

Cisco Unified Communications: Create Collaborative, Adaptive Workspaces

Cisco® Unified Communications provides powerful new ways to build productivity by enabling organizations to:

- Accelerate decision making: Advanced communications capabilities help ensure that the right information reaches the right person right away.
- Boost innovation: Organizations can transform business processes by integrating unified communications capabilities into business applications.
- Access a new world of value-added applications: The solution's open architecture enables deep integration with third-party solutions.

The Challenging Communications Environment

In a typical workday, people use mobile phones, PCs, pagers, personal digital assistants (PDAs), and laptops to communicate through voice, voicemail, email, and text messages. Yet even with this wide variety of communications methods, people still play phone tag and spend far too much time sorting through voicemail, email, and text messages (Figure 1). With a workforce that is increasingly distributed, mobile, virtual, and global, this communications complexity and inefficiency make it almost impossible to keep up with the pace of business. In fact, many companies experience project delays on a weekly basis due to:

- The inability to reach mobile and remote colleagues
- The inability of dispersed workgroups to communicate spontaneously
- The lack of visibility into the availability of colleagues
- The inability to quickly locate critical decision makers
- Scheduling concerns for collaborative work sessions

Figure 1. People Still Play “Phone Tag” when Communications Applications Are Not Integrated



This communications complexity illustrates why organizations worldwide now consider unified communications one of the top two strategic technologies (source: Gartner's Top Ten Strategic Technologies for 2008).

Business Benefits

Cisco Unified Communications enables collaboration by integrating IP communications and collaboration products and applications into a single, unified system. Companies around the world—and more than 85 percent of Fortune 500 companies—now use Cisco Unified Communications to build competitive advantage (Figure 2). For example:

- Cisco has intelligently reduced costs in order to fund investments for improvement in other areas of business by investing in our own Cisco TelePresence™, Cisco WebEx®, and Cisco Virtual Expert solutions. Cisco now conducts “in-person” meetings without traveling. These solutions paid for themselves within 12 months. In fact, Cisco saved well more than US\$322 million with the Cisco TelePresence meeting solution alone by reducing travel and sales cycles and improving productivity.
- A leading consumer packaged-goods company has unlocked employee potential by empowering users with a Cisco TelePresence solution. Users hold at least 600 video meetings per month. These meetings improve collaboration and propel innovation while enabling the company to decrease time to market and save US\$29 million. Other Web 2.0 tools and applications such as social networking, blogging, wikis, instant messaging, and video sharing make it easy to find information and share ideas across the organization.
- A large Asian bank achieves true customer intimacy by increasing the frequency, timeliness, and quality of customer interactions with the Cisco Virtual Expert solution. Customers across hundreds of branch offices meet “in-person” with headquarters-based subject matter experts. In the first year of using this solution, the bank gained projected revenue growth of US\$3.5 million through a dramatic reduction in missed leads.
- A leading provider of business and consumer imaging equipment used Cisco WebEx solutions to distance the company from competitors by technology-enabling business processes. As a result, the company was able to train 1200 salespeople in 30 days to sell its new software products. The collaborative solution not only accelerated time to market, it saved US\$1 million in training costs.
- Cisco and a large Japanese company used the network as a platform for global collaboration. The two companies partnered to co-develop and -brand a solution that gave Cisco more presence and helped the Japanese company win 60 percent of a larger customer’s core network business worth ¥30 billion in the first 2 years. With the ability to collaborate across borders and enterprise boundaries, Cisco and our partner achieved important objectives that neither would have reached as easily alone.

Figure 2. More than 85 Percent of the Fortune 500 Companies Use Cisco Unified Communications



Cisco Unified Communications Solutions

Cisco helps companies contend with communications complexity with a comprehensive portfolio of unified communications solutions. The Cisco Unified Communications product portfolio includes:

Software Subscription and Licensing

- **Cisco Unified Workspace Licensing:** This offering provides an easy and affordable way to flexibly meet business needs with Cisco Unified Communications. All client and server software, licensing, services and support, and software subscriptions are packaged together to simplify the way customers acquire and manage Cisco Unified Communications applications and services.
- **Cisco Unified Communications Software Subscription:** This offering increases business value with an economic and timely approach for upgrading to the latest Cisco technology. Customers can purchase major software version upgrades of various Cisco Unified Communications products at a reduced cost through a 1-, 2-, 3- or 5-year subscription plan.

