



BRKUCC-2674

Brendon Pinniger Consulting Systems Engineer

Ciscolive!

Agenda

- Cisco Evolution of Voice & Video
- Deployment challenges
- Making it work
- Wrap Up / Q&A



Icons Used In This Presentation

For Your Reference



Unified Communications Manager



Expressway Core (formerly VCS Control)



Directory Server or Phone Book



Generic DHCP Server



Immersive TelePresence System (CTS / TX Series)



Multipurpose TelePresence System (Profile, MX, SX, C Series)



Expressway Edge (formerly VCS Expressway) or Unified Border Element (CUBE)



Cisco **AnyConnect** Software **VPN Client**



Cisco Virtual Office (IOS Router with **VPN Client)**



Personal TelePresence System (EX Series)



Unified IP Video Phone (8900, 9900, DX Series)





PC client (Jabber for Windows / Mac)

BYOD client (Jabber for IOS / Android)



TelePresence **Management Suite** or Prime Collaboration



Advanced Security **Appliance** (ASA)



Generic Firewall / NAT



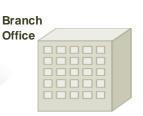
TelePresence Server or MCU



TelePresence Conductor



Home Office



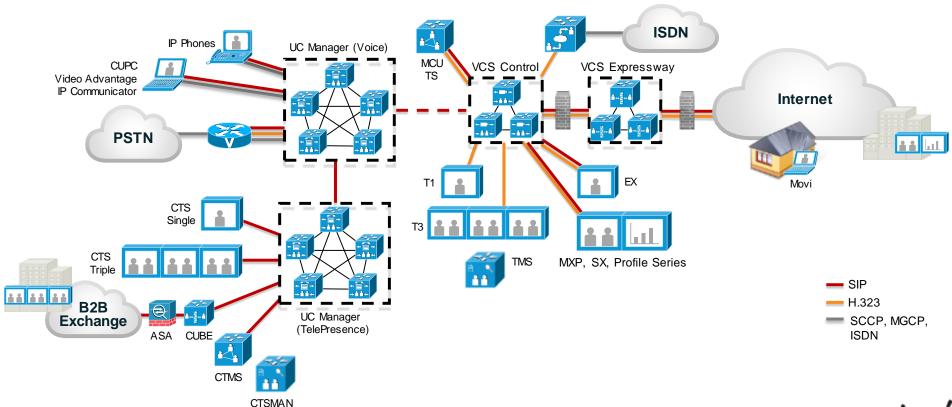




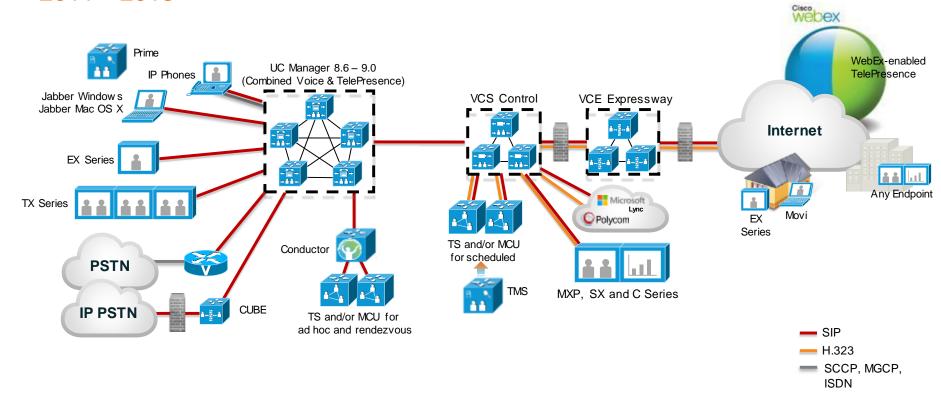
© 2015 Cisco and/or its affiliates. All rights reserved.



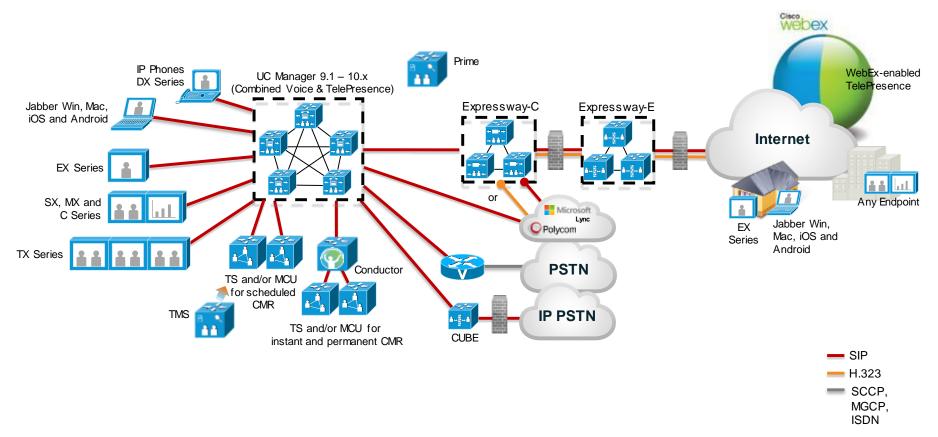
In the beginning...



