

**Milyen problémára kínál
megoldást az SBCS?**



Vertikális Piacok

Hitelesség felépítése



Smart Business Communications System can build credibility through:

- Researching the vertical industry.
- Streamlining business processes.
- Integrating effective communication and collaboration solutions, including:
 - Messaging.
 - Voice.
 - Video.
 - Softphone clients.



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Hatékonyság és vevői elégedettség növelése



Cisco SBCS applications help organizations:

- Facilitate more natural collaboration and quicker decision-making.
- Speed responses and reduce communications delays.
- Improve overall efficiency.
- Provide more informed and responsive customer service to improve customer loyalty, sales, and profitability.



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Kommunikáció korszerűsítése a kockázatok minimalizálása mellett



The Cisco SBCS application:

- Allows businesses to quickly and easily access:
 - People.
 - Tools.
 - Needed content.
- Integrates with everyday business tools, such as:
 - Microsoft Office.
 - Microsoft CRM.
 - Salesforce.com.
- Allows businesses to utilize a replacement plan that works for them.

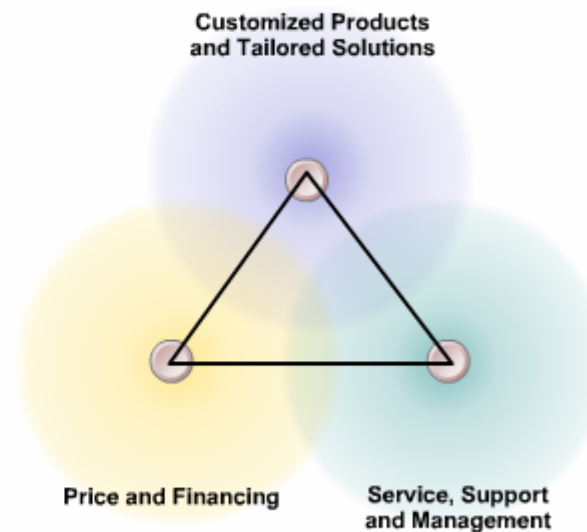


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Kihívások, melyekkel a kis- és középvállalatok szembesülnek

Challenges SMBs face include:

- Lack of customized products and tailored solutions.
 - Lack of appropriate price and financing terms.
 - Lack of necessary service support and management.
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Üzleti következtetések – magasabb költségek és bonyolultság

Business Implication	Description
Higher cost and complexity	The unavailability of customized products and tailored solutions for the SMBs results in a higher cost and complexity for the SMBs. This in turn creates a reluctance to adopt technology needed in an increasingly global competitive environment.
Budget vs. technology adoption	
Diversion from core business	

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Üzleti következtetések – költségvetés kontra technológia elfogadás

Business Implication	Description
Higher cost and complexity	In the absence of proper financial incentives, SMBs are forced to keep budgets in line in order to sustain desired profitability level of business operations.
Budget vs. technology adoption	
Diversion from core business	

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Üzleti következtetések – eltérés az alaptervékenységtől

Business Implication	Description
Higher cost and complexity	Savvy SMB customers realize that products alone do not address business needs. Rather, customers need a holistic solution that will allow them to focus on running their businesses, instead of managing the systems integration of products, services, and financing.
Budget vs. technology adoption	
Diversion from core business	

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Vertikális piaci szegmens



Some of the most likely prospects in the SMB market segment are:

- Medical.
- Retail.
- Manufacturing.
- Legal.



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Kommunikáció korszerűsítése



The Cisco Unified CallConnector:

- Provides integration with the SBCS and Microsoft Outlook and Internet Explorer.
- Enables click-to-dial and directory services.
- Provides better integration with a customer's communication system and their business applications such as Microsoft CRM and Salesforce.com.



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Hatékonyság növelése



Cisco Unified CallConnectors can improve employee productivity through:

- Improved customer relationship management through CRM database integration.
- Improved internal communication through presence awareness and single number reach.
- Improved employee productivity through simplified access to company-wide and local directories.



Vertikális Piacok

IPsmartSuite-tal megcélzott vertikális piacok

Application	Description
IPsmartClinic	<p>This application focuses physicians clinics and small outpatient clinics offering tool for:</p> <ul style="list-style-type: none">• Patient experience - automated sign-in, patient status alerts, automated messaging on waiting room phones.• Patient management - dial-out for appointment reminders, matter code validation, video notes to patients.• Clinic productivity - visual video collaboration between doctors, call recording, message alerting.• 911 notifications for emergency situations.
IPsmartFirm	
IPsmartStore	
IPsmartOffice	



Vertikális Piacok

IPsmartSuite-tal megcélzott vertikális piacok

Application	Description
IPsmartClinic	<p>This application is used in law firms to support:</p> <ul style="list-style-type: none">• Client billing - client matter entry and phone call validations.• Firm-client Interaction - dial-out reminders.• Firm compliance - recording and archiving, visual recordings, automated scheduling alerts.• Firm productivity - call coverage for status visual on employees.• Safety and security - one-touch buttons for alerts, 911 notifications and recordings
IPsmartFirm	
IPsmartStore	
IPsmartOffice	



Vertikális Piacok

IPsmartSuite-tal megcélzott vertikális piacok

Application	Description
IPsmartClinic	<p>This application identifies with retail stores and offices to provide:</p> <ul style="list-style-type: none">• Staffing management - employee clock-in/clock-out, scheduling, overtime controls, notifications and alerts.• Productivity management: - task alerts by time and function, escalation alternatives.• Safety and security - internal and external 911 alerts
IPsmartFirm	
IPsmartStore	
IPsmartOffice	

Vertikális Piacok

IPsmartSuite-tal megcélzott vertikális piacok

Application	Description
IPsmartClinic	<p>This application focuses on the manufacturing office environment offering:</p> <ul style="list-style-type: none">• Staffing management - employee clock-in/clock-out, scheduling, overtime controls, notifications and alerts.• Company productivity - company reminders/announcements, dial-out to customers and suppliers, office closures, shipping updates, call recording.• Safety and security - one-touch buttons for alerts, 911 notifications and recordings.
IPsmartFirm	
IPsmartStore	
IPsmartOffice	

