

TOMORROW starts here.



Cisco *live!*

Deploying Cisco Unified Communications at Branch Offices and Small-Medium Businesses

BRKUCC-2057

Chrys Kampouris
Systems Engineer

Agenda

- Introduction
- Solutions Overview
 - UCME
 - SRST
 - BE6K
- Application Integration
- Deployment models
 - Centralised
 - Distributed
- Q&A

The Way We Work is Changing...



Small Business Communications Challenges

A Struggle to Keep Pace

Tech Advancements

Lack of integration



Employee Preference

Users taking matters into their own hands



Business

Employee

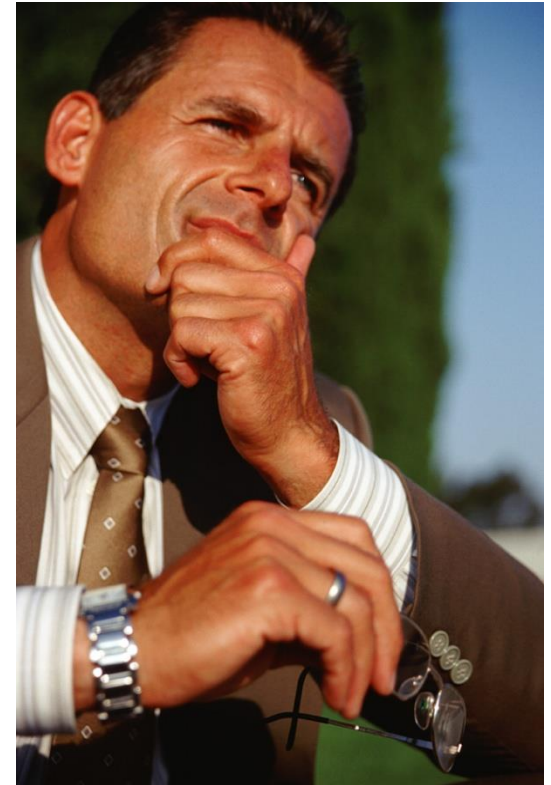
How Cisco Can Help?

Cisco's Collaboration Architecture for Midmarket



Considerations for Unified Communications

- Size
 - Number of endpoints and desktops
 - Number of locations
 - Growth projections
- Application Integration
- Mobility Requirements
- Video
- Centralised vs. Decentralised (or hybrid)
- Management



Choose Solutions Based on Feature Needs

Foundational UC

- Simplicity/Standardisation
- Core Telephony Feature Set
- Basic applications and services – voicemail, mobility, conferencing
- Simplifies entry to converged voice and data (IP Telephony)



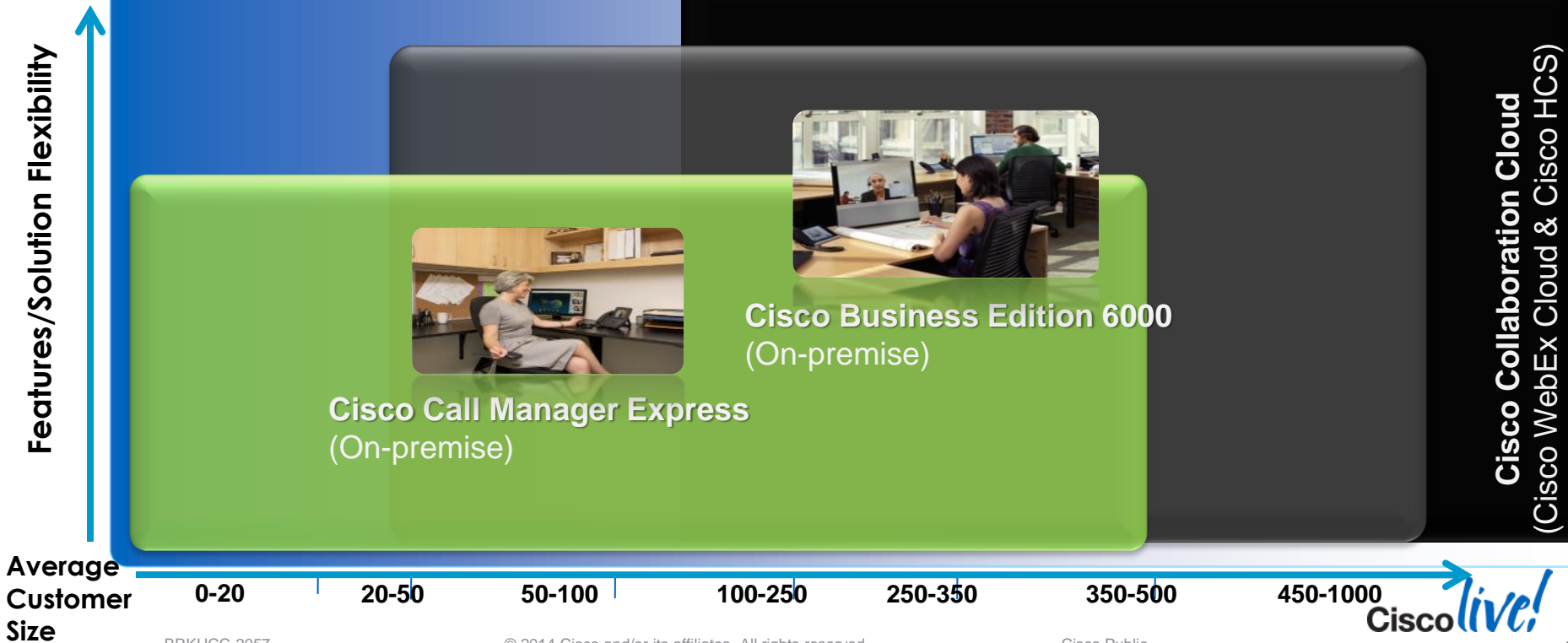
Advanced UC

- Flexibility/Customisation
- Full Collaboration Feature Set
- Advanced applications; security, mobility, video, presence, soft client, enterprise social software
- Drive up sell opportunities/application acceleration

Small and Mid-sized Business

Unified Communications Portfolio

Delivering Consistent End User Experience



On-Premise Communications Solutions

Cisco Call Manager Express

Cost-Effective, Easy Essential Communications

Foundational UC

UC



Video
(Point-to-Point)



Cisco WebEx
(Cisco Cloud-Hosted)



High-Quality Endpoints



IM and Presence
(Cisco Cloud-Hosted)



