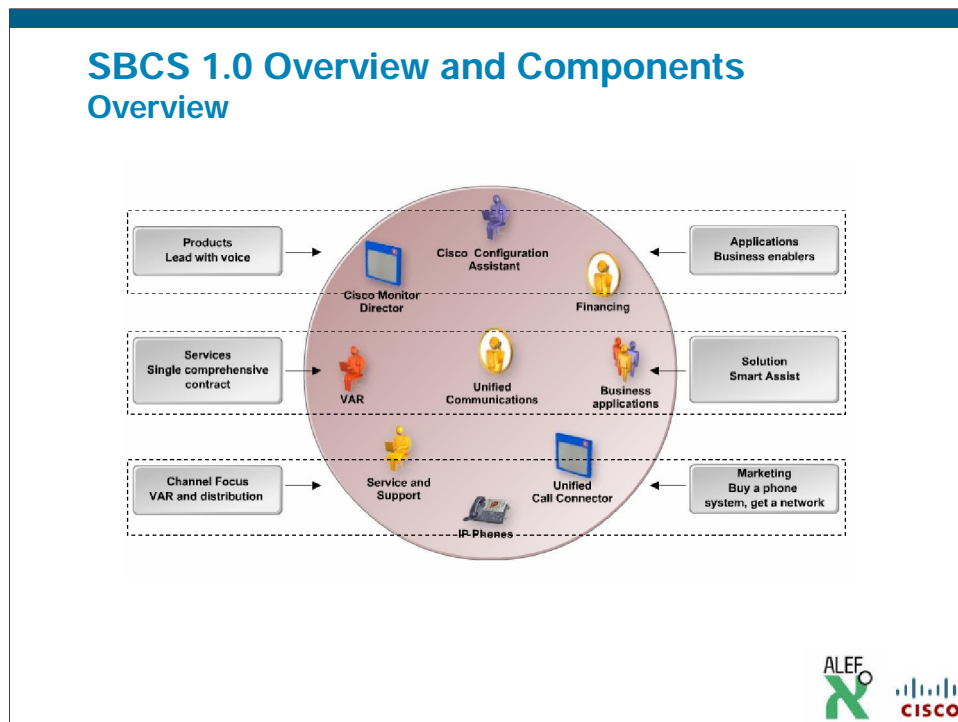


# CISCO SBCS 1.0 Solution Fundamentals



## CISCO SBCS 1.0 Solution





### SBCS 1.0 Overview and Components - Overview

The Cisco Smart Business Communications System (SBCS) is a portfolio of voice and data networking products that is designed and supported by Cisco specifically for Small Business customers.

It offers an affordable, complete system of Unified Communications products for voice and secure data networking that are made for small businesses. It allows access to the right mix of key communications, productivity, and business operations applications. Its products are designed to work together so that they are easier to deploy, operate, and manage, while allowing for business growth. More than 90 percent of the world's economy consists of small- and medium-sized businesses (SMBs), making the impact of this segment significant. More than ever, these businesses expect a fully reliable network for conducting their daily commerce. Economics, ease of use, and proactive maintenance of these networks are essential to the survival of SMB customers.

SMBs seeking to enhance their profitability, remain more competitive, and improve customer relationships can take advantage of the system's management tools to simplify setting up, configuring, and monitoring customer networks, thereby gaining opportunities for new service offerings with recurring revenue streams.

## SBCS 1.0 Overview and Components

### Overview



The Cisco Smart Business Communications System:

- Provides employees and customers with:
  - Access to information they need.
  - The ability to communicate and interact more effectively.
- Is backed by award-winning support.
- Has flexible financing options.








### SBCS 1.0 Overview and Components - Overview

With the Cisco Smart Business Communications System (SBCS), even smaller organizations can provide employees and customers with secure anywhere, anytime access to the information they need to communicate and interact more effectively. The solution is complemented by award-winning support and flexible financing options delivered through local Cisco partners.

## SBCS 1.0 Overview and Components

### Overview

Unified Communications & Network Foundation	Cisco IP Phones	Switching	Wireless	Teleworker
  8 and 16 users for Voice (Will grow to sub-50 users)  Desktop model  Optional integrated WLAN AP	  All IP Phones are supported	  Desktop companion switch for UC500  Multiple rackmount configurations	  UC520 has optional WLAN AP  Autonomous APs or Unified Wireless Solution with WLAN Controller 526	  VPN, wired, and wireless access, IP Phone ext



### SBCS 1.0 Overview and Components - Overview

The Cisco SBCS consists of a series of purpose-built hardware platforms, starting with the new Cisco Unified Communications 500 Series (UC500) for small businesses, companion Catalyst Express 500 Series (CE520) LAN switches, and wireless networking solutions with support for teleworkers.

These platforms are complemented by GUI-based system management tools for easy setup, configuration, and monitoring.

