

TOMORROW starts here.

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Accelerate and Assure Collaboration Deployments with Cisco Prime Collaboration

BRKUCC-2670

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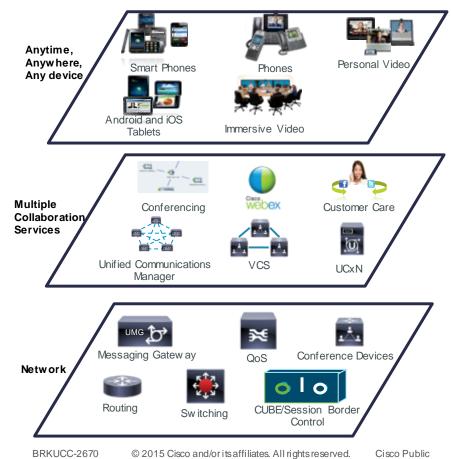
Agenda

- Introduction
 - Management Challenges
 - Unified Management
 - Packaging
- Solution Overview
 - Provisioning
 - Assurance
 - Analytics
- Takeaways
- References





Collaboration IT Manager's Challenge



End-users demand

Quick service rollouts and changes request action Highly reliable service: Anytime, Anywhere with Any device Best quality voice and video experience

IT Managers are challenged with

- Diverse services and applications
- Continuous changes : new technologies, features and deployments
- Shortage of highly skilled IT staff to keep up with the change and to troubleshoot complex and converged network

Cisco Prime Collaboration Life-Cycle Management of Voice and Video Networks



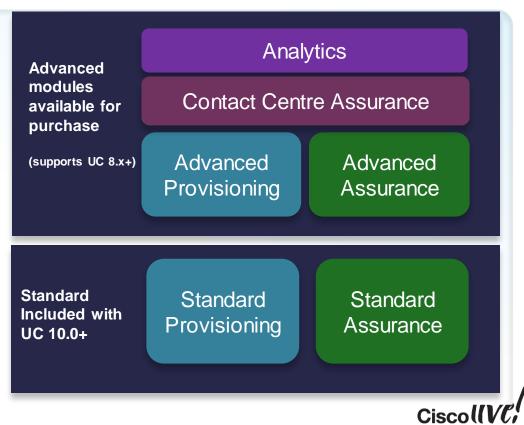
What is Unified Management of Voice and Video Networks

- 1. Consolidation of multiple tools into single management system
- 2. Cisco Prime Collaboration becomes "the management platform" with UC 10.0 and beyond
- 3. Cisco Prime Collaboration comes in two edition **Standard** and **Advanced**
- Inclusion of Prime Collaboration Standard with every UC 10.0 order – and Prime Collaboration Advanced is available for purchase



Packaging - Standard Included with UC 10.0+

- Cisco Prime[™] Collaboration Standard is included with all Cisco[®] Unified Workspace Licensing and Cisco User Connect Licensing, and Cisco Prime Collaboration Advanced is available for upgrade.
- **Standard** is available and compatible only with Cisco Unified Communications 10.X. Advanced supports Cisco Unified Communications 8.0 through 10.X.
- **Standard** enables provisioning of all voice and video services purchased and fault monitoring across voice and video for a single cluster environment.
- **Advanced** is available for multicluster scale, additional automation, deeper diagnostic capabilities, and long-term reporting.



Cisco Prime Collaboration Standard and Advanced Feature Highlights

 Assurance Voice and video fault Performance metrics Email notifications Simple RBAC Not available – advanced offer only Multi-cluster in a single instance Detailed endpoint monitoring Deep video session monitoring Multi-level RBAC and grouping Diagnostic tests and more Long-term reporting and analysis: Technology usage Traffic analytics Capacity planning 	 Single cluster Single cluster Provisions collate Three levels of Findelegation Audit log across services Single cluster base 	Optionalaboration services RBAC for s multipleIncludes all Standard features, plus:
 Analytics Not available – advanced Traffic analytics Capacity planning 	 Assurance Voice and vide Performance m Email notification 	 Multi-cluster in a single instance Detailed endpoint monitoring Deep video session monitoring Multi-level RBAC and grouping
Asset usage Quality of service	Analytics Not available - offer only	 Technology usage Traffic analytics Capacity planning Asset usage

Cisco Prime Collaboration Provisioning Accelerate The Cisco Collaboration Deployments



Design

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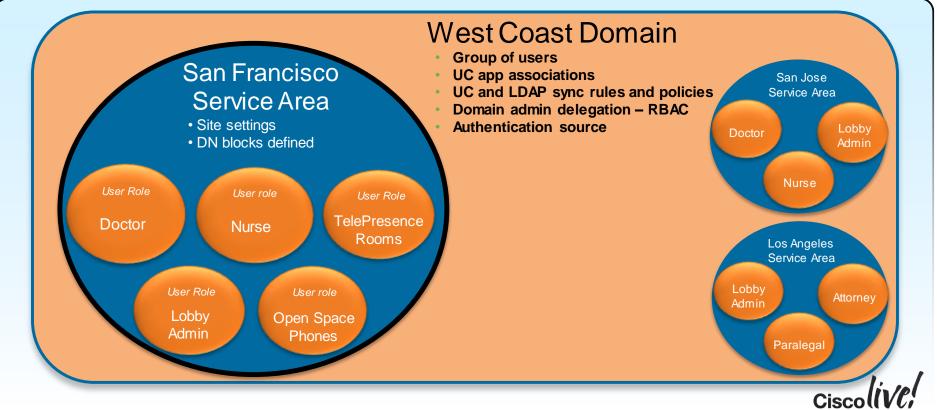
arious Aspects of Design		🔝 Home	Design The Deploy Reports V
User provisioning setup Domains 			 Infrastructure Setup User Provisioning Setup Infrastructure Templates
 Service Areas (sites) User Roles (policy) Service Templates Automatic Service Provisioning 		Add Device *Name *Host / IP Address *Application *Version LDAP Integration	Unified Communications Manager Unified Communications Manager Unified Communications Manager Unify Connection
Greenfield setup – Getting Started Wizard	All Domains All Domains APAC Service Areas Bangalore Karachi	*User Name *Passwore Extension Mobility Details (if Service Name Service URI	³ Unity Communications Manager Express (CME) Unity Express (CUE) ^a Generic IOS Router Expressway Edge Expressway Core
 Infrastructure setup Add devices, media servers, routers, TMS, LDAP servers, ACS servers etc. Import discovered devices from Assurance 	Singapore Sydney Tokyo User Roles Employee Executive Pseudo Service Templates 7970-SIP-Karachi Bangalore_Natior Open_Space_Phot		Directory Server (LDAP) Access Control System (ACS)
Brownfield setup Synchronise to an existing UC network 	 East Coast LATAM LDAPDOMAIN West Coast 		Cisco (ive)

