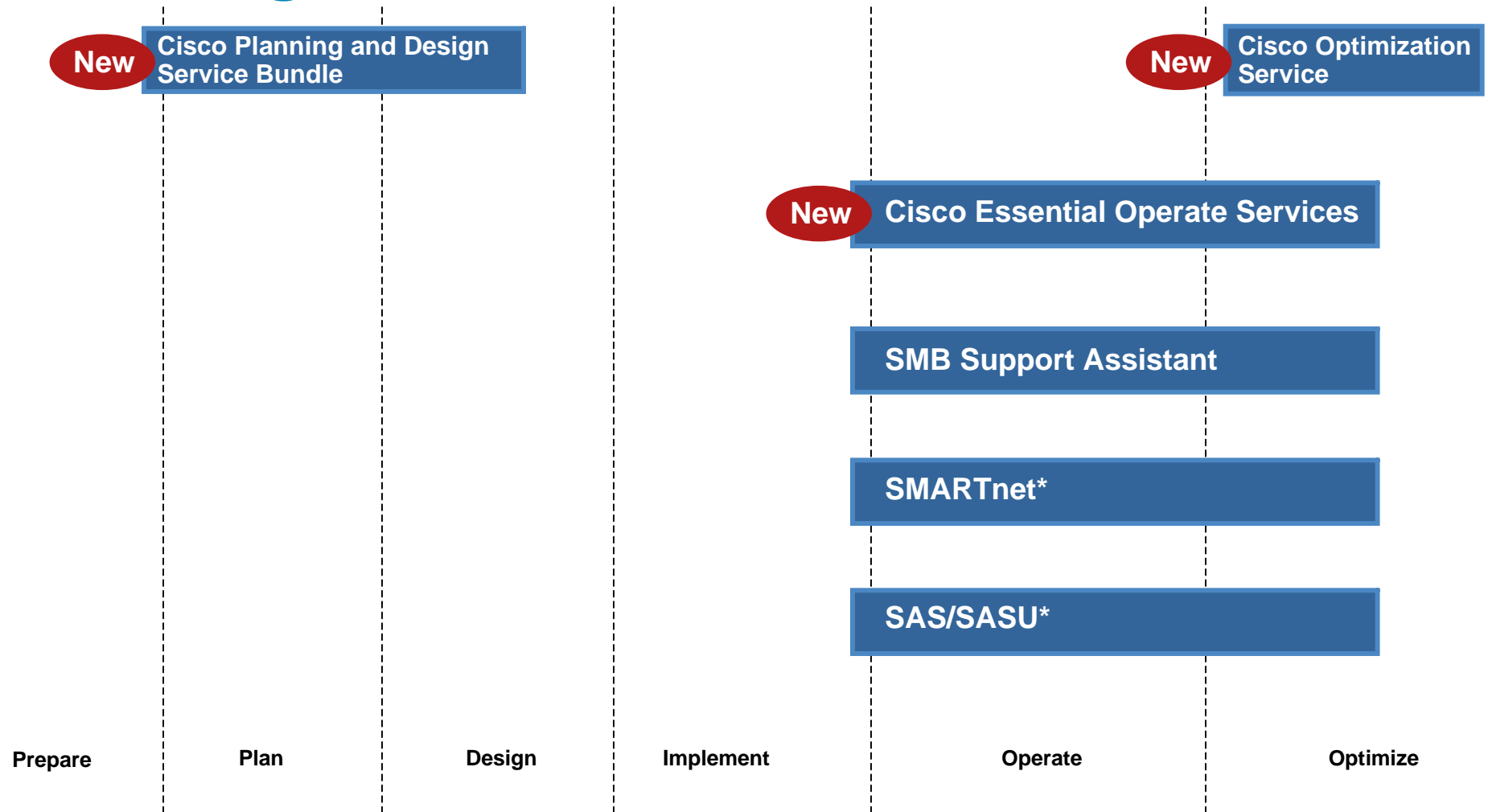


ER Stats

Service and Support



Systems-Level Services Offered With or Through Cisco Channel Partners



***Availability Limited to Products Like Cisco Unified CallManager Express or Unity Express**

Delivering Successful Solutions With Cisco IPT Partners

Cisco's Market
Leading
Products

Powered By Cisco
Intelligent Information
Network

Enabled By