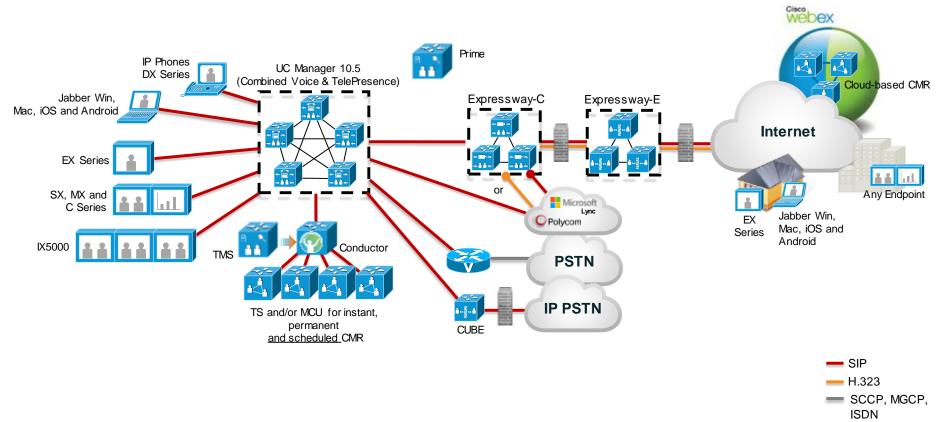
2011 - 2013



2014



Today...





Deploying Endpoints

- Provisioning
- QoS
- Directories/Phone books
- Music/Video On Hold
- Other telephony features
- Video Messaging
- Dial Plans
- Legacy & 3rd party endpoints



11

Preferred Architecture

- Location & connectivity of endpoints
- Redundancy/Clustering
- Firewall traversal
- Monitoring/Troubleshooting/Reporting
- Security
- Bandwidth/CAC



Conferencing

- Scheduling
- Resource optimisation
- Cascading
- Collaboration Meeting Rooms (CMR)
- Calendar integration





Cisco Collaboration Endpoints Portfolio

Preferred Endpoints



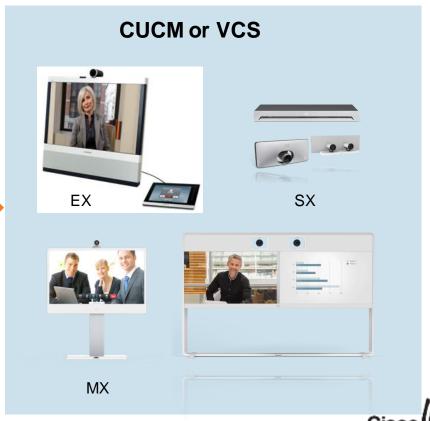
Audio & Video Fidelity



Cisco Collaboration Endpoints Portfolio

Endpoint Registration





Auto, Manual and Bulk Provisioning

- TC Series endpoints support Auto-Registration as of TC 6.0
- Auto-Reg assigns a numeric Directory Number to the endpoint.
 - Alpha-Numeric URIs must be added manually after it auto-registers
- Use the Bulk Administration Tool to add/change/delete endpoints in bulk
- You may use Prime Collaboration Provisioning instead of UC Manager for add/change/delete operations



17

Firmware and Feature Files

- Device Packs introduce new endpoints by installing the firmware and configuration files needed on UC Manager.
- Device Packs are specific to UC Manager release trains (8.6.x, 9.1.x, 10.5.x etc.)
- Cisco Options Pack (.cop) files contain updated firmware files.

Device pack matrix...

http://www.cisco.com/en/US/docs/voice ip comm/cucm/compat/devpack comp mtx.html

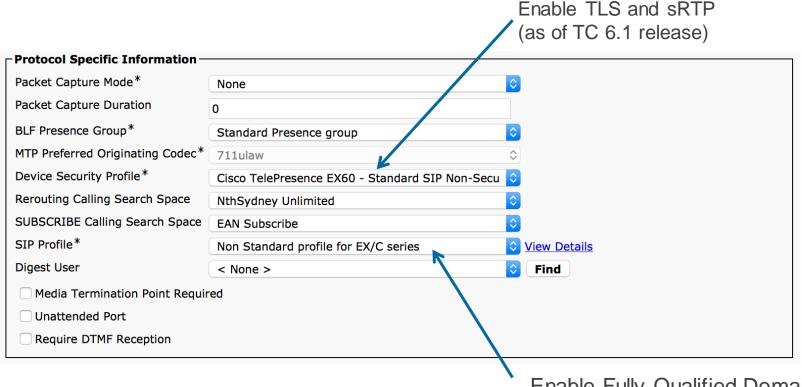
Configuring the Endpoints

Media Resource Group List for MCU or TelePresence Server w/Conductor Media Resource Group List < None > User Hold MOH Audio Source < None > Network Hold MOH Audio Source < None > Location * Hub None AAR Group < None > User Locale < None > Network Locale < None > Privacy* Default Device Mobility Mode* Default ♦ View Current Device Mobility Settings Owner Anonymous (Public/Shared Space) Owner User ID* bpinnige Find Phone Load Name Specify firmware load here or

Specify firmware load here or in Device Defaults page.



Configuring the Endpoints



Enable Fully Qualified Domain

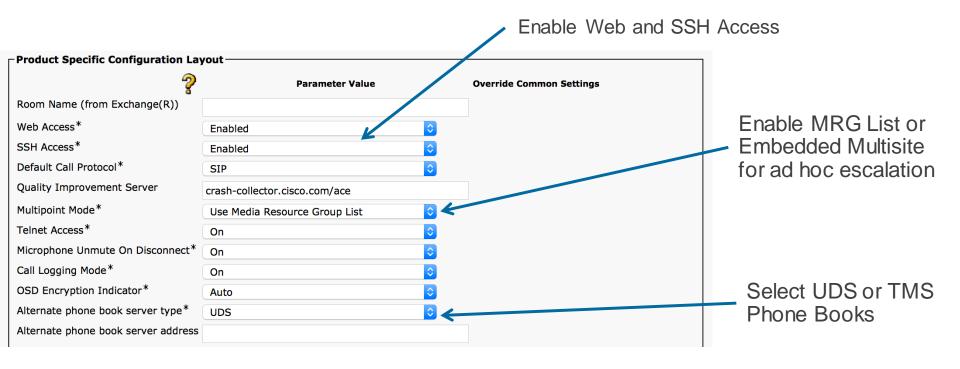


Configuring the Endpoints

		Upgrade/Install/Delete Locally Significant Certificate (LSC)
Certification Authority Pr	oxy Function (CAPF) Information	
Certificate Operation*	No Pending Operation	
Authentication Mode*	By Null String	\$
Authentication String		
Generate String		
Key Size (Bits)*	2048	\$
Operation Completes By	2015 1 29 12 (YYYY:MM:DD:HH)	
Certificate Operation Status Note: Security Profile Conta		



