

**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.

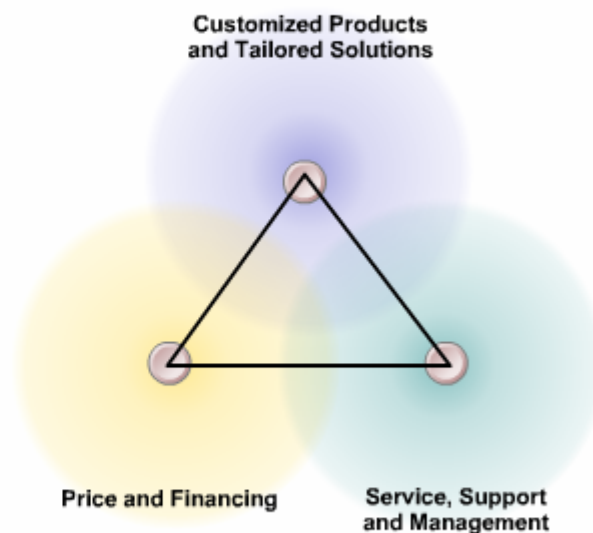


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## Kihívások, melyekkel a kis- és középvállalatok szembesülnek

### 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.

# Vertikális Piacok

## 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"><li>• Patient experience - automated sign-in, patient status alerts, automated messaging on waiting room phones.</li><li>• Patient management - dial-out for appointment reminders, matter code validation, video notes to patients.</li><li>• Clinic productivity - visual video collaboration between doctors, call recording, message alerting.</li><li>• 911 notifications for emergency situations.</li></ul> |
| 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"><li>• Client billing - client matter entry and phone call validations.</li><li>• Firm-client Interaction - dial-out reminders.</li><li>• Firm compliance - recording and archiving, visual recordings, automated scheduling alerts.</li><li>• Firm productivity - call coverage for status visual on employees.</li><li>• Safety and security - one-touch buttons for alerts, 911 notifications and recordings</li></ul> |
| 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"><li>• Staffing management - employee clock-in/clock-out, scheduling, overtime controls, notifications and alerts.</li><li>• Productivity management: - task alerts by time and function, escalation alternatives.</li><li>• Safety and security - internal and external 911 alerts</li></ul> |
| 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"><li>• Staffing management - employee clock-in/clock-out, scheduling, overtime controls, notifications and alerts.</li><li>• Company productivity - company reminders/announcements, dial-out to customers and suppliers, office closures, shipping updates, call recording.</li><li>• Safety and security - one-touch buttons for alerts, 911 notifications and recordings.</li></ul> |
| IPsmartFirm   |   |
| IPsmartStore  |   |
| IPsmartOffice |   |