IP Telephony

Cisco's award-winning call-processing software, telephones, and endpoint devices allow your organization to efficiently run voice, data, and video communications over a single, converged network. Cisco is the number one overall enterprise voice vendor in the world, with two times the market share as the next closest competitor (source: Synergy Reserach Q1CY09).

Cisco provides call-processing solutions for organizations of all sizes and types. These industry-leading IP private-branch-exchange (PBX) solutions manage voice, video, mobility, and presence services between IP endpoints, media-processing devices, voice-over-IP (VoIP) gateways, mobile devices, and multimedia applications. Cisco call-processing solutions include:

- **Cisco Unified Communications Manager:** This enterprise call-processing system is the core of Cisco Unified Communications. It provides voice, video, mobility, and presence services to IP endpoints, media-processing devices, VoIP gateways, mobile devices, and multimedia applications. A single system can support up to 30,000 users and scale to support up to 1 million users at up to 1,000 sites.
- **Cisco Unified Communications Manager Business Edition:** This communications system is designed for small and medium-sized businesses to support growth up to 500 employees and 20 sites. It integrates the benefits of media processing (for voice and video calling and mobility) and messaging on a single platform. Consolidating these applications onto a single server creates a cost-effective solution that is simple to set up, manage, and use, thereby delivering a lower total cost of ownership (TCO).
- **Cisco Unified Communications Manager Express:** This call-processing solution provides call processing for Cisco Unified IP Phones for small or branch-office environments. It enables the large portfolio of Cisco integrated services routers to deliver unified communications features that business users commonly need to meet the voice and video communications requirements of the small or medium-sized office. Cisco Unified Communications Manager Express allows the deployment of a cost-effective, highly reliable communications system using a single device with Cisco IOS® Software.
- **Cisco Unified Communications 500 Series for Small Business:** This all-in-one unified communications solution integrates voice, data, video, security, and wireless onto one platform, supporting up to 64 users.
- **Cisco Unified Survivable Remote Site Telephony (Unified SRST):** This innovative feature set is embedded in the software running on Cisco routers. If a branch-office, teleworker's office, or home-office WAN connection is lost, it uses the existing network in the remote office to provide multifeature call-processing redundancy for up to 730 branch-office employees in a centralized Cisco Unified Communications Manager or Cisco Unified Communications Manager Business Edition deployment.

Cisco offers the largest portfolio of IP endpoints in the industry and has deployed up to five times more IP phones than its nearest competitor (Figure 3). A wide array of Cisco IP endpoint solutions is available to meet diverse business communications needs. Products range from highly cost-effective endpoints that deliver robust voice communication services as an entry to unified communications, to a full portfolio of media-rich endpoints supporting video, presence, and converged endpoint applications.

Figure 3. Cisco Has Deployed More than 23 Million IP Phones



The portfolio includes both wired and wireless LAN solutions, software-based communication applications for PCs and mobile phones, and solutions for conference rooms and expansion modules for selected phone models, delivering added scalability.

Basic, business, and manager models can address all your phone needs in locations ranging from the lobby to the executive office—and everywhere in between.

For highly active users of communication services, such as executives, managers, administrative staff, attendant operators, and contact center supervisors, there is the Cisco Unified IP Phone 7975G.

For active users of communication services, such as managers and administrative staff, knowledge workers, and contact center agents and supervisors, there are many models from which to choose, including:

- Cisco Unified IP Phone 6961 (12 lines and monochrome display)
- Cisco Unified IP Phone 7960G (6 lines and grayscale display)
- Cisco Unified IP Phone 7962G (6 lines, grayscale display, and wideband audio)
- Cisco Unified IP Phone 7965G (6 lines, color display, and wideband audio)

The following models are **for moderate users** of communication services, such as knowledge workers and administrative staff. These offerings can also be used for less call-intensive contact center environments. Models include:

- Cisco Unified IP Phone 6941 (4 lines and monochrome display)
- Cisco Unified IP Phone 7940G (2 lines and grayscale display)
- Cisco Unified IP Phone 7942G (2 lines, grayscale display, and wideband audio)
- Cisco Unified IP Phone 7945G (2 lines, color display, and wideband audio)

The following models are for **light users** of communication services, such as knowledge workers. These offerings can also support specialized deployments in environments such as lobbies, cafeterias, schoolrooms, manufacturing floors, libraries, hallways, etc. Models include:

- Cisco Unified SIP Phone 3911 (1 line; Session Initiation Protocol [SIP] only)
- Cisco Unified IP Phone 6921 (2 lines, graphical monochrome display, and integrated 10/100 switch for collocating PC)
- Cisco Unified IP Phone 7906G (1 line and graphical monochrome display)

- Cisco Unified IP Phone 7911G (1 line, graphical monochrome display, and integrated 10/100 switch for collocating PC)

The following are specialty offerings within the Cisco Unified IP Phone portfolio:

- The Cisco Unified IP Phone 7931G is for high-density multibutton environments such as retail and manufacturing.
- The Cisco Unified IP Conference Station 7936 and 7937G models are for small to midsize conference rooms.
- The Cisco Unified IP Phone 7985G supports personal desktop video, integrating a camera, LCD screen, speaker, keypad, and handset into one single desk phone.

For customers seeking endpoint solutions for in-campus mobile workers over a wireless LAN, Cisco offers two wireless IP phone models that deliver robust unified communications features:

- The Cisco Unified Wireless IP Phone 7921G has an integrated speaker, 2-inch color display, and 200 hours of standby time.
- The Cisco Unified Wireless IP Phone 7925G has an integrated speaker and 2-inch color display, and is MIL-STD 810F-compliant for resistance to shocks and drops. This phone is ideal for more-demanding environments such as retail, healthcare, and manufacturing environments.

The following analog products are available:

- Cisco ATA 186 Analog Telephone Adapter
- Cisco VG248 48-Port Analog Phone Gateway

Cisco Unified Communications Applications

Cisco offers a comprehensive portfolio of unified communications applications that includes everything from softphones to web conferencing solutions. According to market research firm Chadwick Martin Bailey, Cisco Unified Communications Solutions enable more effective communications (Figure 4), enhanced collaboration, and business-process transformation. (Source: Chadwick Martin Bailey, Unified Communications Applications: Uses and Benefits, July 2008.)

Figure 4. The More Unified Applications You Use, the Greater the Overall Productivity Benefit



Source: Chadwick Martin Bailey, 2008

Cisco Unified Communications Clients

Cisco offers a wide array of clients, including:

- Cisco Unified Personal Communicator (Figure 5): This software application has advanced capabilities such as instant messaging, presence, softphone, video, click to call, voice-message management, and web conferencing. It enables workers to reach colleagues on the first try and easily escalate instant messaging sessions into phone conversations, video calls, or web conferences.
- Cisco UC Integration™ for Microsoft Office Communicator: With this easy-to-deploy integration, you can extend proven Cisco Unified Communications directly to Microsoft Office Communicator 2007 on your PC and benefit from the investment protection and reduced complexity delivered by a single call-control solution.
- Cisco Unified Mobile Communicator: This easy-to-use software application enables collaboration across mobile workspaces by securely extending Cisco Unified Communications to mobile smart phones. From your mobile smart phone, you can manage your presence status, view the status of others, access company directory contacts, receive Cisco Unified MeetingPlace® notifications, place calls through Cisco Unified Communications Manager, manage voice messages, and access other vital information.
- Cisco Unified Mobility: This software application enables single number reach so when you are mobile you can publish a single phone number and have calls routed to the device that is most convenient for you at any given time. You also can easily transition live calls between your mobile phone and Cisco Unified IP Phone.
- Cisco Unified CallConnector Mobility: This application delivers your business calls to a phone of your choice at your current location. An optional part of the Cisco Unified CallConnector suite of products, Cisco Unified CallConnector Mobility is an adjunct server application that integrates with Cisco Unified Communications Manager Express to monitor and route calls based on call-handling rules. Whether at home or from remote locations, you can place or receive calls through Cisco Unified Communications Manager Express. This software application also provides single-number-reach capabilities.
- Cisco Unified CallConnector for Microsoft Windows: This toolbar application for Microsoft Office applications delivers desktop call-control features compatible with the Cisco Communication Manager Express feature set, such as octo-lines, shared lines, and hunt groups.
- Cisco IP Communicator: This softphone application delivers advanced telephony functions (such as call transfer, forward, and conferencing) to Windows-based PCs.
- Cisco WebEx Meeting Center on Smartphone Browsers – using the browser on their smartphones, users can attend scheduled meetings, view presentations, applications, and desktops with live annotations. Meeting hosts can invite attendees by sending an SMS to any SMS-capable phone
- Cisco WebEx Meeting Center on the iPhone – a native application on the iPhone that allows users to simply click to join and actively collaborate in Cisco WebEx Meeting Center meetings. iPhone users can view what's being shared, see the meeting participant list, see the active speaker and chat with other meeting participants. A future version of the application will allow user to transition, from their iPhone the in-session web conference to their computer and the audio to their Cisco Unified IP Phone for a rich collaboration experience.
- Cisco Mobile Supervisor – a mobile application that allows contact center supervisors to view color-coded indicators of agent statistics and contact service queue metrics on their iPhone and iPod Touch.
- Cisco Unified Video Advantage: This software application brings video telephony functions to Cisco Unified IP Phones.
- Cisco Unified Communications Widgets: These free applets provide a productive and personalized user experience with Cisco Unified Communications applications and Cisco Unified IP Phones . Phone Designer enables you to quickly customize Cisco Unified IP Phone displays and to create ring tones. Click to Call for PCs lets you place Cisco Unified Communications Manager calls directly from your desktop productivity

applications and web browsers. Visual Voicemail enables you to view, listen, and respond to Cisco Unity® and Cisco Unity Connection voicemail messages right from the Cisco Unified IP Phone display, without having to dial into your corporate voicemail box.

Figure 5. Cisco Unified Personal Communicator Makes It Possible to Reach Colleagues on the First Try



Voice and Unified Messaging

- Award-winning Cisco voice and unified messaging solutions are designed to meet the diverse needs of enterprises of all sizes, with flexible deployment options and feature-rich messaging.
- Cisco Unity unified messaging: This enterprise solution has robust Automated-Attendant functions, speech-recognition capabilities, intelligent routing rules, and an advanced set of personalization options. It supports up to 15,000 users per server and can be networked to support up to 250,000 users. It supports integration with Microsoft Exchange and Lotus Domino.
- Cisco Unity Connection: This feature-rich voice-messaging platform is based on the same Linux operating system as Cisco Unified Communications Manager. With Cisco Unity Connection, you can access and manage your voice messages using Cisco Unified Personal Communicator, your email inbox, web clients, and instant messaging applications. You can also view, search, sort, and play messages on your Cisco Unified IP Phone display. When mobile, you can use speech commands to manage your messages and have your calendar and meeting details read to you. Cisco Unity Connection supports up to 10,000 users per server and can be networked to support up to 50,000 users.
- Cisco Unity Express: Designed specifically for small and midsize offices and branch offices with up to 250 users, this solution has integrated messaging, Automated-Attendant services, an optional interactive-voice-response (IVR) function, and an optional time-card application that works using Cisco Unified IP Phones. Cisco Unity Express is a simple addition to Cisco integrated services routers.

Rich-Media Conferencing

Cisco offers a wide range of multimedia conferencing solutions that integrate voice, video, and web conferencing capabilities. Cisco conferencing solutions include:

- Cisco Unified MeetingPlace conferencing: This enterprise solution improves productivity and accelerates problem resolution with integrated voice, video, and web conferencing. Meeting setup and management are simple, and the solution can help reduce costs by providing on-premises voice and video conferencing for Cisco WebEx Meeting Center.
- Cisco Unified MeetingPlace Express: Designed for midsize organizations, this voice, video, and web conferencing solution provides simple yet powerful conferencing capabilities that are easy to deploy and manage.
- Cisco Unified Videoconferencing: This conferencing solution provides multiparty video conferencing for traditional room-based and desktop video conferencing. It also provides interoperability between traditional

video solutions and the Cisco TelePresence application and more advanced video conferencing capabilities for Cisco WebEx Meeting Center.