Messaging



Mobility

WIRED

WIRELESS



Cisco Business Edition 6000

Affordable, Simple, Advanced Collaboration

Collaboration Applications

UC



Cisco Jabber



Cisco WebEx



Customer Collaboration



TelePresence



Messaging



Mobility

WIRED

WIRELESS

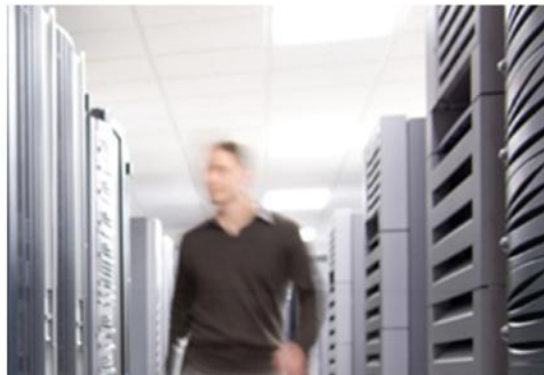


→ Entry level Unified Communications

→ Enterprise-Class Collaboration

End of Sale

- Unified Communications 300
- Unified Communications 500
- Business Edition 3000



Solutions Overview

Cisco Call Manager Express (CME)

Cisco Unified Communications Manager Express

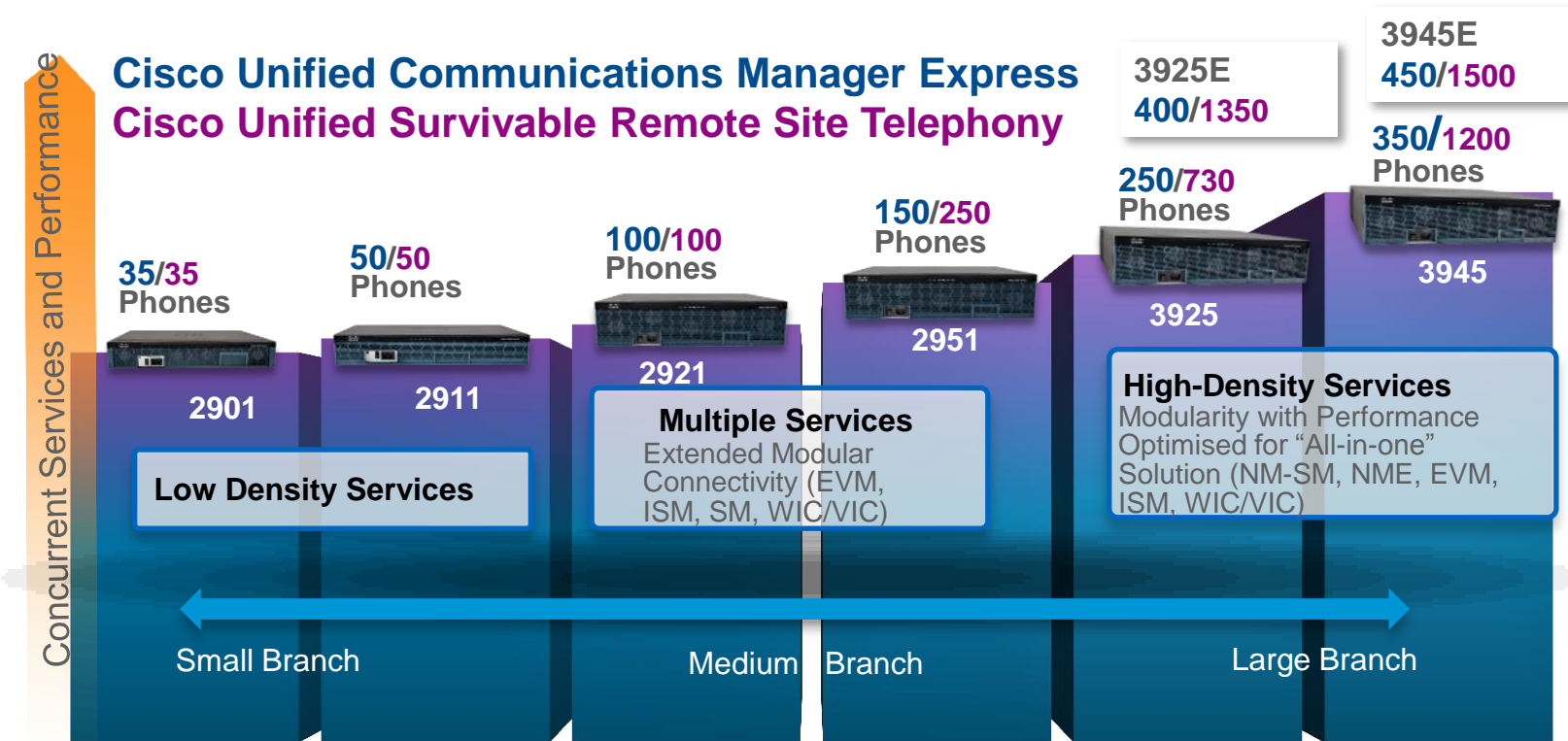
Simple, Affordable All-In-One Communications

- Unified Communications solution for up to 450 users
- Runs on the Cisco Integrated Service Router Platform
- Provides networking across sites using H.323 or SIP
- Voice mail, auto-attendant and IVR capabilities
- Full-featured solution that meets the needs of small and medium businesses, enterprise branch office
- Options include: Video Telephony, Tele-workers, Cisco IP Communicator soft phone, B-ACD call routing, SIP phone support.
- Centralised provisioning and fault reporting using Cisco Unified Provisioning Manager and Cisco Unified Operations Manager



Cisco Integrated Services Router

(ISR G2)



Cisco Unified CME - IP Phone Portfolio

Executive

Cisco Unified IP Phone



Manager

Cisco Unified IP Phone



Business

Cisco Unified IP Phone



Conference

Cisco Unified IP Conference Phone



Basic

Cisco Unified IP Phone



Multibutton

Cisco Unified IP Phone
7931G



Video

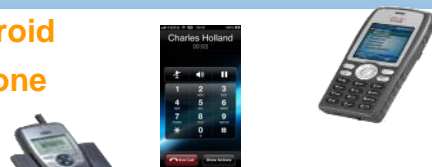
Cisco Unified IP Phone



Cisco Voice Jabber
(CME 10.0)