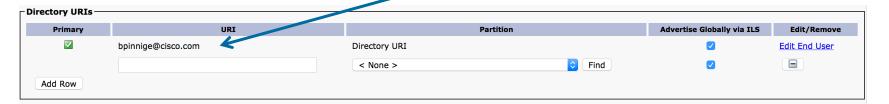
Configuring the Endpoints

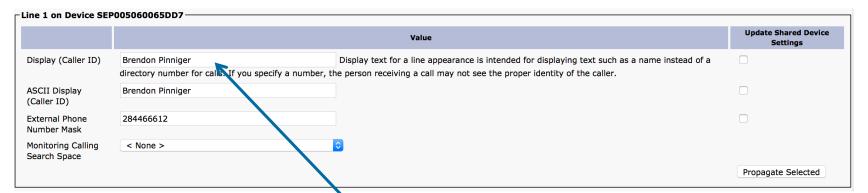




Configuring the line on the endpoint

Alpha-numeric URIs can be synced from LDAP or manually populated





Display Name is displayed on top left corner of Touch interface



Configuring CUCM failover

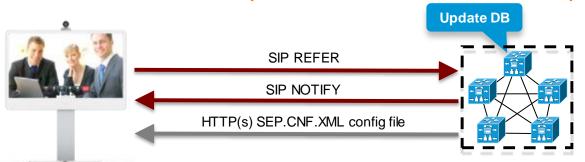
Unified CM Group Page

Cisco Unified Communications Manager Group Cisco Unified Communications Manager Group: APZ		
Cisco Unified Communications Manager Group Name* APZ21-APZ22 Auto-registration Cisco Unified Communications		
Cisco Unified Communications Manager Group Available Cisco Unified Communications Managers	Members ucm-apz31-sng ucm-apz32-sng	 Configure CUCM failover/fallback
Selected Cisco Unified Communications Managers*	ucm-apz21-sng ucm-apz22-sng	 Note: TC endpoints do not support SRST



TelePresence Endpoint Management Enhancement

Bi-Directional Device-Specific Parameters on TC Endpoints



TC Series endpoints*

Users or local endpoint administrator changes settings on endpoint



Configurations updated in Unified CM

Settings are updated on endpoint



Admin changes configurations in Unified CM

As of UC 10.5

- Allows configurations on endpoint and Unified CM to update each other
- Only applies to product specific configurations



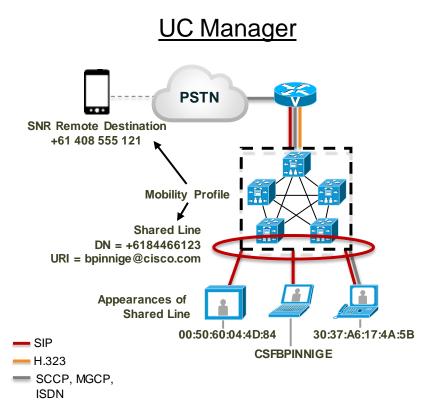
Extension Mobility on TC Endpoints

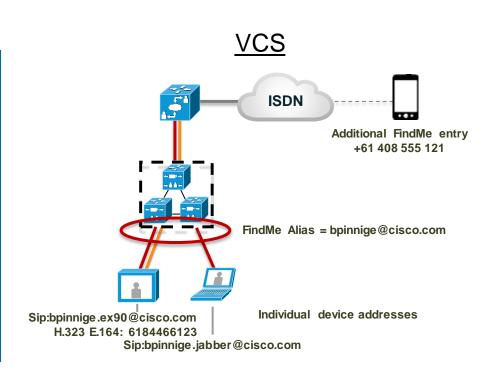
- Extension Mobility supported on TC 6.3 and later
- Sign in using your UC Manager user id and your Extension Mobility PIN
- Manually sign out, or UC Manager can automatically sign you out after [Maximum Login Time]

Parameter Name	Parameter Value		Suggested Value		
Clusterwide Parameters (Parameters that apply to all servers)					
Enforce Intra-cluster Maximum Login Time *	False		False		
Intra-cluster Maximum Login Time *	12:00		8:00		
Inter-cluster Maximum Login Time *	12:00		10:00		
Intra-cluster Multiple Login Behavior *	Multiple Logins Not Allowed		Multiple Logins Not Allowed		
Alphanumeric User ID *	True		True		
Remember the Last User Logged In *	False		False		
Clear Call Logs on Intra-Cluster EM *	False		False		

Shared Lines and Single Number Reach

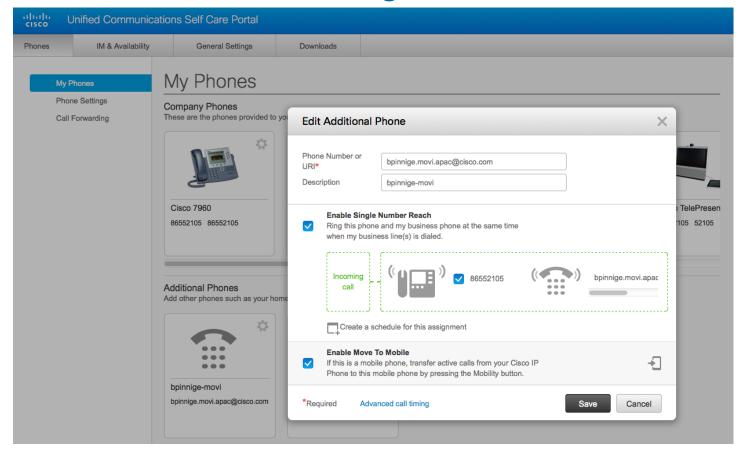
Compared to FindMe







Shared Lines and Single Number Reach





TC Series Endpoints on UC Manager

Functionality Supported / Not Supported (as of TC 7.3)