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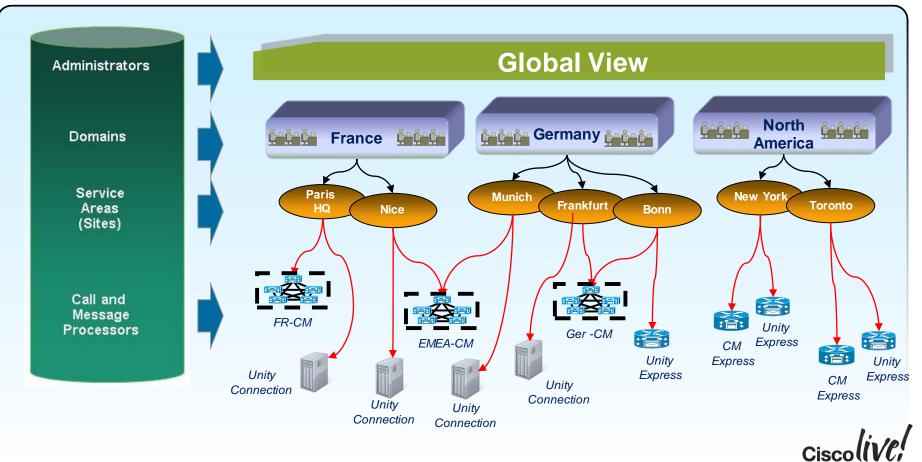
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Provisioning Concepts

- Domain is a collection of users to be managed together and/or assigned to an administrator
- Service Area is a site or location
- User Role defines rules and policy for end user services

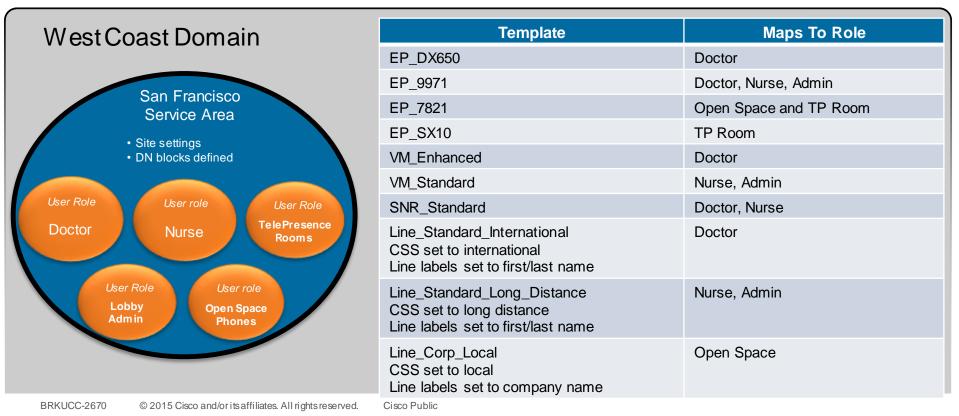


Mapping with the Collaboration Deployment



Service Templates

- Map to specific User Roles and Service Areas
- · Defined service settings/attributes, selected and applied at order time
- · Default templates applied if admin does not choose a custom one



Keyword Support

- Significant improvement in provisioning line, endpoint and voicemail text/DN fields, in Service Templates, and during wizard based ordering
- Less info to enter when provisioning user services
- Consistent naming in display fields
- Automatic truncation controls text length
- Keywords:

FIRSTNAME, LASTNAME, USERID, EXTENSION, COMPANY, MIDNAME, DEPT, EMAIL, EMPID, MANAGER, COUNTRY, TITLE, CITY, STATE, ZIP, and CORPEMAIL

Line Description	\${USERID}\${COMPANY}(3)\${TITLE}(4)
Alerting Name	
ASCII Alerting Name	\${USERID}\${DEPT}
3CII Display (Internal Caller ID)	

Endpoint Template	RDP Template	User Services Template	Domain Rules
Device Description	Device Description	Self-Provisioning User ID	LineDisplayString
			DescriptionString

Line, RDP Line and Extension Mobility Line Templates	Voicemail Template	Core attribute fields: Line, RDP Line, Extension Mobility Line	Core Voicemail fields
Line Description	Voicemail Corporate Email Address	Display (Internal Caller ID)	Voicemail Alias
Alerting Name	City	Alerting Name	Voicemail Display Name
ASCII Alerting Name	State	ASCII Alerting Name	Initials
ASCII Display (Internal Caller ID)	Postal Code	ASCII Display (Internal Caller iD)	Title
Line Text Label	Country		Employee ID
ASCII Line Text Label	Department		
External Phone Number Mask	Manager		
	Billing ID		
			Cisco (IVC;

Getting Started Wizard

Initial setup of CUCM and PC Provisioning*

- Define CUCM, Unity Connection, IM&P, Exchange, LDAP
- Integrates applications
- Sets up a Domain (user group), a Service Areas (site) and a User Role (policy)
- Sets up Prime Collaboration Automatic Service Provisioning

Creates an initial site

- Provisions site related settings (device pool, partition, CSS, DN blocks, etc.)
- Imports basic dial patterns from CSV file or CUCC application
- Builds a site in UC applications

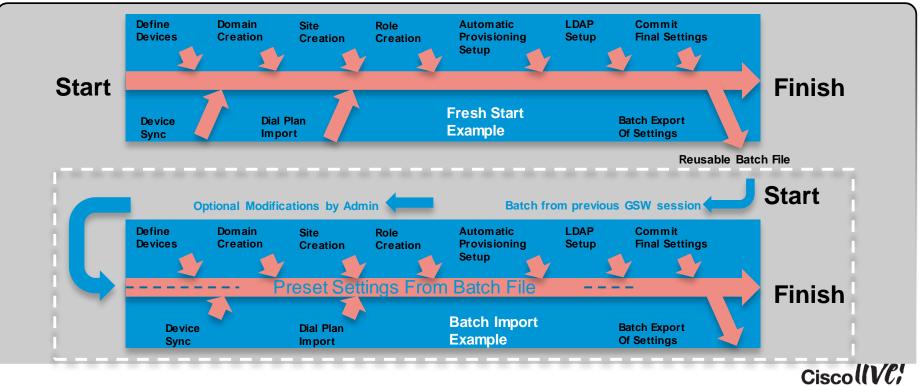
Reentrant

- Can export the settings as a PC Provisioning batch file
- Batch file can be modified and fed back into the Setup Wizard to prepopulate settings for the next installation
- Batch file can be broken up into separate tasks and/or modified and fed into the PC Batch Provisioning system
 Designed for BE6000/single cluster environments

Welcome	ith Prime Collaboration		Step 1
Prime Collaboration Provisi entire Unified Communicta	oning enables you to quickly enable servic ions system	es and provision users acro	ss your
This wizard will assist you	u in:		
Unified Communi Product Deploy		User and Endpoint Deployment	
	→	÷ 🔩	
More Info	More Info	More Info	
Before you begin:			
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Getting Started Wizard