Mobility

Cisco Jabber for iPhone/Android
Cisco Unified Wireless IP Phone



Accessories

Cisco Unified IP Phone
Expansion Module



Analog



CME Phone User License Simplified

Aligned with Cisco UCL 9.0

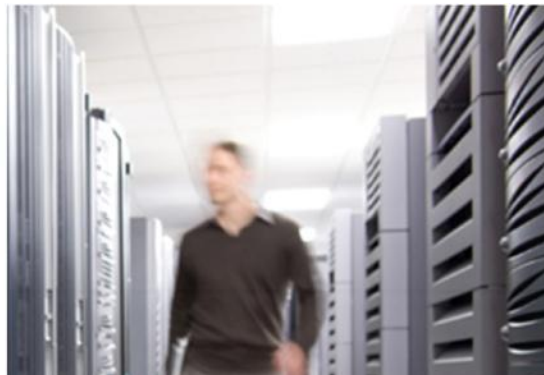
3 new CME Phone user License SKUs based on UCL 9.0:

Essential: *SW-CCME-UL-ESS*

Basic: *SW-CCME-UL-BASIC*

Enhanced: *SW-CCME-UL-ENH*



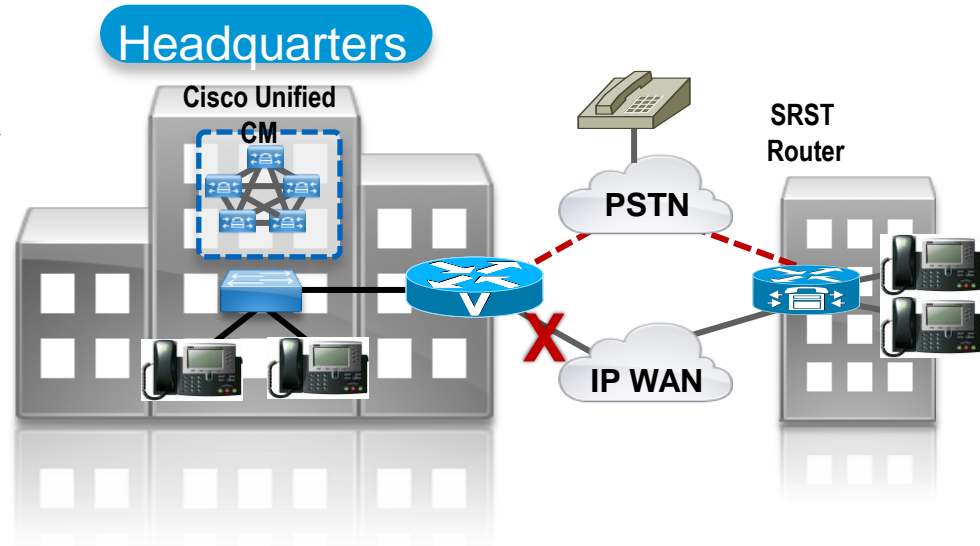


Solutions Overview

Survivable Remote Site Telephony (SRST)

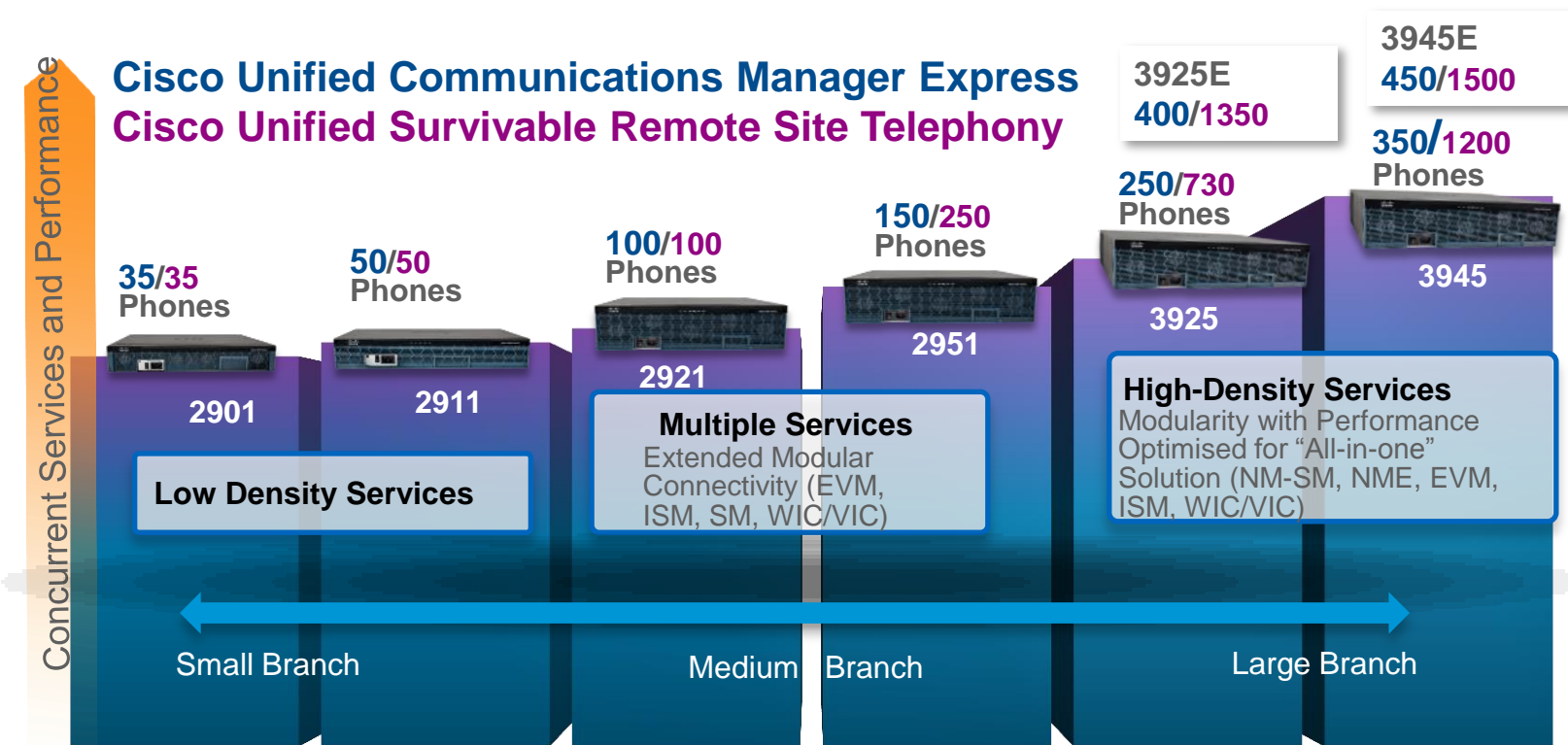
SRST Branch Telephony Survivability

- Provides Telephony Survivability during WAN outages
- Uses Cisco router to auto register & provide local call processing — no manual intervention required
- SRST IP phone calls remain secure
- When WAN is available, IP phones auto-revert back to the Primary Call Control
- Calls in progress stay connected during WAN failure/restore