Functionality	Implementation Status		
Calling features	✓ Numeric dialing ✓ Alpha-numeric URI dialing ✓ +, * and # character dialing ✓ Hold / Resume ✓ Music on hold (unicast only) × Blind Transfer ✓ Attended Transfer × Early Attended Transfer ✓ Call Forward All	 × Forced Auth Codes × Client Matter Codes × SIP Dial Rules × Media forking × UCM Speed Dials × BLF in Speed Dials and Call History × Programmable Softkeys × Phone Button Templates 	 ✓ Do Not Disturb × Call Back (Camp on) × Park, Pickup × Private Line Auto Ringdown (PLAR) × Intercom, Paging
Conferencing	 ✓ Multisite (embedded 4-party) ✓ Ad hoc escalation using MRGL × Ad hoc escalation - Multiway 	x Blind Conference✓ Attended Conferencex Early Attended Conference	
CTI Support	✓ CTI Monitoring ✓ CTI Control (remote-cc) Limited as follows:	✓ Remote Expertx Jabber Desk Phone Mode	x Attendant Consolex Recording, Silent Monitoring
Shared Lines	✓ Hold / Resume✓ Barge (initiator only, not a target since no BiB)	✓ cBarge × Privacy Softkey	✓ Hand-off from mobile to deskX Hand-off from desk to mobile ("Go Mobile" softkey)

Not an exhaustive list of UC Manager / Phone features, but a few of the most commonly asked about, or "presumed to work" features



TC Series Endpoints on UC Manager

Functionality Supported / Not Supported (as of TC 7.3)

Functionality		Implementation Status	
Redundancy	✓ Primary, Secondary, Tertiary UCM node failover/fallback	✓ Fallback includes UDS directories	× SRST
Encryption	✓ CAPF, CTL, LSC, TVS × MIC	✓sRTP (audio, video, content) ✓Signed configuration files	✓ Encrypted configuration files ✓ Remote Support root access
Extension Mobility	✓Within a cluster	× Across clusters	
Localisation	✓On Device Profile ✓on User Device Profile (used with Extension Mobility)	× Network Locals (tones)	
UDS Service Discovery and Self Provisioning	✓Cluster discovery (Expressway mode only)	✓ Profile discovery × Self-provisioning	
Voicemail	✓ Message Waiting Indication (MWI)	✓ Message softkey	× Visual Voicemail

Not an exhaustive list of UC Manager / Phone features, but a few of the most commonly asked about, or "presumed to work" features



User Localisation

User Locale can be configured on the device and on Extension Mobility user profiles

The CUCM supported languages are mapped to the languages on the Cisco TelePresence Touch 8, as follows:

- Arabic (Algeria, Bahrain, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates, Yemen) = Arabic
- Chinese (China) = ChineseTraditional
- Chinese (Taiwan) = ChineseSimplified
- Czech (Czech Republic) = Czech
- Danish (Denmark) = Danish

- Dutch (Netherlands) = Dutch
- Finnish (Finland) = Finnish
- French (France) = French
- German (Germany) = German
- Hebrew (Israel) = Hebrew
- Hungarian (Hungary) = Hungarian
- Italian (Italy) = Italian
- Japanese (Japan) = Japanese
- Korean (Korea Republic) = Korean
- Norwegian (Norway) = Norwegian

- Polish (Poland) = Polish
- Portuguese (Brazil) = PortugueseBrazilian
- Russian (Russia) = Russian
- Spanish (Colombia) = Spanish
- Spanish (Spain) = Spanish
- Swedish (Sweden) = Swedish
- Turkish (Turkey) = Turkish

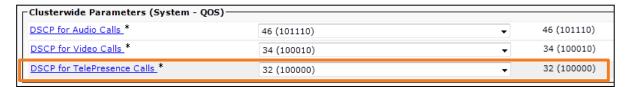
The CUCM languages not listed are mapped to English.



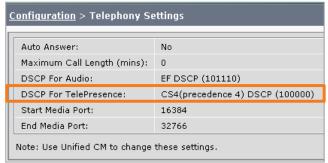
Quality of Service

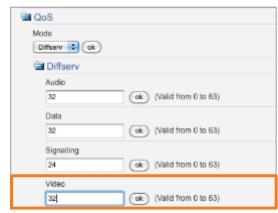
DiffServ Configuration on Cisco TelePresence Endpoints

- UC Manager has a "DSCP for TelePresence Calls" parameter to differentiate HD "TelePresence" calls from traditional (SD) "Video" calls.
- All TC, TX and IX series endpoints consider themselves TelePresence calls