- · Guides the admin through a fresh configuration of PCP, CUCM, Unity Connection and IM&P
- Sets up integration with LDAP and Exchange
- · Sets up Prime Collaboration's automatic service provisioning feature
- · Designed for greenfield single cluster environments



Users and User Roles

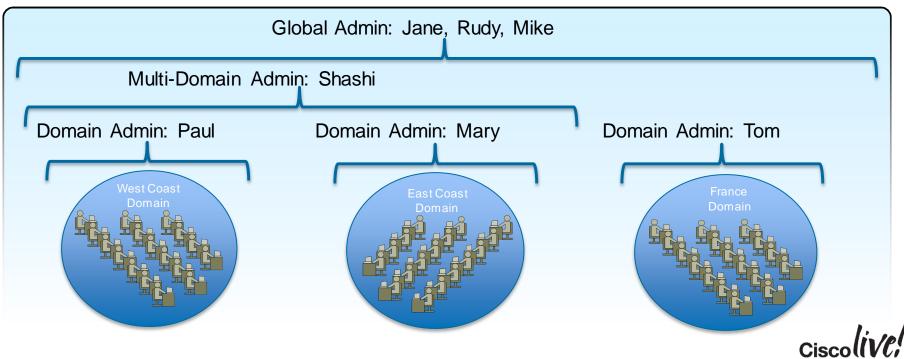


- A user can be:
 - A person (bsmith / Bob Smith)
 - Collection of endpoints (B3_open-space_phones or SparePhones)
 - A location (wizard_conf_room or elevator4)
- · User roles control which products and services a domain admin can order for a user
 - Only applicable endpoints or services will appear at order time
 - User roles are mapped to Service Areas (sites) so only sites that can have a role are available
 - User roles also contain the service settings for Automatic Service Provisioning
- The default user roles are:
 - Employee or Executive Default roles assigned to new users
 - Pseudo Used to provision endpoints that cannot have an associated user in CUCM
- User roles exist in each domain
 - Each set of user roles may be customised in each domain by adding, removing, or changing the predefined endpoint and service settings
- Global level admins can create additional user roles
 - Includes roles for open space areas, conference rooms and TelePresence rooms. This makes it easy to reference the endpoints by common names (Iron conference room) instead of by MAC address

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Administration Levels

- Domain groups can be defined to allow delegation of user provisioning
- Domain administrators can be defined to manage one or more domain groups
 - Domain Administrators do not need to have accounts on call processors or voicemail processors in order to manage users



Additional Domain Admin Roles

Advanced Ordering role

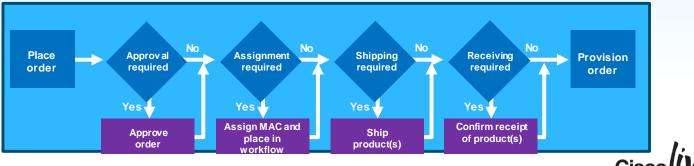
Allows access to all individual attributes/settings at order time

Infrastructure Management roles

- Created by global admin level admins
- Provides access to one or more dial plan objects, such as call pickup group or hunt groups
- Can be given to higher-level order admins or technical support admins (no order access)

Workflow admins

- Order approval role
- MAC address assignment role
- Shipping role
- Receiving role



Deploy

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Various Aspects of Deploy

Day 1 activities

- Infrastructure configuration
- Unified communications services
- Batch provisioning

Day 2 activities

- User provisioning
- Self-care portal

Provisioning management

- Manage activities

Provisioning inventory

- Manage phones, directory numbers
- Inventory browser and search



Analyze 🔻

Operate

Infrastructure Configuration

Unified Communication Services

User Provisioning

Batch Provisioning

Report •

Activities •

Search History

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Administration

Provisioning Management

Provisioning Inventory

Deploy •



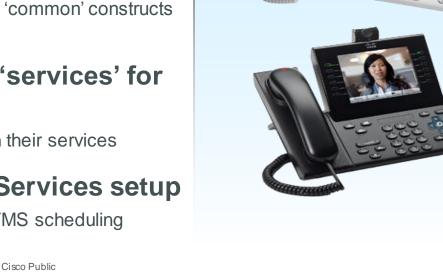
Day 1 Services Infrastructure

Infrastructure Configuration

- Manage system and dial plan related objects
- Template-based infrastructure configuration
 - Push dial plan components and other 'common' constructs to end systems
- Batch processing of total 'services' for users
 - Bulk-create initial users and provision their services
- Unified Communications Services setup
 - Enable Jabber or UDS, and choose TMS scheduling groups

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Infrastructure Configuration

✓ ✓	alling Search Space		Operational Status Active Active Active Active	Show All	
CUCM10-159-CiscoUnifiedCM System Call Routing CAR Group Call Route Filter Route Filter Route Filter Route Filter Cass of Control Cass of Control CAcess List C Time Period	Add // Edit Ban Copy Name Mexico_National_CSS Mexico_local_CSS Brazil_National_CSS Brazil_local_CSS		Active Active Active	Show All	Total 4 😵 🎬
GUCM10-159-CiscoUnifiedCM System Call Routing	Name Mexico_National_CSS Mexico_local_CSS Brazil_National_CSS Brazil_local_CSS		Active Active Active	Show All	<u> </u>
CUCM10-159-CiscoUnifiedCM System Call Routing Call Routing Call Route Call Route Call Route Filter Route/Hunt Call S of Control Call Access List Ci Time Period	Name Mexico_National_CSS Mexico_local_CSS Brazil_National_CSS Brazil_local_CSS		Active Active Active	Provisioning Status	
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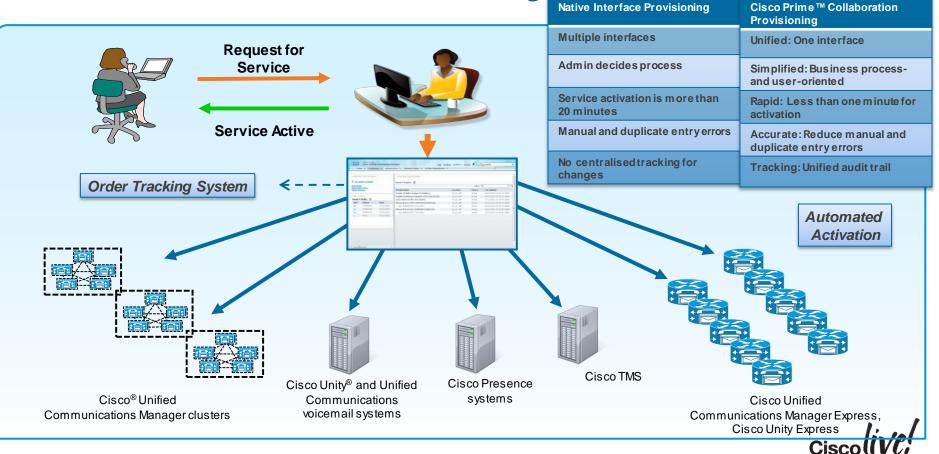
Day 2 Services