Specialization and
ATP Programs

Fueled By Channel
Practice Reward
Programs

Augmented By
Cisco Advanced
Services

Customer
Relationship
3rd Party Integration
Service Practice
Vertical Skills

**Cisco
Partner**

**Cisco High
Touch Sales
and Voice
Specialist
Teams**

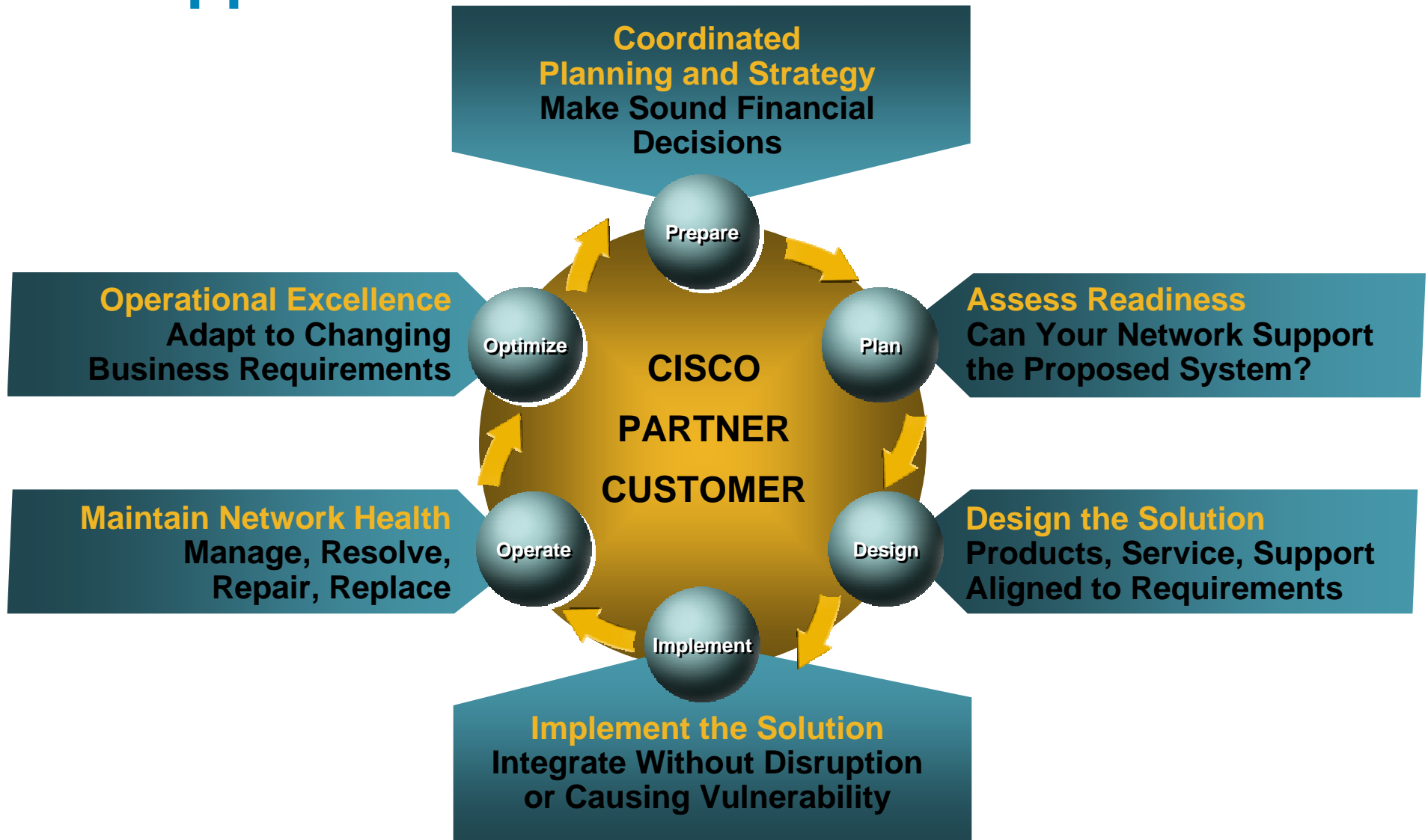
Customer
Relationship
Regional Planning
Customer Contact
Expertise
Cisco Commitment