- **Cisco TelePresence:** This revolutionary technology creates a live, face-to-face communication experience over the network that empowers you to collaborate like never before. Cisco TelePresence helps people meet, share content, create high-quality video recordings and events, consult with experts and deliver powerful personalized services, all using the power of the network for an immersive in-person experience. Cisco TelePresence is designed to not only bring users together, but also bridge the gap among multiple communication platforms. The ability to blend a phone call with a Cisco WebEx® meeting and interoperate with video conferencing technologies enables users to break free of technology boundaries and collaborate effectively, no matter what tool they are using. For example, Cisco Unified Contact Center can integrate with Cisco TelePresence Expert on Demand to provide high-touch customer service and point-of-sale services (Figure 6).
- **Presence and instant messaging:** Organizations can provide highly scalable presence and instant messaging for up to 30,000 users per cluster with Cisco Unified Presence 7.0. This standards-based presence and instant messaging server makes it possible to extend presence services to more users. Presence reduces phone tag and improves productivity by providing information about colleagues' location, availability, and phone status.

Figure 6. Cisco TelePresence Expert on Demand Delivers Virtual Customer Service and Point-of-Sale Services]



Contact Center Applications

Proven Cisco contact center software has multichannel capabilities that can help organizations turn reactive support to proactive customer value creation that builds customer loyalty (Figure 7). Cisco contact center solutions include:

- **Cisco Unified Contact Center Enterprise and Express:** These software products can improve customer satisfaction and time to resolution with skills-based routing, voice, and video self-service; computer telephony integration (CTI); and multichannel contact management over an IP infrastructure.
- **Cisco Unified Intelligent Contact Management:** This software provides call-routing, CTI, real-time feeds with agent status and queues at each site, and intelligent routing while the call is still in the public switched telephone network (PSTN).
- **Cisco Unified Customer Voice Portal:** This automated voice and video self-service solution provides intelligent, personalized self-service over the phone. It works with the agent-assisted service provided by Cisco Unified Contact Center products or in standalone mode.
- **Cisco Unified IP Interactive Voice Response (IP IVR):** With this self-service solution, customers can pay bills, order products, and track deliveries—without interacting with a live agent.
- **Cisco Unified Expert Advisor:** This solution extends the productivity benefits of presence to customer interactions, making it possible for callers to receive assistance from subject matter experts regardless of

where they are located in the enterprise. Presence-enabled routing can dramatically improve first-call resolution and reduce response times.

Figure 7. Cisco Contact Center Software Helps Enhance Customer Service



Extending Applications Capabilities

Cisco Unified Communications is built on an open, interoperable architecture, which uniquely allows transparent interoperability with other industry-leading solutions. As a result, Cisco Unified Communications customers have:

- A robust ecosystem of third-party solutions: These Cisco technology development partners give our customers access to a new world of value-added applications; they already deliver integrated applications. Cisco works with these partners to ensure applications are verified with the latest Cisco releases.
- SIP support in Cisco Unified Communications Manager 7.0: Cisco integrates support for rich, native SIP and SIP for Instant Messaging and Presence Leveraging Extensions (SIMPLE) on both line- and trunk-side interfaces with integrated presence on phones and applications. This integration makes it possible to maintain transparent interworking with existing H.323, Media Gateway Control Protocol (MGCP), Skinny Client Control Protocol (SCCP), Telephony Application Programming Interface (TAPI), Java TAPI (JTAPI), and Q.SIG protocols. The results include enhanced interoperability, investment protection, and broad ecosystem support.
- Deep integration with solutions from strategic partners: Cisco works with strategic partners to enhance collaboration and productivity. For example, Cisco Unified Communications plug-ins for IBM Lotus Sametime allow Sametime users to see when someone is on the phone and initiate voice, video, and web collaboration sessions from contact lists and instant messaging sessions. Cisco also supports Microsoft Office Communications Server and Live Communications Server environments so Microsoft users can benefit from capabilities such as presence, click to call, embedded video, and business-to-business federation support.
- The ability to quickly develop and easily manage customized applications: Cisco Unified Application Environment 2.5, a rich portfolio of applications and development tools, makes it possible for web or enterprise developers who have not yet developed telephony and unified communications skills to use their current development tools to quickly and easily integrate network services and advanced unified communications capabilities (such as presence) with other business applications or develop entirely new transformational applications.