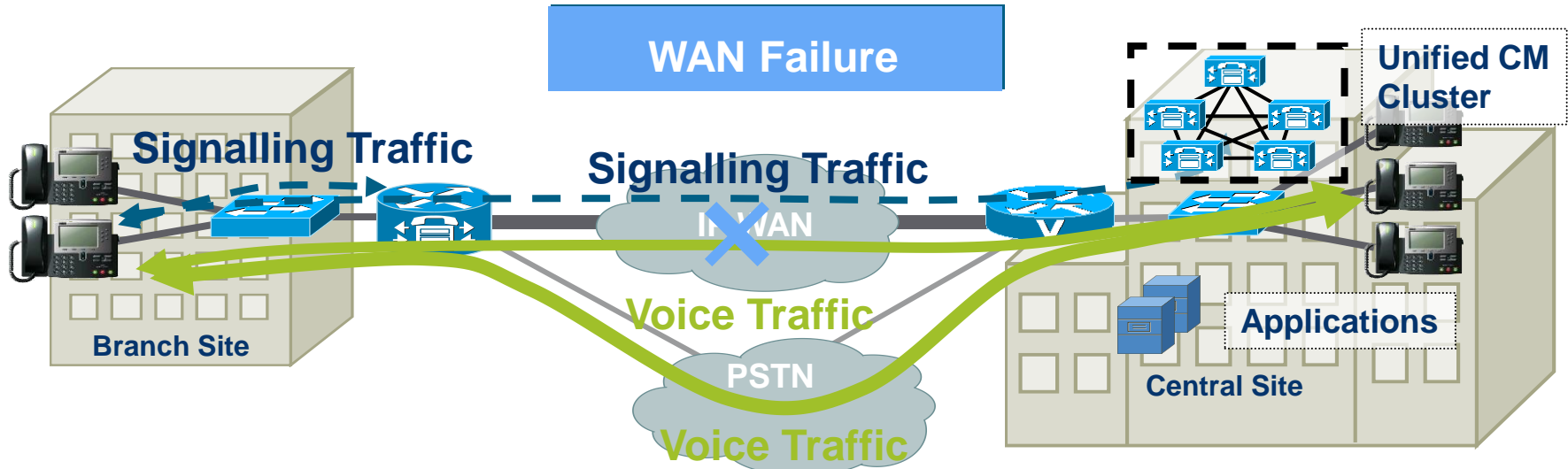


Cisco Integrated Services Router

(ISR G2)



SRST Call Flow: Failover and Redundancy

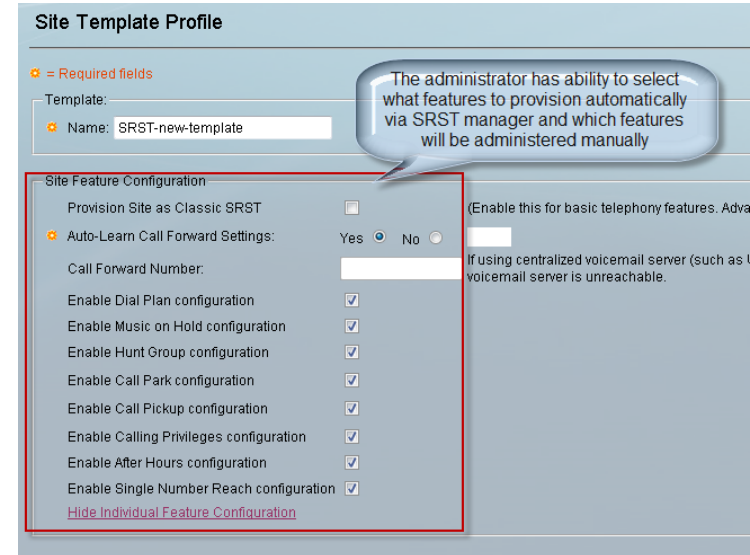


- IP Phones have SRST router IP as the last option in their CM GROUP configuration
- Support for both SIP and SCCP IP Phones
- With SRST, only a **subset** of features are available to the phones
- H323 PSTN GW connectivity option during failure modes via VoIP/POTS dial-peers; MGCP GWs require the 'MGCP Fallback to H323' feature

Cisco Unified SRST Manager

SRST site configuration templates

- SRST manager allows the administrator to enable or disable automatic provisioning of features
- SRST manager comes with multiple pre-created templates
- An administrator can also create a new template and choose the features to automatically provision through SRST manager.





Solutions Overview

Business Edition 6000(BE6K)

Cisco BE6000: What have we Enhanced?

Based on partner and customer feedback, we have continued to evolve the Business Edition 6000 offer:

- Additional **platform flexibility** to suit wider customer base
- Wider range of **virtualised applications** to match more customer requirements
- Easier to **deploy** and **manage**
- **Video** a baseline feature

One constant...

- Architecture based on our marketing leading Unified Communications Manager platform



Cisco Business Edition 6000

Collaboration in a virtual environment

A large choice of communications applications – fully supported co-resident.



Call Control
CUCM

1000 Users



Voicemail
Unity Connection

1000 VM/UM
Users



IM &
Presence

1000 IM&P
Users



Attendant
Console
CUxAC

Advanced



Paging

50 Users /
Group



Contact
Centre CCX

100 Agents



Video
Interworking
VCS

100 Traversal &
100 non-
Traversal



Video
Conference
Conductor

TP Server
Control



Prime Collab.
Provisioning

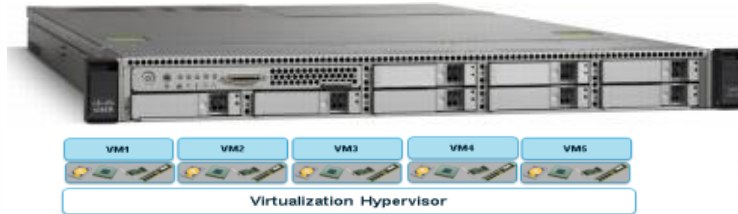
1000 Users

Cisco UCS C Series C220M3 server Medium Density:

4 UC applications + 1 Management
application (1000 users / 1200 devices)

High Density:

8 UC applications + 1 Management
application (1000 users / 2500 devices)



vmware

Cisco *live!*

Cisco BE6000 a Virtualised Platform for Collaboration



- **Cisco Unified Computing System™**

Cisco UCS® Server C-Series C220 M3 1RU server, prepared with configured BIOS & RAID Array.