You can verify QoS setting on the system's web interface



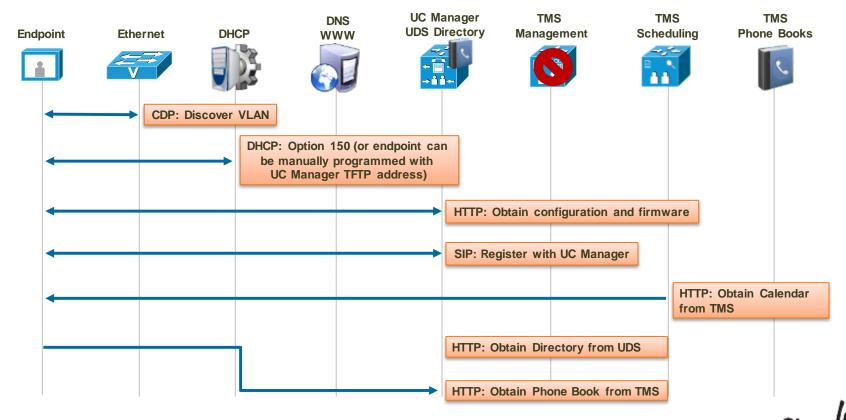




CUCM Provisioning

As of TMS 14.4

High Level Sequence

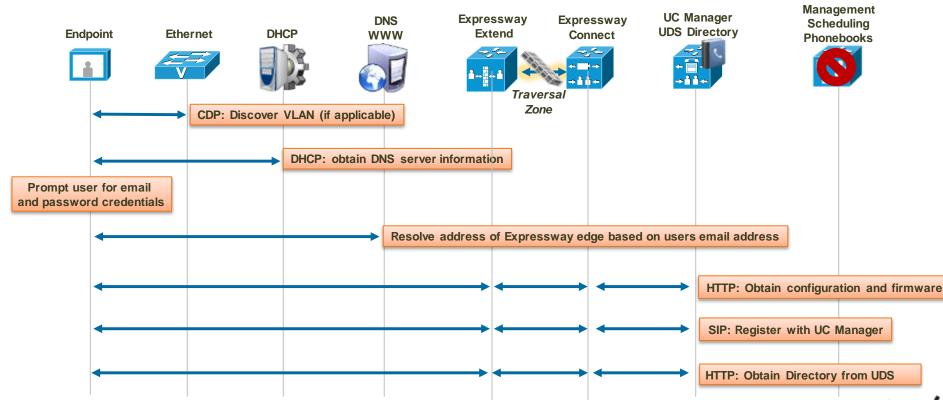


CUCM Provisioning

CUCM via Expressway

TMS

Via Expressway – High Level Sequence



Video on Hold

MediaSense MediaSense 10.0 and UCM 10.0 add Video on Hold functionality New Video on Hold server config in UCM Add to MRG and MRGL just as MoH server Prioritised VoH resource over MoH CUCM supports one VoH source per MS SIP Trunk Video is uploaded directly to MediaSense Verify resolution is compatible with all devices Simple SIP call to MediaSense 1- HOLD



CUCM

Video In Queue

- Play Video for callers while they wait for Video enabled Agent or Expert
- Available with Remote Expert Solution 1.9
- Video Upload via MediaSense System Admin GUI
- MP4 Video Format
 - Video codec H.264
 - Audio codec AAC-LC

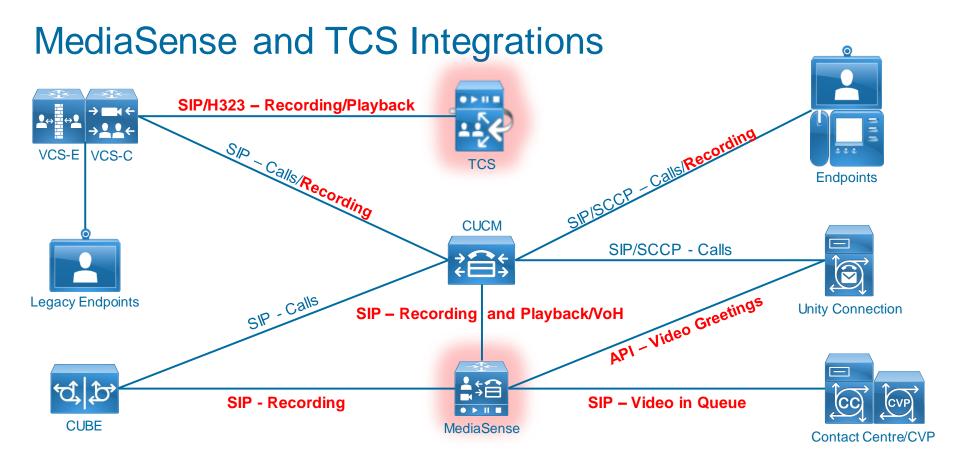




Video Greetings

- Video Greetings are supported at up to 640x360 (360p)
 - Ensures compatibility across Cisco endpoint portfolio
 - MediaSense is capable of recording 1080p
 - Resolution restricted using CUCM Region configurations
- Requires dedicated MediaSense server
- 35 video sessions per Unity Connection Server
 - 40 simultaneous video sessions in Active/Active HA pair
- MediaSense and Unity Connection must be in the same data centre
- Endpoint and Unity Connection can be separated over the WAN







Choosing a Recording Solution

- Use MediaSense for...
 - Compliance or QA recording
 - Audio only recording (TCS requires video to record)
 - Cisco Customer Collaboration environments (Contact Centres)
 - Point-to-point calls
 - Enabling video features of other Cisco Collaboration products
- Use TCS....
 - For Education/Training/Broadcast purposes (Not compliance or QA recording)
 - Ad-hoc video recording
 - For VCS-only environments
 - For H.323-only environments
 - When transcoding is required for storage or playback
 - Based on certain legacy codec requirements (H.261, H.263, H.263+)



Dial Plan Recommendation

(+) (1) (408 555 1212)

The '+' Plus Country Character Code

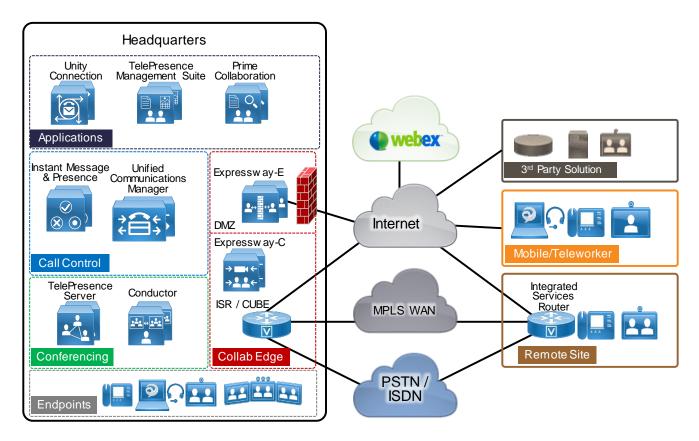
Full National Phone Number / DID

- Globally Unique
- Guaranteed not to "clash" / overlap
- Consistent "Globally Accepted" Format
- Users can still dial however they like.