- Manual or Automatic ordering processes
- MACD (Move, add, change, and delete functions)
- Workflow-oriented

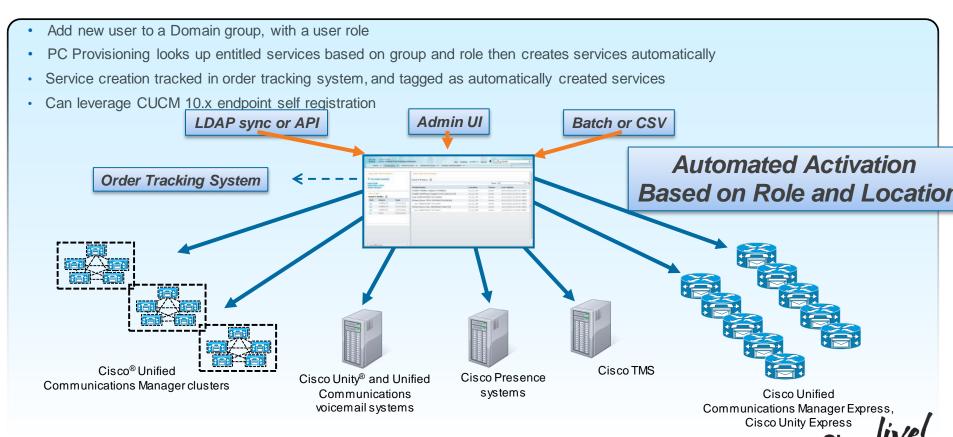
Subscrit	ber Record Optio	ans	Subscriber Record Details					
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New C	Irder					Show	All	-
	riber Notes		ProductName	Location	Status	Last Updat	te	
Move	Services		Phone (Cisco 8945; SEP00C147485960)	5A001	Active	23-01-2012	19:57:45 -0800	
-			Line (54567 Tim Smith)	SA001	Active	23-01-2912	19:57:55 -0800	
View O			Voicemail (54567)	5A001	Active	23-01-2012	19:58:06 -0800	
	Orders. 🛱		Email (tsmth_1)	5A001	Active	23-01-2912	19:58:09 -0800	
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3	COMPLETE	20-01-201	Voicemail (45634)	5A001	Active	20-01-2012	09:10:47 -0800	
2	COMPLETE	20-01-201	Email (tsmith)	5A001	Active	20-01-2012	09:10:50 -0800	
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Automated Service Provisioning



Automatic Service Provisioning



A	utomatic Service Provisioning		Adds an Extension Mobility devic Jabber Service Add one or more Jabber clients. Automatic Service Provisioning Enable actor provisioning for this	>	r synchronized
•	natically provisions services for new users New users synced in from LDAP CSV file or batch loading new users When adding new users individually through Add User UI When added through the Northbound API to configure	Now part of User Role setup	Hox Northborron E	ndpoints 3	
•	Configure as part of Setup Wizard (settings appear in User Role automatically) Manual configuration and modification LDAP sync settings and filter can be set during Setup Wizard s with CUCM 10.0 user endpoint self provisioning (BYOD) PC Provisioning can create a line and templates in CUCM so user can attach phone		Directory URI Pseudo User Roles Can choose to auto provision when adding new users	Employee Jabber Mobile-Users Self_Provision	0
•	PC Provisioning does LDAP sync if AD environment PC Provisioning can setup self provisioning if customer does not have AD/LDAP environ Prime Automatic Service Provisioning expands coverage providing voicemail and end provisioning LDAP sync for new users moved from CUCM to PC Provisioning		Auto-Provisioning Parameters Auto-Provision based on * Service Area * Line Type	Employee ✓ Endpoint Cisco 7975 ✓ Line ✓ Presence Service SJC-N Auto-Assigned Line	· ·
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Service De-Provisioning

Automatic

- Feeds off LDAP sync process
- Five choices of what to do when a user is removed/disabled in AD
- Provisioning can completely remove user, services and _ return DNs back to the DN pool (default hold on DNs is 7 days)

Manual

- Admin can cancel an individual service
- Admin can cancel an endpoint and leave behind the line, or cancel the endpoint and remove all lines and services associated to the endpoint

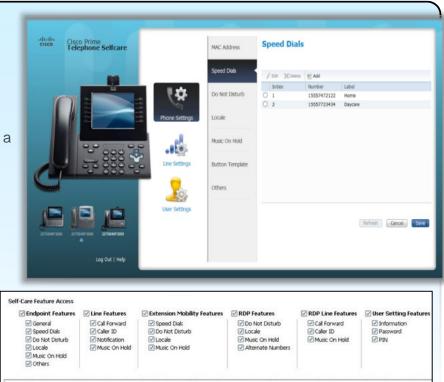
LDAP Sync Policy	
Mode	Authentication and Synchronization
Re-Sync Every	0 None 👻
Synchronization Start Date	12-08-2014 20:10:00 (dd-MM-yyyy HH:mm:ss Z)
Update Existing User Details	All fields
Action when LDAP users deleted	Delete user and all services from Provisioning and CU -
* Users Search Base	Do not make changes in Provisioning Delete user if there are no services in Provisioning
LDAP field Mappings	Delete user in provisioning Delete user, but keep services in Provisioning and CUCM Delete user and all services from Provisioning and CUCM
	User ID sAMAccountName
	First Name givenName
Endpoint (Cisco 7911: BAT2009082D600B)	Panalees ADAC_CLCM_102_Ciccol.i
- Line (8081111 Kapoor)	Endpoint (Cisco 7970: BAT2011EFF6E002)
Endpoint (Cisco 7942: SEP8899AA445511)	Device Pool Bangalore_DP
Endpoint (Cisco 7970: BAT2011EFF6E000)	Location Bangalore
Endpoint (Cisco 7970: BAT2011EFF6E001)	Common Device Config Calling Search Space
Endpoint (Cisco 7970: BAT2011EFF6E002)	Description Kapoor bkapoor 8081002
- Line (8081002 Kapoor)	Actions
- Voicemail (8081002)	Change I Replace
Endpoint (Cisco 7970: BAT2011EFF6E005)	
	📋 Cancel 📄 📔 Inventory 📋 Change Owner
- Line (8081008 Kapoor)	Cancel Inventory Change Owner

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Cancel Service
Note: Canceling this endpoint will also cancel dependent services (lines and voicemail) that are selected. Deselect any lines you do not wish to cancel.
Services to Cancel : Endpoint Cisco 7970 (BAT2011EFF6E002) Line 8081002 Kapoor (Line) Voicemail 8081002

Self-Care Portal

- Provides end-user self-care for pre 10.0 CUCM environments
- Can enable **the end user** to set individual attributes and personal preferences:
 - Phone—Options for the phone, such as speed dial, music when a person is placed on hold, extension mobility and single number reach
 - Line—Options for a specific line on the phone, such as call forwarding, caller identification, and notifications
 - Voicemail—Options such as unlock voicemail, and change voicemail PIN and web password
 - User—Options for the user, such as last name, passwords and personal identification numbers (PINs)
- Settings to enable/disable specific tabs to customise features available to end-users
- Self-care portal supports SSO* or Domain by Domain authentication sources



* Self-care SSO support for standalone Provisioning server only.