- **Flexible architecture and High availability**

- **VMware Virtualisation Technology**

Pre-installed VMware Hypervisor

Collaboration Application files pre-loaded for ease of install

- **Ideal Form-Factor for improved TCO and ROI**

Component	Medium Density Server	High Density Server
Application requirements	Advanced Collaboration	Media Rich collaboration
Capacity	1000 users / 1200 devices / 50 Sites	1000 users / 2500 devices / 50 Sites
Number of applications	1 Management + 4 Collaboration Applications	1 Management + 8 Collaboration Applications

Anywhere, Anytime, Any Device Messaging

Cisco Unity Connection



Robust Functions
Deliver Powerful
Messaging

Access Voicemail the Way You Work, Anytime, Anywhere

- Users choice of devices: IP and mobile phones, web browser, email client, or a desktop client
- Respond quickly with speech recognition
- Easily prioritise and manage messages and access calendar meetings
- Connect to colleagues with name recognition
- Intelligently route incoming calls using call transfer rules
- Easily customise call screen and message notification options



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Accelerate Business Processes and Employee Productivity

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Cisco Public

Cisco *live!*

Mobile-enable Your Entire Business

Cisco Unified Communications



Work Effectively Anywhere, Anytime, Any Device

- Wired or wireless
- Single business number reach, single voice mailbox
- Desktop and cell phone pickup
 - Seamlessly move calls between mobile devices and desktop phones
- Mobile collaboration
 - Extension Mobility
- IP Phone VPN client for remote workers



Richest Experience in Any Location

Delivering Consistent User Experience on Your Choice of Devices with Cisco Jabber

Rich, Real-time Communications



One-One | One-to-Few | Real-Time

Securely Unify Presence, IM, Voice, Video, Messaging, Desktop Sharing and Conferencing



All-in-One UC Application

- Presence, IM
- Voice, Video, Voice messaging
- Desktop sharing, Conferencing

Collaborate from Any Workspace

- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office

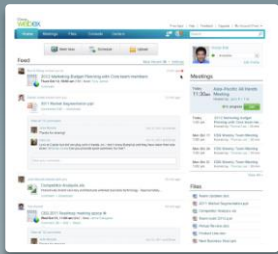
Elevate Collaboration with Cisco WebEx



- Industry-leading web conferencing
 - Audio, web, HD video
 - Meeting, Training, Event, and Support versions
- Document, application, desktop sharing
- Manage meeting activities with Meeting Spaces
- Ad-hoc and scheduled meetings,
 - Including Outlook, Lotus Notes
- Interoperable with Cisco UC
- Delivered securely via Cisco WebEx Cloud and on-premises
- Consistent, cross-platform experience
 - Windows, Mac, Linux, Unix, Solaris
 - Support on mobile devices
 - Available in 13 languages

Cisco WebEx

1 | PREPARE



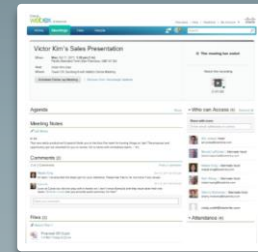
Attendee Organisation

2 | MEET



HD Conferencing
Real-Time Screen Sharing
Mobile Meetings

3 | FOLLOW UP



Recordings and Discussions

Contact Centre

Call Centre agent support for:

- Cisco Unified Contact Centre Express with up to **100 agents**
- Contact Service Queues (CSQ)
- Cisco Agent Desktop (CAD)
- Cisco Supervisor Desktop
- Skills based routing
- Flexible workforce



Cisco Mobile Supervisor (Mobility)

- View real-time reports on their iPhone or iPod Touch
- Dynamically respond to changing situations from any location
- Can change an agent's state
- Stay connected with their team to positively impact the contact centre business
- Engage in the contact centre being mobile



Cisco TelePresence

Portfolio for Midmarket

- Transform any conference room into a TelePresence room
- Turn any display into a powerful TelePresence system
- Visually collaborate from your desktop
- Support up to 1080p HD video calling
- Cisco WebEx for desktop sharing
- Personal video with EX60 and EX90
- Immersive video with CTS room systems