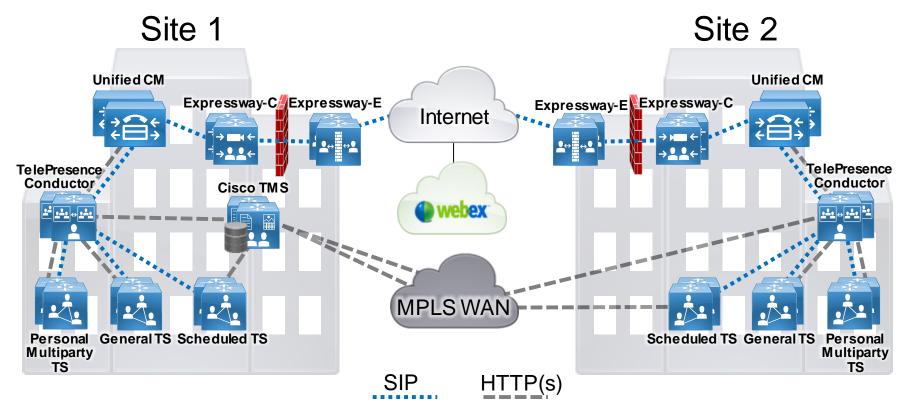


Preferred Architecture





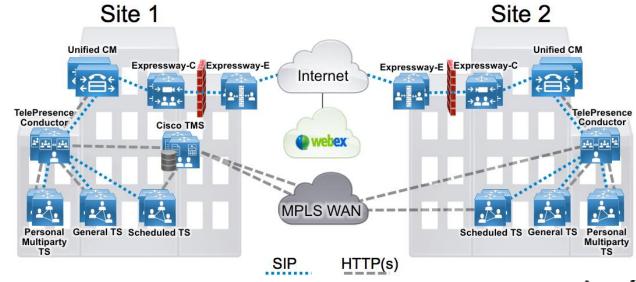
Multiple Call Processing Sites





Multiple Sites - Conferencing

- Separate Conductor clusters
 - One at each UCM Cluster site
 - Preserves conferencing services in event of WAN failure between clusters
- TMS located at one site
 - Single place to manage
 - Scheduled conferencing





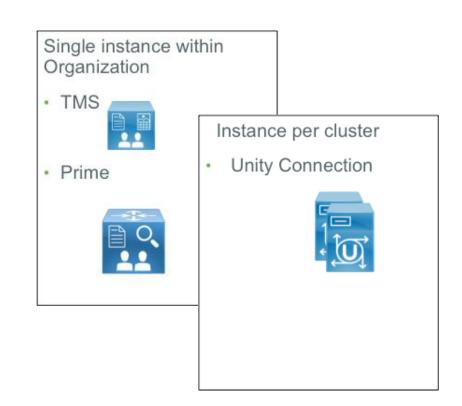
Applications in Preferred Architecture

Tools (Foundational)

- Prime Collaboration
 - Prime Collaboration Deployment
 - Prime Licensing Manager

Applications (Foundational)

- Unity Connection
 - Voice Mail / Unified Messaging



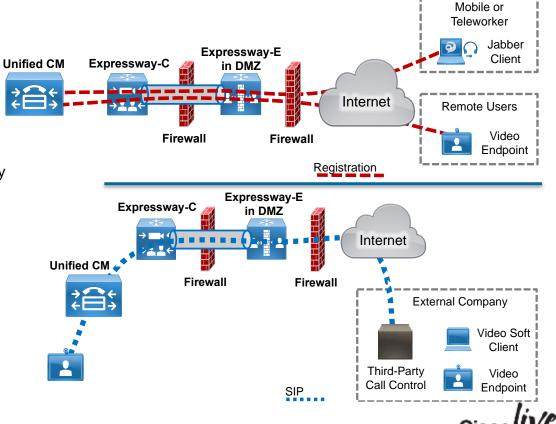


Collaboration Edge Solutions

ASA / AnyConnect
 Client IP Connections
 Remote Site VPNs

Expressway – Core & Edge
 VPN-less Remote Client/Endpoint Connectivity
 B2B / Internet Calling
 Jabber Guest Internet Calling