Reports

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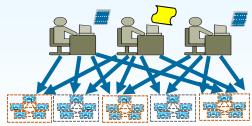
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Unified Tracking

- · Centralised tracking not available from individual applications
- Single point for ordering allows single point for order tracking
- Order tracking is important for:
 - Change tracking
 - Troubleshooting
- · Security audit trail is important for:
 - Administrator login and logout tracking
 - Password change tracking
 - Security audits



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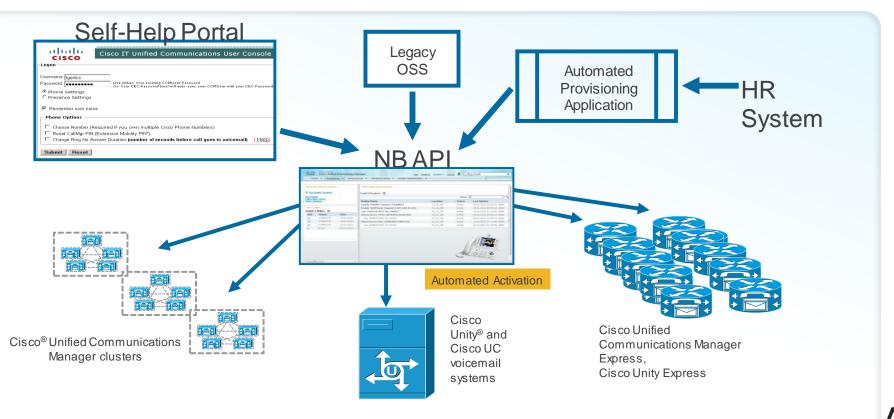
Administrative Settings

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Integration Examples



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Multilingual Support Concurrent Language Support

Subscriber Record Options) Tim Smith (tsmith) • New Order • Subscriber Notes • Move Services	Order Entry Select Product Orderable Products Enable Mobility Support Enables mobility for this subscriber on a Call Processor.	[Step 2]		
View Orders There were no Orders ound.	Enable Presence Enable Presence Enable Presence messaging updates by enabling the Line on a Shared Phone Add a new line to a shared Phone. Phone Adds a new phone for a subscriber. Adds a new phone and line. Remote Destination Profile for a subscriber Adds a Remote Destination Profile and line. Single Number Reach Service Adds single number reach capability and enables mobil Continue Previous Cancel	Every et al active la prolative destination distante à la donné. Every et al prolation destination distante. Every et al prolation destination distante.		
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Localisation

- Render on the fly language allows multiple users to see provisioning UIs with different languages
- Allows delegation to local language administrators
- Language updates or new support can be loaded by a provisioning administrator

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Chinese (Taiwan)	zh_TW	Mon Aug 25	12:58:56 UTC 2014	
Danish	da	Mon Aug 25	12:58:56 UTC 2014	
Dutch	nl	Mon Aug 25	12:58:56 UTC 2014	
English	en	Mon Aug 25	12:58:56 UTC 2014	
French	fr	Mon Aug 25	12:58:56 UTC 2014	
German	de	Mon Aug 25	12:58:56 UTC 2014	
Italian	it	Tue Aug 26	17:00:32 UTC 2014	

sSL Certificates	 			

Language	Provisioning
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Chinese (Simple)	
Chinese (Taiwan)	
Danish	
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French (European or Canada)	
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Italian	
Japanese	\sim
Korean	
Polish	
Portuguese	
Russian	
Spanish (European or Latin Am)	
Swedish	
Turkish	
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Cisco Prime Collaboration Assurance Assure the Cisco Collaboration deployments



Assuring Collaboration Network: Challenges

Reliability

Ensuring services availability 24/7

Complexity

Quality

- Limited IT staff
- Vast number of network components
- New technologies every year

Changing network & configurations

• Multiple types of endpoints & services







Prime Collaboration Assurance

Ensure high service availability and service quality

Complete Service Assurance

- Single pane to monitor Unified Communications, Gateways, Trunks, TelePresence and Unified Commuting System.
- Reduces recovery time with intelligent root-cause correlation.

Optimise IT Operations and Resources

- Proactive service availability and WAN performance monitoring.
- · Significantly reduces problem isolation time

Greater End-User Satisfaction

Service quality problems can be isolated before users are affected

Timely alerted Trunk down enabled us to proactively work with service provider and fix it before end-users complains about not able to make external calls – Steve, Voice Engineer, Booking.com

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Cisco Prime Collaboration Assurance Detailed Features

Full Network View

- · Endpoints, servers, and infrastructure
- · Cluster-level groupings and deployment topology view
- Contact centre enterprise topology

Cluster Specific Dashboards

 View Cluster Specific Dashboards including Call Processor Health Summary, Alarms, Registered Devices and other key KPIs

Synthetic Testing

- · Run both real-time and scheduled tests.
- Check for dial tone, registration, and end-to-end communication.
- Test links with IP SLA to isolate jitter and packet loss.
- · Post-roll out tests to verify phone features are working.
- Trace and analyse call path to determine which devices are causing call failures





Cisco Prime Collaboration Assurance

Video Assurance features

End-to-End Monitoring

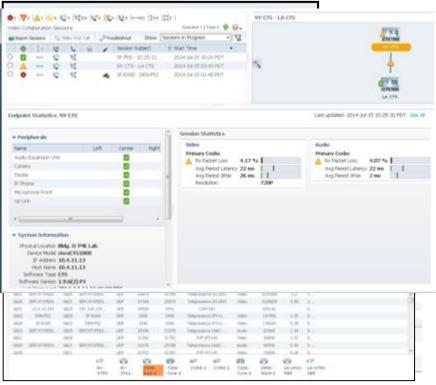
- View all sessions scheduled, completed, or in progress.
- · See each end point details

Real-Time Diagnostics

- Conduct Path Trace to view CPU, memory, and interface statistics to locate bottlenecks in the network.
- Conduct Path Assessment to reveal potential configuration issues
- · View traffic flows to see if other traffic is present

Video Test Call

• Ensure end-to-end service experience using "Video Test" call ahead of important upcoming meeting