Cisco Prime Collaboration

Unified, Simplified Management of Voice and Video Networks

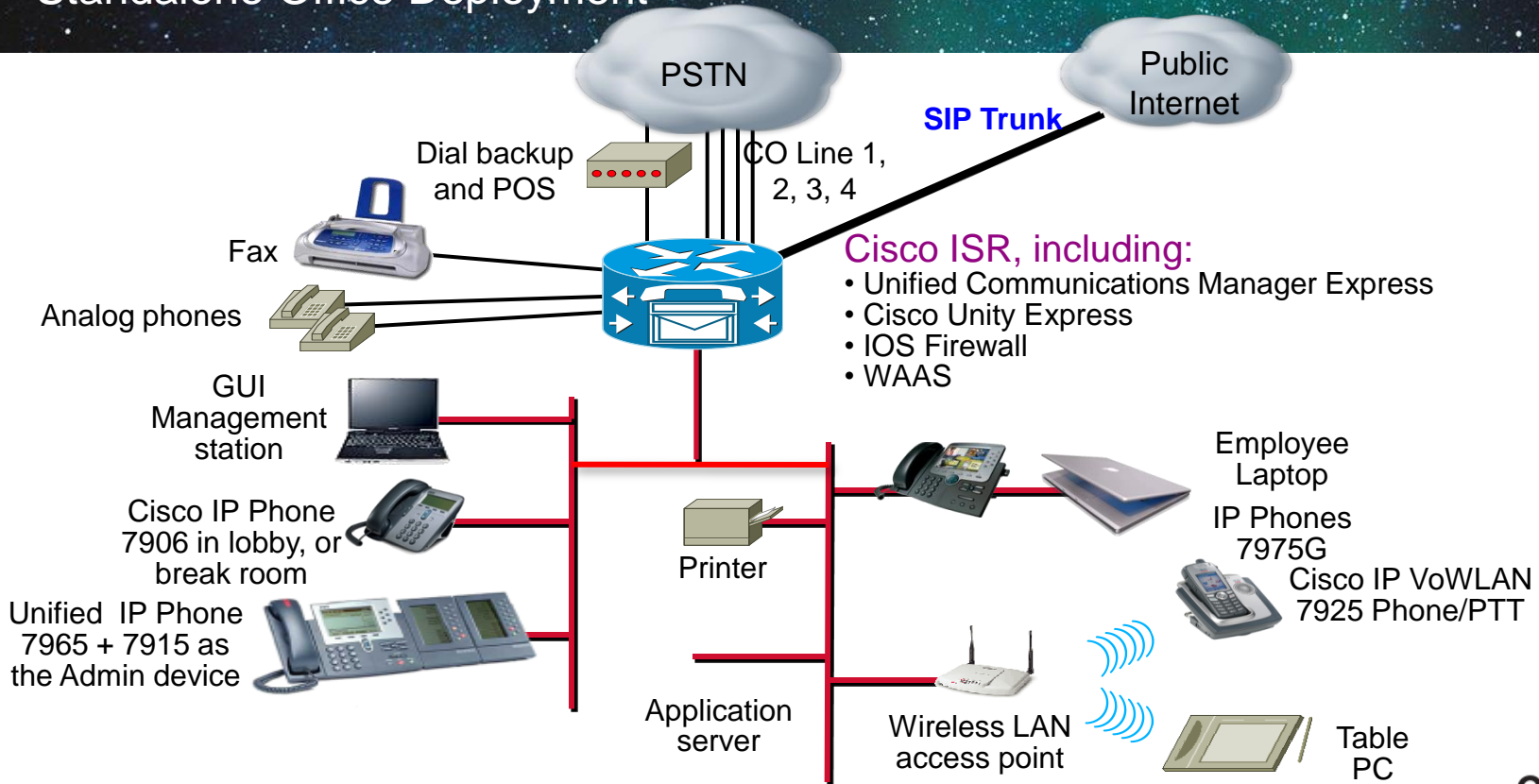




Deployment Models CME

Communications Manager Express (ISR G2)

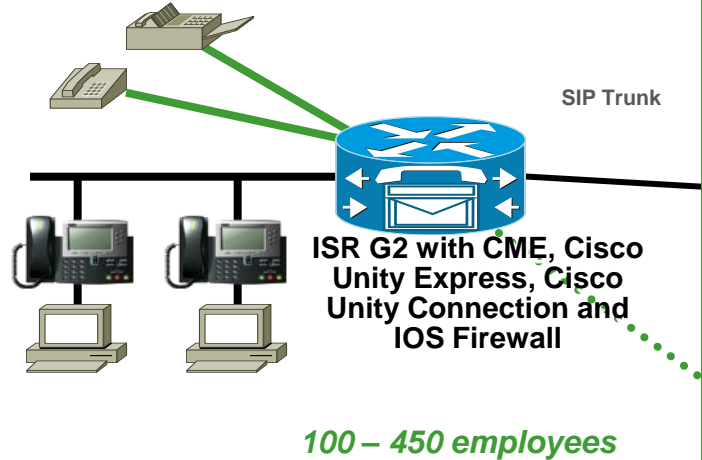
Standalone Office Deployment



Communications Manager Express (ISR G2)

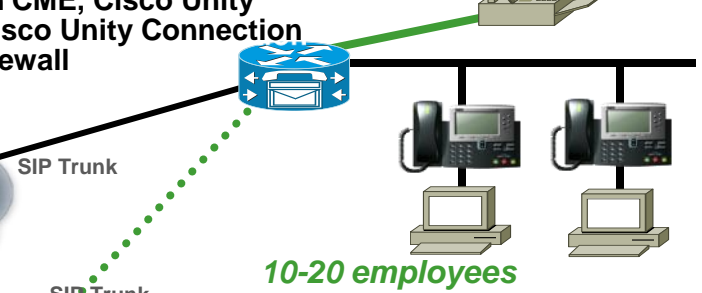
Distributed Enterprise Branch Office

Main business location



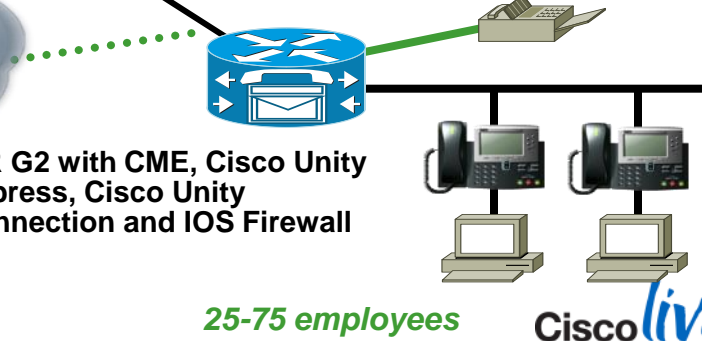
Branch Location

ISR G2 with CME, Cisco Unity Express, Cisco Unity Connection and IOS Firewall



Distribution Centre

ISR G2 with CME, Cisco Unity Express, Cisco Unity Connection and IOS Firewall



- Networked Call Processing
- Networked Voice Messaging
- Extension dialing between sites
- Toll Savings
- Calling Name, Number
- Intelligent Call FWD & Transfer