ISR / CUBE
 Line-side Proxy – Remote IP Phones
 Internet SP SIP Trunking

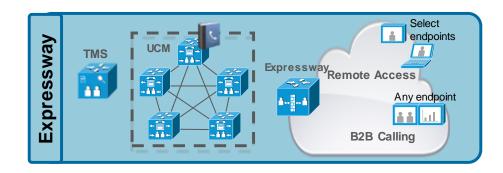


Expressway Limitations

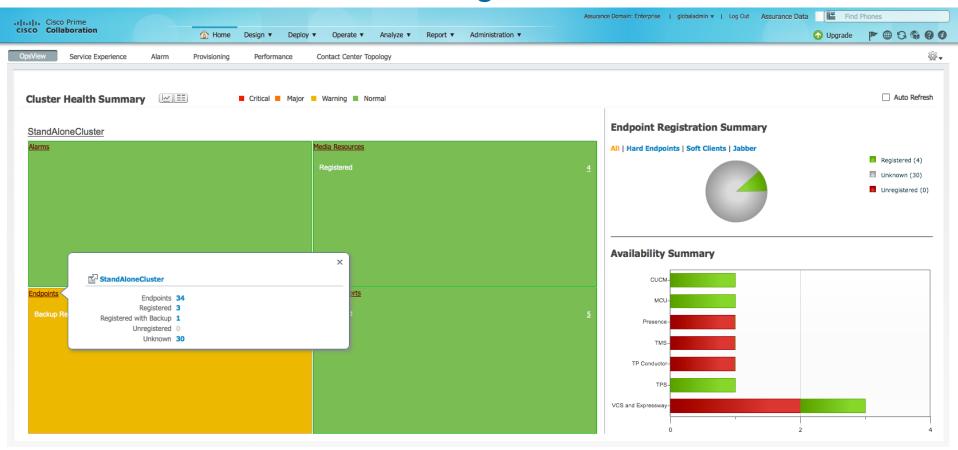
For TC Endpoints

- ✓UC Manager registration and call control
- **✓UC Manager directories**
- ✓ Expressway B2B calling

- **XTMS** scheduling
- **XTMS** phone books
- **XRemote management**



Prime Collaboration Manager 10.6



CUCM 9.X Security Updates

- Focus on securing video and intercluster features
- Securing Extension Mobility Cross Cluster: allows for secure phone (encrypted config, signalling, media) in EMCC deployments
- SIP URI Dialing: Intercluster Lookup Service (ILS) traffic secured with TLS (9.0)
- Enhanced Locations CAC: intercluster Location Bandwidth Manager (LBM) communications secured with TLS (9.1)
- SIP Profile: Expanded RTP/sRTP port ranges, 2048 to 65535 (9.1)



Location Bandwidth Manager

Communication and LBM Replication

 LBM Services Within a Cluster Are Always Fully Meshed and Replicate Bandwidth Allocations

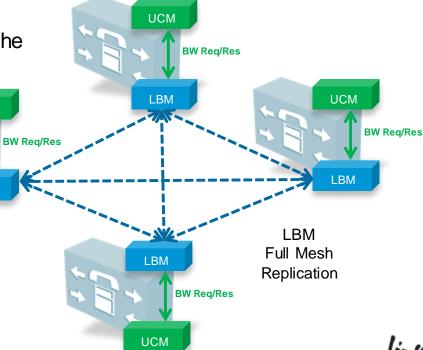
 The CallManager Service Communicates with The LOCAL LBM Service (Default)

Recommendation:

 Run LBM on same node as Cisco CallManager Service

BW Request / Response (XML/TCP) --->

4 node Cluster

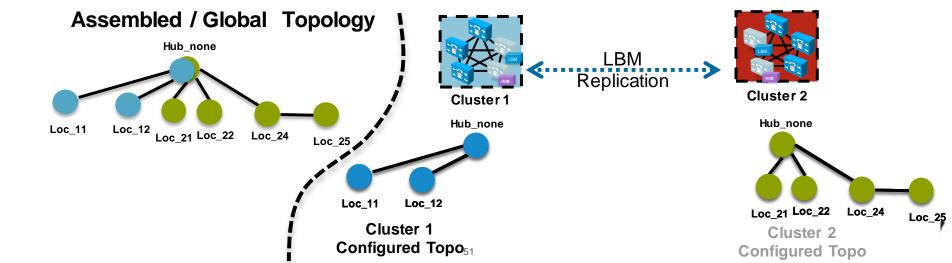


UCM

I BM

Inter-Cluster Enhanced Locations CAC

- Extends Enhanced Locations CAC Network Modelling Across Multiple Clusters
- Each Cluster Manages Its Own Topology
- Each Cluster Then Propagates Its Topology to Other Clusters
- Each Cluster Then Creates a Global Topology



Audio and Video Admission Control

Considerations

No Admission Control

- Over-provision queues
- Rely on video rate adaptation and media resilience capabilities
- Audio is much easier to over-provision in pervasive video deployments
- QoS critical and rate adaption is highly beneficial for both managed/unmanaged networks
- Benefits: Simplicity

Admission Control

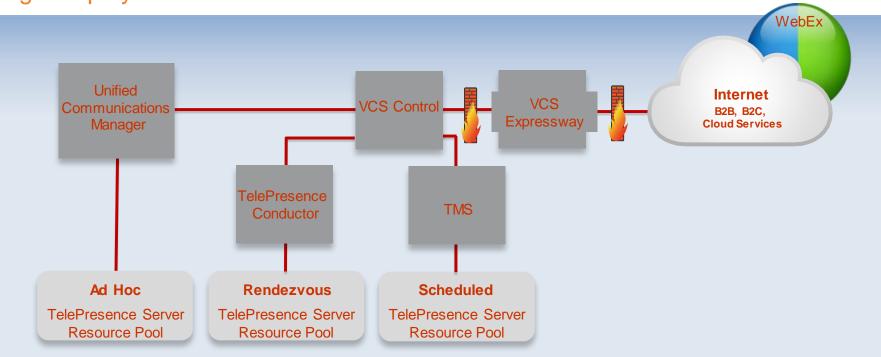
- Strict provisioning (Mapping CAC to Queuing)
- Mobility? Device Mobility feature (Adds OPEX)
- Jabber? Medianet Metadata is recommended to align QoS / CAC
- Benefits:
 - Manage lower bandwidth links, use Automated Alternate Routing (AAR) for PSTN redirect
 - Ensure quality audio during the busy hour by avoiding oversubscription and packet loss
 - Safe when over-provisioning is not an option





On-Premises Conferencing

Single Deployment Model – "Before"