Cisco Prime Collaboration Assurance

Contact Centre Assurance - Features

Robust monitoring and diagnostics application that helps network operators

reduce Unified Contact Centre Enterprise downtime

Network View

- Real-time view of Contact Centre Infrastructure at site level
- Act on faults using the Device 360° View

Intelligent Event Management

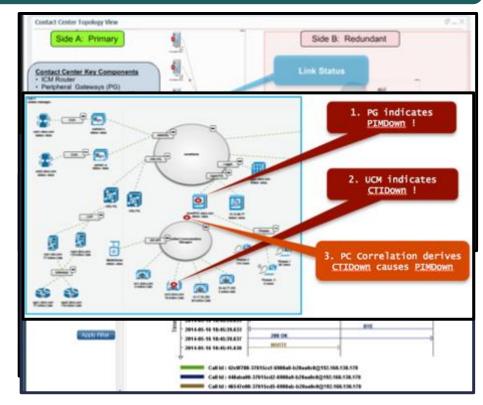
Built-in correlation rules isolate and highlight *root-cause* alarm from the symptoms.

Performance

Detect and address performance issues with a view of critical performance metrics

Call Path Analyser

Identify devices causing call failures using a graphic depiction of detailed call log information



Cisco Prime Collaboration 10.5.1 New features (Advanced)

UCS Hardware Monitoring [Advanced]

- Auto-discover* VM, UCS Chassis and UCS blade using ESX Server, UCS Manager and vCenter as respective seed devices
- ESX Server 5.x and above

UCS C Series Rack Server or B-Series Blade Server managed as FSX host

Monitor CPU, Physical Memory and data store utilisation

Monitor Environment component (Fan, Power Supply and Temp Sensor)

360 View

UCS Manager – 2.x and above

Monitor harware component (Fan and Powersupply) for each UCS Chassis

Monitor key UCS Manager SNMP traps.

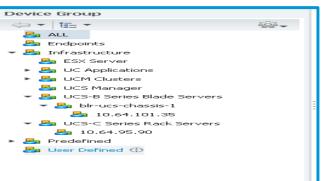
360 view

vCenter Server - 5.x and above

Monitor key vCenter SNMP traps.

360 view







Cisco Prime Collaboration Assurance 10.6

Simplified Cluster Monitoring and Diagnostics

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Cisco Prime Collaboration Assurance 10.6

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Cisco Prime Collaboration Assurance 10.6 Track Key Shared Resources Usage

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Cisco Prime Collaboration Assurance 10.6

Proactively Troubleshoot Availability and Performance

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Cisco Prime Collaboration Assurance 10.6 On-Demand Log Collection for quicker device issues troubleshooting

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Cisco Prime Collaboration Assurance 10.6

New Key Features and Benefits

More Secure - Restricted Root Access

Miscellaneous [Advanced]

- Maximised 360 view
- CVP VXML Usage Monitoring [Contact Centre Assurance]
- Monitor CDR incoming rate
- NAM Scale

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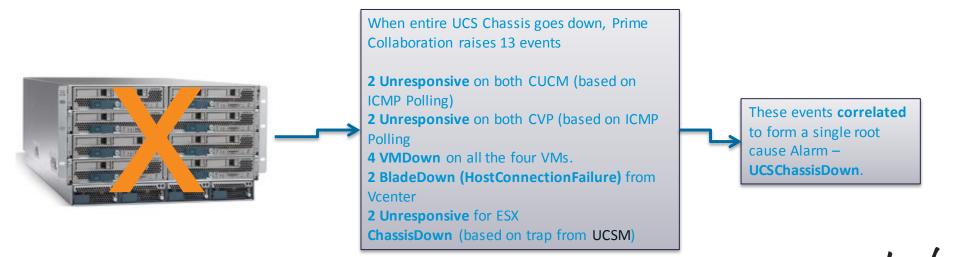
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Cisco Prime Collaboration Assurance 10.6 Service to UCS hardware Correlation Use case

Four new correlation rules VMDown, ESXHostDown, UCSChassisDown and NetworkDown are added to correlate Service and UCS faults into 1 single root cause

E.g: On a UCS chassis, a Communications Manager and a Customer Voice Portal are hosted on a UCS Blade-1. Another set of Communications Manager and a Customer Voice Portal Application are hosted on a UCS-Blade-2.



Cisco Prime Collaboration Assurance 10.6

Call Signalling Analyser – Troubleshooting Workflow

Collection, analysis of trace files from multiple components in a UC Contact Centre Enterprise solution is a non-trivial, time consuming task. It impacts resolution time of customer reported problem

Collect device(s) Log on-demand or import already collected ones

Filter the call leg of interested to troubleshoot

Select the call leg and see call ladder diagram

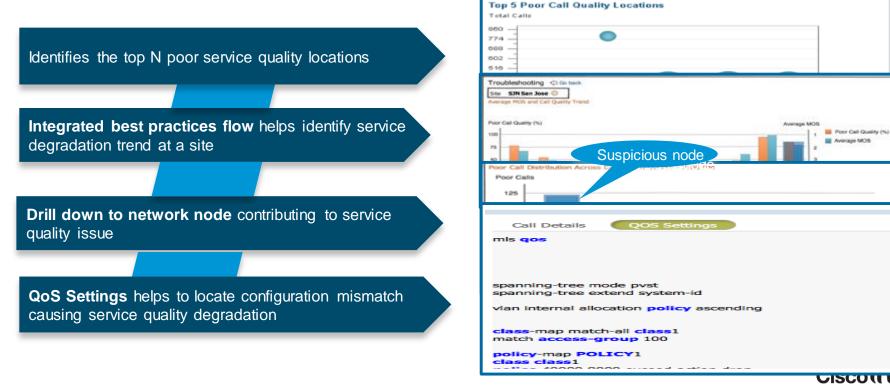
Trace the SIP message failed to connect the call and get its detail

Browse detailed log for further information

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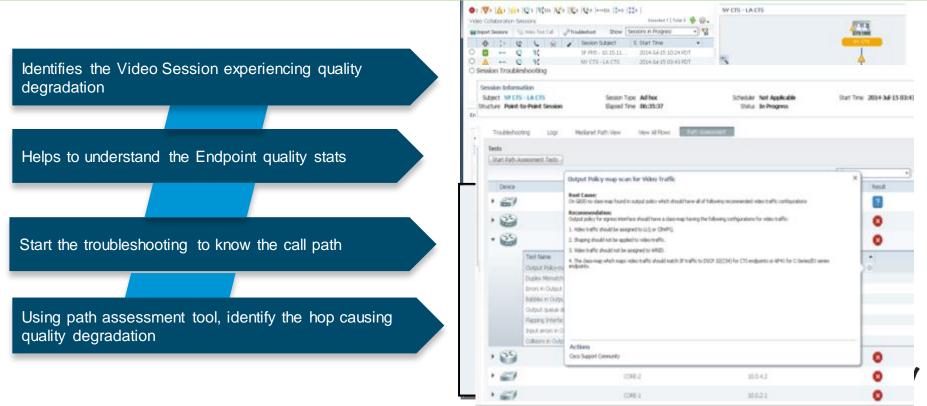
Cisco Prime Collaboration Assurance 10.6 Voice Call Quality – Troubleshooting Workflow