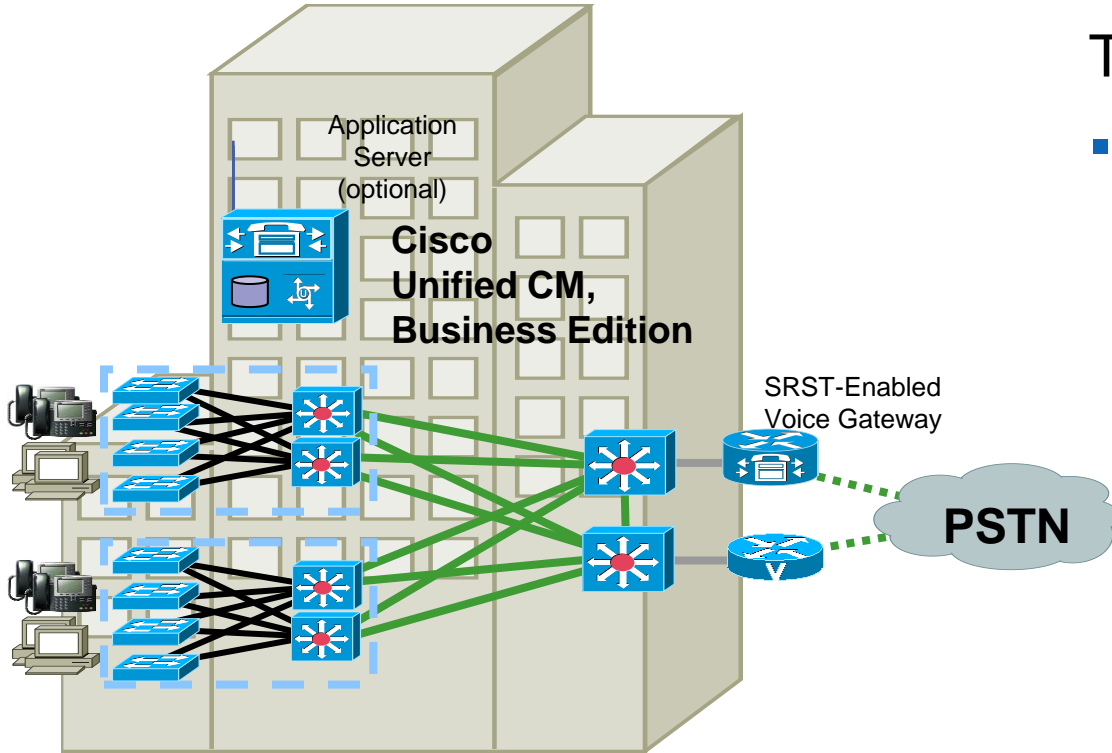




Deployment Models BE6K with SRST/CME

Communications Manager Business Edition 6000

Single Site

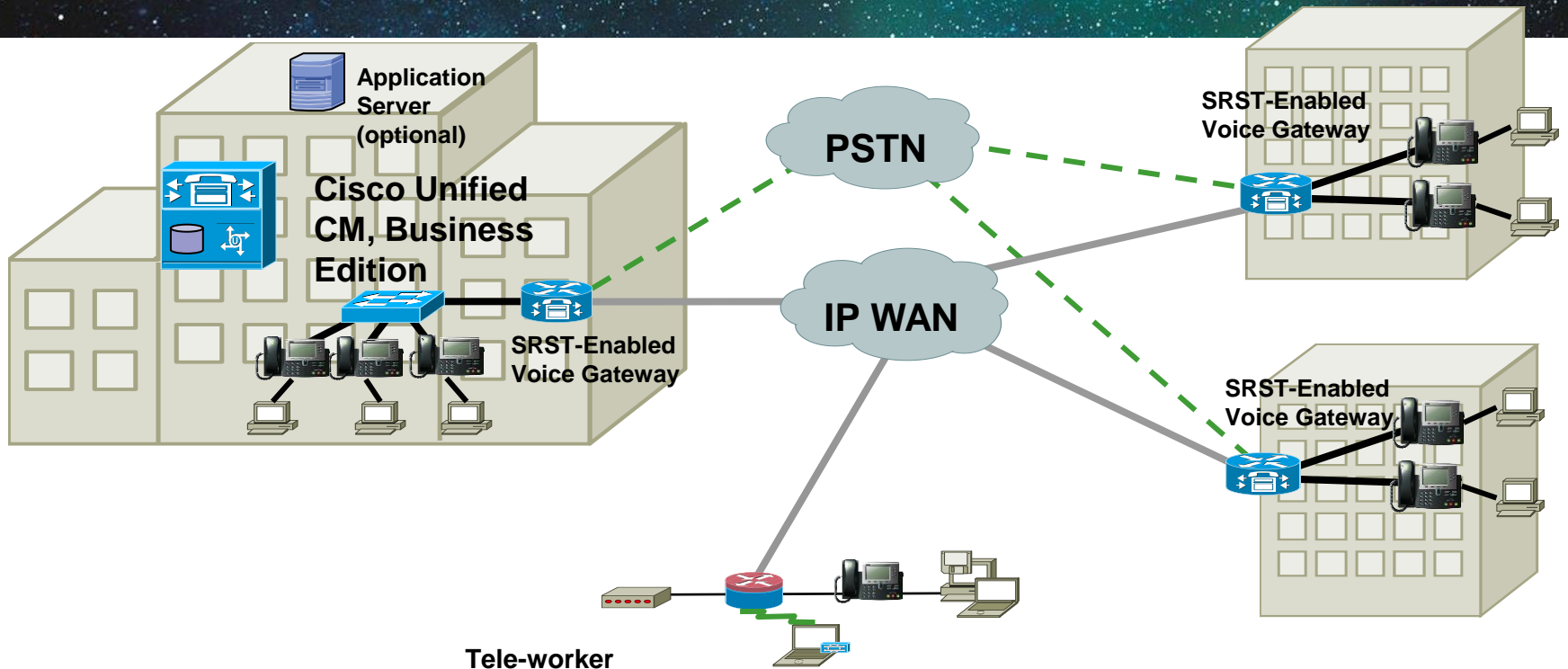


The single-site model:

- Consists of Cisco Unified CM and Cisco Unity Connection on the same hardware platform, located at a single site or campus