In Canada, many customers with
over 1000 IP Phones deployed

Over 50% of Canadian deployments co-exist
with, and integrate to, existing Meridian PBXs



A Lifecycle Approach to Service and Support



Financing



UC Financing Options-Cisco Capital Commercial

- 0% financing for Unified Communications solutions!!!
- Commercial Customers only
- Eligible Products: All Cisco Hw/Sw EXCEPT Storage
- Available for Cisco Q2-FY07 [will expire January 28, 2007]
- Maximum Deal Size: CAD \$500,000.00 [sell price]
- Maximum term: 36 months
- Customer owns gear at the end of lease term [Capital Lease structure]
- Standard Discounting applies
- Can be offered with FMV [operating lease]
- Non-Cisco Hw/Sw/Services will be priced on regular interest rates



NEW—Global Financing Offer

No Payments for Up to 6 Months

Valid Through Remainder of FY'06

**Availability: North America,
Latin America, European Markets
Asia Pacific and Japan Markets Excluding:
Philippines, Vietnam, Indonesia**



Other Offers by Theater

North America	European Markets	Asia Pacific Markets and Japan
0% 3 yr Bundled Maintenance Tech Migration	Easy Lease 0% Financing (Commercial customers in select countries)	0% Maintenance Financing Tech Migration

Emerging Markets

Latin America	Other Regions
Tech Migration	Customized Deal Specific Structures

Why Cisco Should Be Your Partner



Cisco: The Enterprise and SMB Unified Communications Leader

- More and more customers
 - 48,000+ Cisco Unified Communications customers worldwide
 - 150+ customers deploying more than 5,000 IP phones, including 45+ customers deploying more than 10,000 IP phones
 - More than 70% of the Fortune 500[®] are using Cisco Unified Communications
- More true IP endpoints shipped
 - 10 M+ Cisco Unified IP phones
 - 6.8 M+ Cisco Unified Messaging (Voicemail) seats
 - 1.0 M+ Cisco Unified Contact Center agents
 - 200 K+ Cisco Unified MeetingPlace licenses (rich-media conferencing)
- More deployed and proven VoIP infrastructure
 - 30 M+ VoIP gateway ports
 - 70 M+ Power over Ethernet ports



All numbers through Dec '06

Cisco: Award-Winning IP Communications!

Cisco Unified
CallManager and
Cisco Unified IP
Phones



Cisco Unified
Wireless IP Phone
7920

Cisco Unified
MeetingPlace and Video
Telephony



**Best IPC
Portfolio**

Cisco Contact Center
(ISN, ICM, and CTI)



Video
Telephony
(Cisco Unified
CallManager with
Cisco Unified Video
Advantage)