Service quality degradation: Locate and troubleshoot to identify the problem area easily



Cisco Prime Collaboration Assurance 10.6 Video Call Quality – Troubleshooting Workflow

Service quality degradation: Locate and troubleshoot to identify the problem area easily

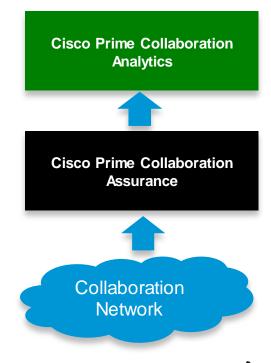


Cisco Prime Collaboration Analytics Optimise The Cisco Collaboration Deployments



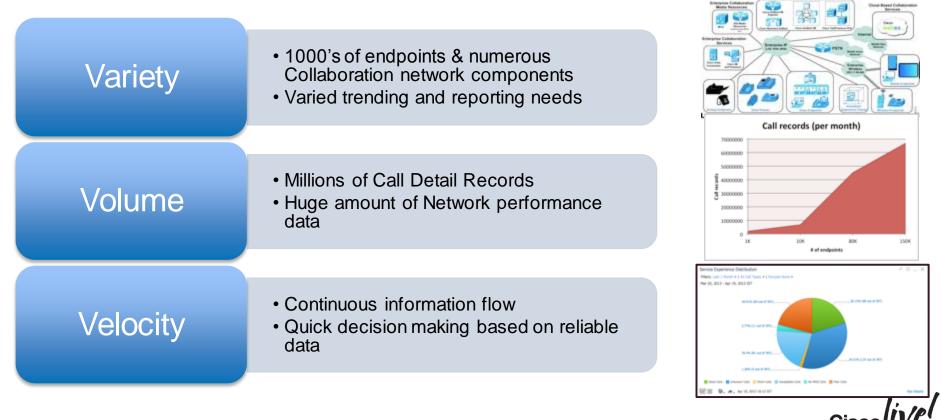
What is Prime Collaboration Analytics?

- UC & TelePresence customers are maturing and now looking for tools to help optimise the TCO
- Customers want to analyse
 - How end-users use the collaboration technologies
 - · How to do effective capacity planning
 - What are the Collaboration traffic patterns
 - How can I distribute and optimise the network services costs
- Key users : CIOs/CEOs, IT Planners, IT Managers





Analysing Collaboration Network: Challenges



Prime Collaboration Analytics Ensure Optimal Resource Utilisation

Cost Savings Through Resource Optimisation

- Identifies under- and overused resources for redistribution.
- Expedites detection of off-net traffic trends for redirection on-net to reduce costs..

Smarter Investment Decisions

 Identifies technology adoption rate to anticipate expansion needs, including heavily used (preferred) endpoint types.

Effective Capacity Planning (forecasting Vs panic)

 Quick identification of capacity bottlenecks promotes adding capacity where its needed, improving quality of service. Long term Trunk Group Utilisation trend helps us to ensure there is adequate capacity remaining to deal with sudden spike in Customer Call volume possibly due to natural disasters like volcano erupt. – Steve, Voice Engineer, Booking.com

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Cisco Prime Collaboration Analytics

Features

Technology Adoption

· Breaks down endpoints consumption/call usage by type, model

Service Experience

 Identifies call failure trends, long-term service quality distribution and most affected endpoints

Capacity Analysis and Asset Usage

• Tracks Trunk Busy Hour Traffic, Capacity of Conferencing (MCU), CAC location and DSP. Determines over or under used assets

Traffic Analysis

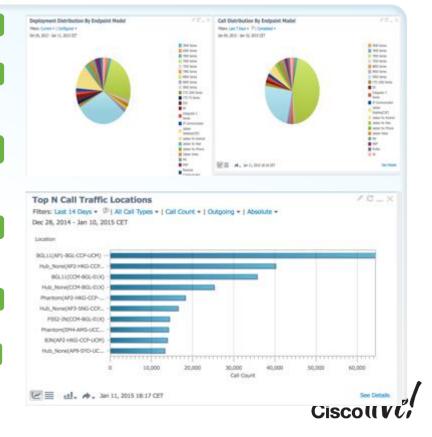
 Tracks dialed numbers, off-net calls, call traffic per location, and traffic type (external, internal, local, and more)

UC Systems Performance

Measures utilisation of key system resources (CPU and memory)

Video Conferences

• Tracks Ad-hoc, scheduled, P2P, Multipoint and Multisite video conferences



Prime Collaboration Analytics

Reports Management

Scheduled Reports

- · System can automatically send the reports via email
- User can choose the day/time and frequency of the scheduled reports

Year long intelligence

- System keeps analysed statistics data for 13 months
- Raw data stored for 30 days

Customisation

- User can create custom reports for a variety of metrics and generate output in variety of graphical formats
- User can customise on-screen dashlets and dashboards
- · Per user preference is saved



Cisco Prime Collaboration Analytics Trunk Capacity planning - Workflow

Identifies the Trunk/Route Group/Custom Trunk Group experiencing capacity bottle neck

Drill down to see the Utilisation trends for past 13 months

Export the detailed Utilisation for further analysis

Monitor the Trunk Busy Hour Traffic and Available Vs. Required capacity

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With increasing voice and video communication in my organisation, it is becoming critical for my team to understand the pattern of trunk usage and plan ahead for additional capacity to improve end-user satisfaction. – Sr. IT Manager (A large health care organisation)

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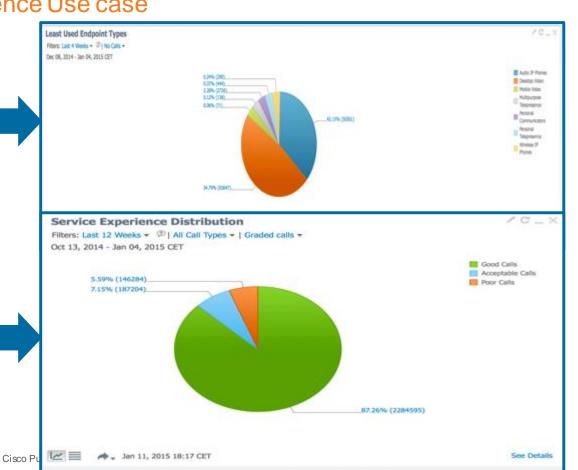
Cisco Prime Collaboration Analytics Asset Usage and Service Experience Use case

A common problem for my team is identifying which endpoints are provisioned, but are no longer in use. This issue is getting more complex as Cisco employees have multiple devices associated with their one directory number. Its becoming increasingly important for my team to gain visibility into endpoint usage. – Jim Marshal (Cisco IT)

An email from CIO:

Mr Administrator,

Its been six months since we migrated to the new Cisco IP Telephony technology. I would like to know how is our employees perceiving the new Cisco IP Phone experience. Can I get an update by tomorrow ?