Collaboration

Cisco Collaboration Solutions will provide a powerful, and as yet untapped, source of competitive advantage by delivering a new level of intracompany collaboration today and by ushering in a new era of collaboration in which everyone, everywhere can always have on-demand access to rich, collaborative workspaces as long as they have a network connection. Cisco Collaboration is enabled by:

- Cisco Unified Communications: These solutions empower users with comprehensive unified communications anytime, anywhere, and on any device.

- Cisco Business Video: from streaming desktop video to the highly immersive Cisco TelePresence experience, Cisco offers a full range of integrated video communications and distribution solutions.
- Web 2.0 applications: The Cisco collaboration architecture combines the reach, speed, and flexibility of Web 2.0 tools without compromising the security, reliability, and policy of the networks on which they are deployed.

“Organizations that use a single, primary vendor for IP Telephony have a 43 percent lower network cost of ownership than those that use multiple vendors.”

—Sage Research

An End-to-End System

Cisco provides an end-to-end unified communications system that uses an open and extensible collaboration architecture, which uses the network as the platform to enable the unified workspace. The comprehensive Cisco Unified Communications solution includes:

- Network infrastructure: Industry-leading Cisco routers and switches form an intelligent, secure network foundation for unified communications. These routers and switches exhibit device, application, and network intelligence.
- Security: Cisco offers a comprehensive systems approach to security to protect all levels of its unified communications system—the infrastructure, call management, endpoints, and applications.
- Wireless: With one of the industry’s most comprehensive wireless portfolios, Cisco helps organizations extend communications where employees need them most, so they can productively do their jobs wherever they are.
- Management applications: Using the advanced monitoring, alerting, diagnostics, and reporting capabilities in the Cisco Unified Communications Management Suite, businesses can actively manage the entire Cisco Unified Communications Solution to discover potential problems, maintain quality and user satisfaction, and help minimize service downtime.
- Lifecycle services: Cisco and our partners offer a broad portfolio of services for Cisco Unified Communications Solutions. Award-winning technical support increases operational efficiency. Remote-management services simplify day-to-day operations, and optimization services enhance solution performance as business needs change.
- Flexible deployment: Cisco CapitalSM offers financing programs, including leasing options, to help companies acquire the Cisco technology they need today without a major capital investment.
- Outsourced managed service options: With a service provider that displays the Cisco Powered logo hosting your unified communications, you can have all the benefits of a converged IP communications network without having to own, manage, or maintain a Cisco Unified Communications System.
- Third-party applications: Cisco Unified Communications is built on an open architecture, which allows transparent interoperability and deep integration with third-party solutions.
- More than 2000 Cisco Unified Communications Specialized reseller, integrator, and service provider partners worldwide sell, deploy, and support more than 90 percent of the Cisco Unified Communications Systems in the market today. Cisco offers three specialization levels for these partners in order to address the full spectrum of customer needs:
 - Cisco Express Unified Communications Specialization: These partners integrate critical solutions in converged data, voice, and video networking.

- Cisco Advanced Unified Communications Specialization: These partners provide expertise in comprehensive, integrated network voice solutions.
- Cisco Master Unified Communications Specialization: These partners have the most in-depth technology skills and customer success for the most sophisticated, value-added Cisco Unified Communications Solutions.

For More Information

For more information, visit: <http://www.cisco.com/go/unified> or contact your local Cisco representative or partner.

To learn how other businesses are using Cisco Unified Communications to their advantage, please visit: http://www.cisco.com/en/US/products/sw/voicesw/products_category_customer_case_studies.html.

To learn about the benefits of deploying unified communications on a Cisco Integrated Network, please visit: http://www.cisco.com/en/US/prod/collateral/voicesw/ps6882/ps6884/solution_overview_c22-484573.html.



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