## SBCS 1.0 Overview and Components

### Unified Communications 500 Series for Small Business

#### The UC500 Series:

- Is powered by:
  - Cisco IOS.
  - Cisco Unified Communications Manager Express.
  - Cisco Unity Express.
- Supports:
  - Cisco Unified IP Phones.
  - Internet connectivity with firewall protection.
  - VPNs.
  - Wireless LAN access.
- Includes Smart Assist.
- Is available with the Wireless Access Point and Antenna, which:
  - Allows for easy-to-configure access.
  - Coverage can be expanded with WLC and APs.



### SBCS 1.0 Overview and Components – Unified Communications 500 Series for Small Business

The Cisco UC500 Series is powered by Cisco IOS, Cisco Unified Communications Manager Express, and Cisco Unity Express. This platform supports the portfolio of Cisco Unified IP phones including the softphone Cisco IP Communicator, Internet connectivity with firewall protection, virtual private networks (VPNs), and wireless LAN access for reliable, highly secure communications. It includes Smart Assist, a predefined configuration from the factory, requiring only connection to phones and PSTN lines.

Lastly, the UC500 series is available with an optional built-in Wireless Access Point and Antenna. These features allow easy-to-configure wireless access in the area where the unit is installed. Further wireless coverage can be expanded with the companion Wireless LAN Controller (WLC) and Access Points (APs).

## SBCS 1.0 Overview and Components



### Cisco Catalyst Express 500 Series

The CE520:

- Is a Power over Ethernet (PoE) switch.
- Is scalable.
- Has built-in access security.

Cisco Mobility Express Solution includes:

- The 521 Wireless Express Access Point.
- The 526 Wireless Express Mobility Controller.
- Optimized radio coverage and services.

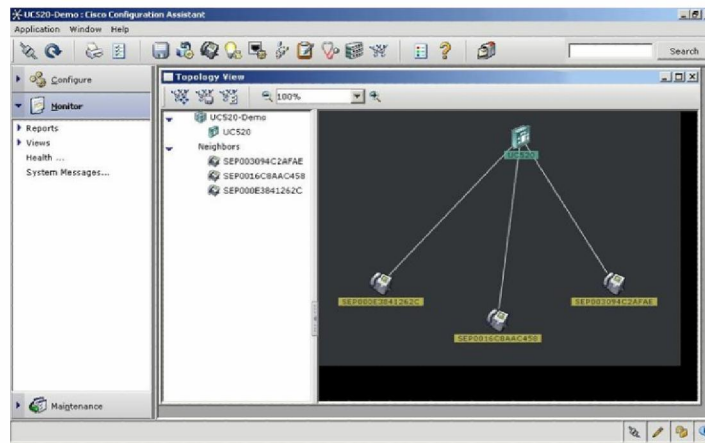


### SBCS 1.0 Overview and Components – Cisco Catalyst Express 500 Series

The Cisco Catalyst Express 520 (CE520) is a Power over Ethernet (PoE) switch that easily expands the SBCS's Cisco Unified IP phone and wireless LAN access point capacity to provide a security-enabled LAN optimized for highly secure access to information and collaboration applications.

Cisco Mobility Express Solution is composed of the Cisco 521 Wireless Express Access Point and Cisco 526 Wireless Express Mobility Controller. These additional key components of the SBCS create a wireless network that dynamically optimizes the radio coverage and helps enable anytime, anywhere services.

## SBCS 1.0 Overview and Components Network Configuration Tools



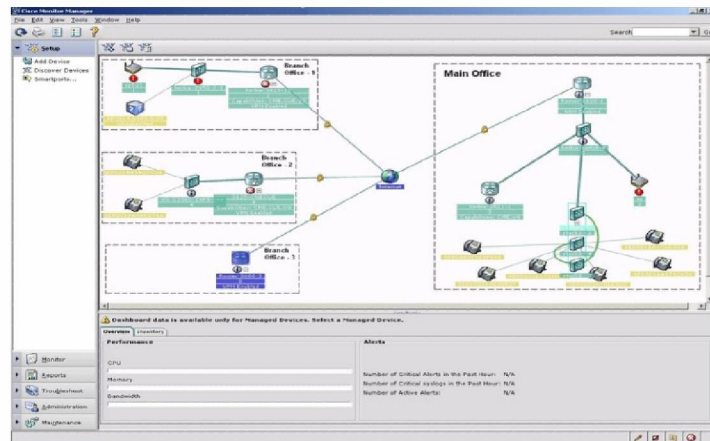
### SBCS 1.0 Overview and Components – Network Configuration Tools

Cisco Configuration Assistant (CCA) is a Windows-based network configuration tool that takes advantage of the embedded Cisco Smart Assist technology to provide plug-and-play functionality for the system, reducing setup time and optimizing network settings.

With its easy-to-use graphical user interface, this tool provides the breadth and depth to configure telephony, messaging, switching, wireless LAN, firewall, and security services, allowing partners and customers to quickly set up a small business network.



## SBCS 1.0 Overview and Components Management Applications



### SBCS 1.0 Overview and Components – Management Applications

Cisco Monitor Manager monitors the network 24 hours a day, 7 days a week, and periodically polls and collects inventory and performance-monitoring data from the managed Cisco devices in the network. Cisco Monitor Manager is a Microsoft Windows-based application that is completely nondisruptive to system operations and does not deploy any agent software on managed devices.