JABIL

Challenges

- Efficiently monitor large, multicluster, multi-site UC & Video network with 18K endpoints
- Reliably test multi-site collaboration connectivity
- Obtain immediate, actionable information about outages and service issues
- Effective capacity planning

Jabil is a global organisation that offers supply chain management and electronic manufacturing





Solution: Cisco Prime[™] Collaboration (Assurance and Analytics)

"Cisco Prime Collaboration helps us manage our UC & Video environment in multiple ways – we use Topology view to gain visibility into our UC deployment. We leverage Prime Collaboration Alerts to create tickets for faster escalations. The Trunk utilisation trends help us with better capacity planning."

-Brent Gericke, IT Architect, Jabil

Results

- Single management for UC & Video environment
- Extensive usage of Topology
 views to gain visibility into UC &
 video deployment
- Home dashboards and drill downs help isolate the issues faster
- 25 sites deployed and tested using Prime Collaboration remote tests
- Integrated Prime Collaboration alerts with OSS system
- Improved capacity planning using Trunk utilisation trends



Case Study: Managing a Massive Voice & Video Infrastructure with Cisco Prime Collaboration @ Cisco IT

- Challenges
 - 1. Efficiently monitor large multi cluster global UC network with 150K phones 24X7.
 - 2. Consolidate and centralise UC management tools.
 - 3. Obtain immediate, actionable information about outages, including impact to endpoints.
- **Solution** Cisco Prime Collaboration Assurance

"We can now see voice events when they happen with visibility into the network fabric, customisable views and all the fault details we need, right at our fingertips" – *David Neustedter, Architect, Cisco IT*

- Results
 - Increased QoS through synthetic testing without service disruption
 - Quickly troubleshoot call issues and minimise end user impact
 - Detect hardware and peripheral related issues that need to be fixed or replaced

Cisco Prime Collaboration Takeaways and References



Cisco Prime Collaboration

Speed deployments and reduce the time to do adds moves and changes

· Accelerate provisioning and delegate user MACD administration with control

Monitor and Test the Entire Voice and Video Network from a Single Product

Reduce complexity and costs

Proactively Identify and Resolve Network Problems

- · Maintain the highest quality of service possible
- · Minimise effect on services and end users

Analytics

- Track resource and application usage over time to audit the deployment and plan for change optimally
- · Identify service-affecting and user trends before they affect the user experience or the business



Packaging – Standard and Advanced

- Cisco Prime[™] Collaboration Standard is included with all Cisco[®] 10.x Unified Workspace and User Connect Licensing and Advanced is available for purchase.
- Standard
 - Supports a single cluster
 - Enables provisioning of all voice and video services
 - Provides fault monitoring with basic statistics across voice and video

Advanced

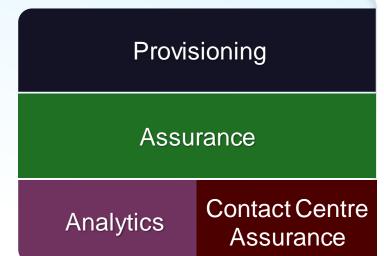
- Standard features with support for CUCM 8.x through 10.x
- Multi-cluster scale with additional automation
- Deeper diagnostic capabilities, and Analytics



Cisco Public

Cisco Prime Collaboration Advanced Ordering Information

- Pricing is based on endpoint type and quantity or concurrent agent count.
- Licenses are stackable for later additions.
 - Cisco SoftWare Support Services (SWSS) is required and includes major and minor upgrades and patches.



Note: Assurance is a pre-requisite of Analytics and Contact Centre Assurance

Services

Technical Training

Professional VODs that show how to install and deploy:

http://www.cisco.com/web/learning/le31/le46/nmtg_training/webpages/Prime_Training_Prod_PCollab.html

Instructor Led Training available through Applied Concepts: http://www.applied-concepts.net/

Implementation Services

Basic and Advanced services packages are available.

Support

We offer 24-hour worldwide support.





Advanced Services Prime Collaboration Service Offerings

The Software Integration and Orchestration (SIO) CoE offers services around NMS and the Cisco Prime Collaboration application.

These services include:

- Solution Plan and Build (also know as PDI Plan Design Implement)
- AS Fixed Price Offerings
- Application Optimisation and Integration (Post Implementation)
- OSS Optimisation (Day 2 Services)

For more information on these services please reach out to your local Account or Sales team



For More Information

Cisco Prime™ Collaboration Website

http://www.cisco.com/go/primecollaboration

Cisco Collaboration Community

https://communities.cisco.com/community/technology/collaboration?vie w=overview

Cisco[®] TAC Prime Collaboration Support Forum

https://supportforums.cisco.com/community/ netpro/collaboration-voice-video/pcm



For More Information – Additional Resources

Partner Resources

http://www.cisco.com/en/US/partner/products/ ps12363/index.html

Demo: Prime Collaboration on dCloud

https://communities.cisco.com/community/partner/collaboration/contactcent er/projects/customer-collaboration-demo-portal?view=overview

Product Team Mailer

ask-primecollab@cisco.com



Cisco Prime for IT - Demo Series

	Every Week*	Prime Demo Series Topic	Same Time	Same Place
Americas Edition	Every Tuesday Every Wednesday Every Thursday * Exceptions: No sessions on U	Cisco Prime Collaboration Cisco Prime NAM & NGA Cisco Prime Infrastructure SPublic Holidays and Cisco Shutdow n	11:00 AM PST San Jose Time (90 Min)	<u>bit.ly/PrimeDemo</u> No Registration Required
APJC Edition	Every Tuesday Every Thursday * Exceptions: No sessions on In	Cisco Prime Collaboration Cisco Prime Infrastructure dian Public Holidays and Cisco Shutdow n	12:00 PM Singapore Time (90 Min)	<u>bit.ly/PrimeDemo-APJC</u> No Registration Required
EMEAR Edition	Every Tuesday Every Thursday * Exceptions: No. sessions on F	Cisco Prime Collaboration Cisco Prime Infrastructure De Igium/France Public Holidays and Cisco Shutdo	10:30 AM CET Paris, Berlin (90 Min)	<u>bit.ly/PrimeDemo-EMEAR</u> No Registration Required
		VoDs Product Info Etc.	www.cisco.com/go/p	o <u>rime-demo</u> Ciscoli

Q&A

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Thank you.

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