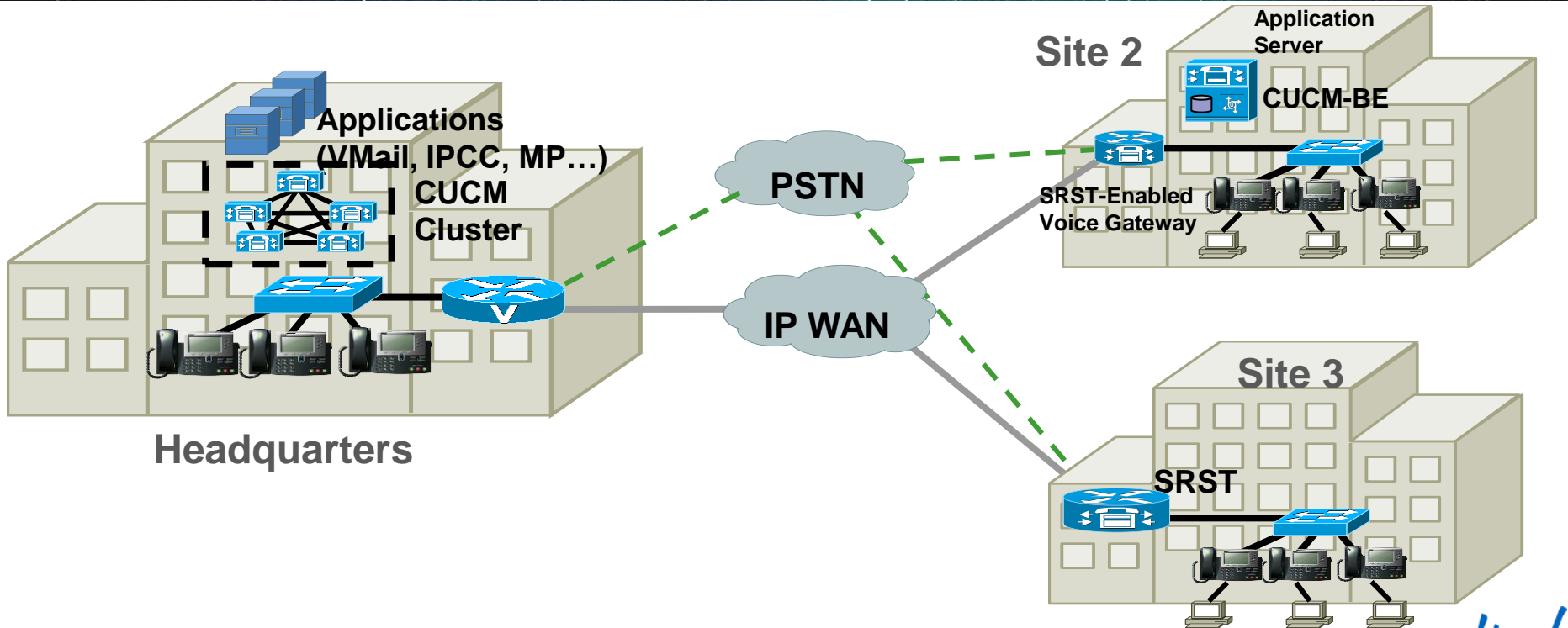
Communications Manager Business Edition 6000

Multi-Site Centralised Call Processing



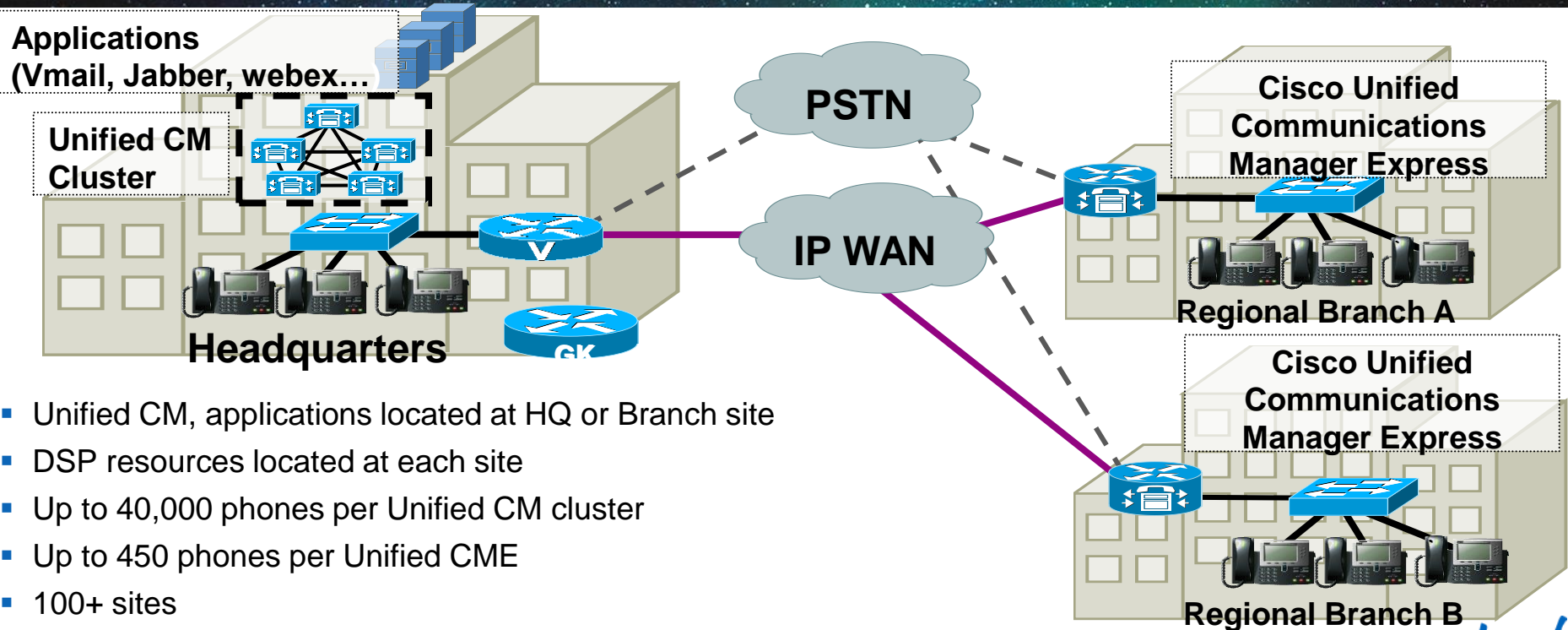
Communications Manager Business Edition 6000

Multi-Site Centralised Call Processing (CUCM to CMBE or SRST)

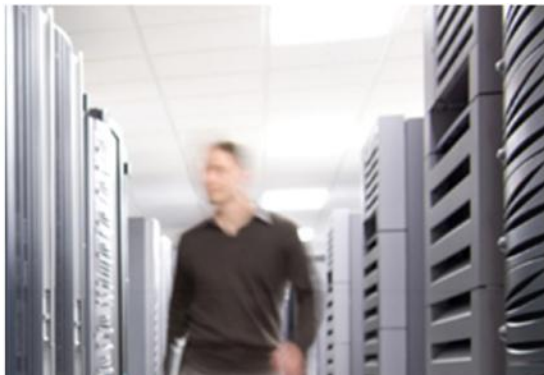


Unified Communications Manager Express

Distributed Call Processing



- Unified CM, applications located at HQ or Branch site
- DSP resources located at each site
- Up to 40,000 phones per Unified CM cluster
- Up to 450 phones per Unified CME
- 100+ sites



Q & A

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