Cisco Monitor Manager performs automatic discovery of the entire underlying network infrastructure and Cisco Unified Communications System. The application provides a real-time physical view, service-level details, and the current operational status of each element in the Cisco Unified Communications Solution.

Cisco Monitor Director is a centralized proactive solutions-management tool for multicustomer, outsourced, 24-hour network management services. Deployed at the partner location, it communicates with Cisco Monitor Manager to provide comprehensive, real-time monitoring, alerting, and reporting to help troubleshoot and fix issues remotely, giving managed service providers secure access and visibility into customers' networks.

## SBCS 1.0 Overview and Components

### SBCS 1.0 Solutions



### SBCS 1.0 Overview and Components – SBCS 1.0 Solutions

The SBCS 1.0 solution is comprised of the CE520 and the UC520 tied together using Cisco Configuration Assistant and Smart Assist. Cisco provides a number of productivity monitoring tools to help run and manage the solution.

These include Monitor Manager, Monitor Director, and Call Connector, all Cisco monitoring tools. In addition, there are third-party monitoring tools that provide expanded services, including IPSmartSuite and ARC Express.

## SBCS 1.0 Overview and Components

### Business Applications Components

Component	Description
Unified CallConnector for MS-Office	This connector integrates Cisco Unified Communications with Microsoft Office applications, particularly Outlook and Internet Explorer.  Two unique features are a CallConnector toolbar that allows click to dial on Outlook contacts, and when enabled by Cisco Unified Presence Server, visibility to coworker presence enables instant, real-time communications.
Unified CallConnector for MS-CRM	
Unified CallConnector for Salesforce.com	
IPollster/IPSmartSuite	
ARC Express Attendant Console	



### SBCS 1.0 Overview and Components – Business Application Components

In addition to the solution hardware and management applications, several built-in business application components provide faster access to customer, supplier, or employee information.

## SBCS 1.0 Overview and Components

### Business Applications Components

Component	Description
Unified CallConnector for MS-Office	<p>Unified Communications CRM Connector features include:</p> <ul style="list-style-type: none"><li>• Screen pops that open contact records, providing immediate information on inbound and outbound calls.</li><li>• Click to dial from any web page or Microsoft office document.</li><li>• Third-party call control and presence capabilities.</li><li>• A user interface that includes an embedded toolbar in Microsoft Outlook and Internet Explorer.</li></ul>
Unified CallConnector for MS-CRM	
Unified CallConnector for Salesforce.com	
IPoolerate/IPsmartSuite	
ARC Express Attendant Console	



### SBCS 1.0 Overview and Components – Business Application Components

## SBCS 1.0 Overview and Components

### Business Applications Components

Component	Description
Unified CallConnector for MS-Office	This connector integrates Cisco's Unified Communications with salesforce.com's on-demand business services, providing the ability to incorporate feature-rich telephony capabilities such as voice, presence, collaboration, conferencing, and video with the suite of Salesforce on-demand business applications.
Unified CallConnector for MS-CRM	
Unified CallConnector for Salesforce.com	All Salesforce applications, including Salesforce SFA and Salesforce Service & Support, along with the more than 400 applications on the AppExchange, will be able to take advantage of a common communication platform, delivering unprecedented business-class communication features to salesforce.com customers and the overall SMB market.
IPoolerate/IPsmartSuite	
ARC Express Attendant Console	



### SBCS 1.0 Overview and Components – Business Application Components

## SBCS 1.0 Overview and Components

### Business Applications Components

Component	Description
Unified CallConnector for MS-Office	<p>Available from a third-party vendor, these vertical-market, business-impacting applications are focused on specific business processes that impact profitability for the SMB customer for healthcare, legal, retail, and manufacturing with:</p> <ul style="list-style-type: none"><li>• Easy-to-use applications.</li><li>• Icon-driven from the Cisco IP phone display.</li><li>• Out-of-the-box integration with UC 500.</li><li>• No customization required.</li><li>• Easy-to-install software.</li><li>• No IT staff required.</li><li>• Remote web access, anywhere, anytime.</li><li>• Easy partner access for administration.</li></ul>
Unified CallConnector for MS-CRM	
Unified CallConnector for Salesforce.com	
IPcollaborate/IPsmartSuite	
ARC Express Attendant Console	



### SBCS 1.0 Overview and Components – Business Application Components

## SBCS 1.0 Overview and Components

### Business Applications Components

Component	Description
Unified CallConnector for MS-Office	Developed by ARC Systems, ARC Express is a software-based operator console that provides a cost-effective and simple way of increasing customer service levels to inbound callers. The tool allows receptionists to search for employees by first or last name, department, extension, or other user-defined fields, with a view to having callers get through to the right person the first time around. ARC Express is available through Cisco's SolutionPlus program.
Unified CallConnector for MS-CRM	
Unified CallConnector for Salesforce.com	
IPAccelerate/IPSmartSuite	
ARC Express Attendant Console	



### SBCS 1.0 Overview and Components – Business Application Components