Cisco Unified
CallManager
Express and
Cisco Unity
Express



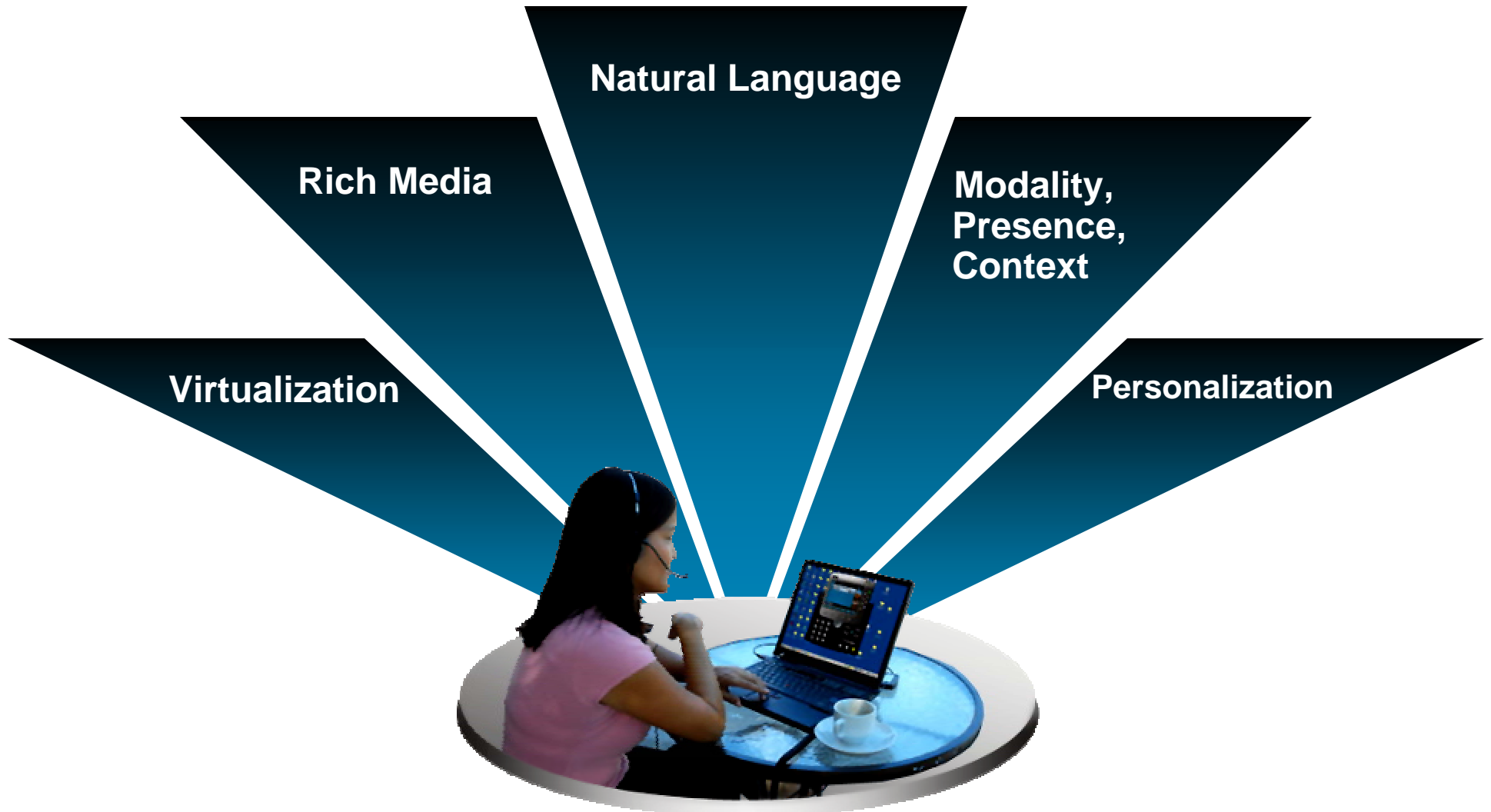
Cisco Unified Contact Center

Cisco's Business Communications Commitment

- A \$1B business
- New acquisitions for IP Communications
 - Netsolve:
Post implementation network monitoring and management tools
 - Dynamicsoft:
Service provider service creation environment
- One in six engineers working on voice related programs
- Significant senior management experience in voice and voice applications



Vision and Direction for IP Communications



In Summary, Cisco Unified Communications Will Help To...

- Boost productivity through solutions that enable smarter, more effective communications
- Streamline business processes to transform your business
- Achieve better value from existing resources and applications
- Manage your costs more effectively



Q and A