Instant Ad Hoc

Personal

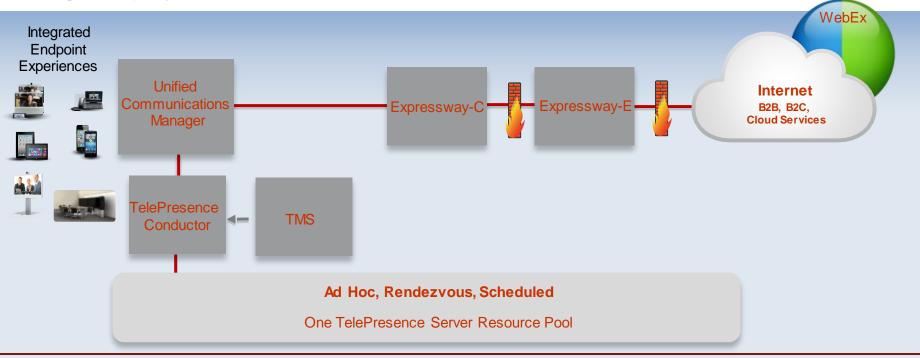
54

Scheduled



On-Premises Conferencing

Single Deployment Model – "After"



Personal



Scheduled

Instant Ad Hoc

BRKUCC-2674

TMS Support for UC Manager

- To add UC Manager registered endpoints to TMS...
 - add UC Manager to TMS first,
 - 2. then discover the endpoints registered to it



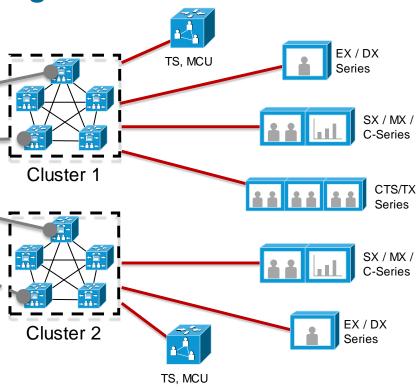
TMS Support for UC Manager



 Add primary AXL node to TMS (usually publisher node)

TMS

- TMS will treat them as a cluster, failing over to an alternate when necessary
- Inter-Cluster dial plan must be flat for OBTP and Auto Connect dialing to work.

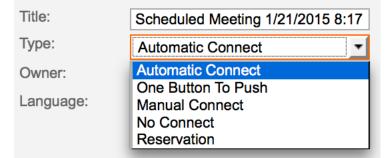




TMS Conference Scheduling

TMS Scheduled Call Launch Methods

- **OBTP:** The user dials *in* from the endpoint by simply pressing a Join button on the endpoint.
- Automatic Connect: The system will automatically dial *out* to scheduled endpoints upon conference start time.
- Manual Connect: The participants manually dial in.
- Reservation Only: TMS only reserves the room(s) and will not reserve any multipoint resources.







TMS Conference Scheduling Types

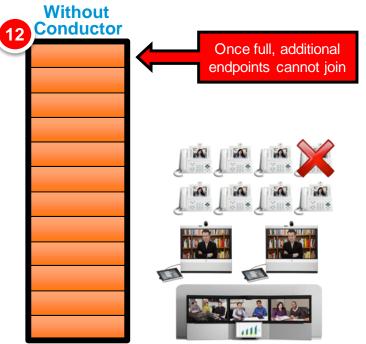
TMS Scheduled Call Launch Methods Supported by Endpoint Type

Endpoint Type	One Button to Push	Automatic Connect	Manual Dial In	External Dial In/Out	Notes
MXP Series	×	√	\checkmark	√	
E20	×	√	\checkmark	√	
TC Series	€	€	₹	₹	 OBTP introduced in 13.1 Support for TC series on UC Manager introduced in 13.2
CTS/TX/IX Series	√	√	₹	₹	 Support for CTS series and OBTP introduced in 13.1 Support for TX series introduced in 13.2
Jabber	×	×	×	\checkmark	
IP Phones/DX Series	×	×	×	√	
TMSPE and Expressway endpoints	×	×	×	₹	 TMSPE provisioned endpoints and endpoints registering through Expressway can only be scheduled as "external" dial in / dial out participants

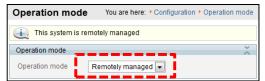
TelePresence Server

Resource Optimisation

Locally Managed mode



TS 3.X



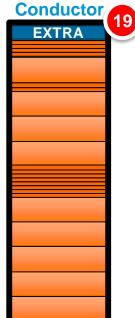


With



Conductor 2.X









Full HD

(1080p30)

BRKUCC-2674

TelePresence Server Cascading

Came with TS 4.0 & XC 2.4

TelePresence Conductor



Scales to:

30 TelePresence Servers 2000+ Participants

Ideal for: All-Hands Town Hall Meetings





TelePresence Server 4.1 Experience





Transparent name labels



Active Speaker Indicator



Overflow indicator



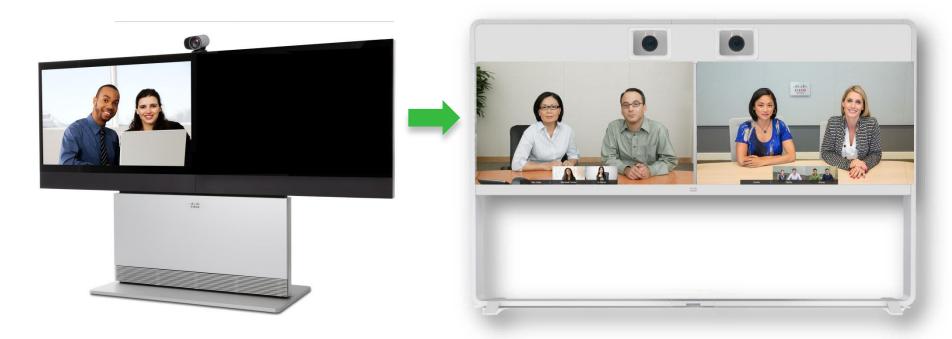
Audio participant avatar



Recording Indicator

The Best Dual Screen Experience

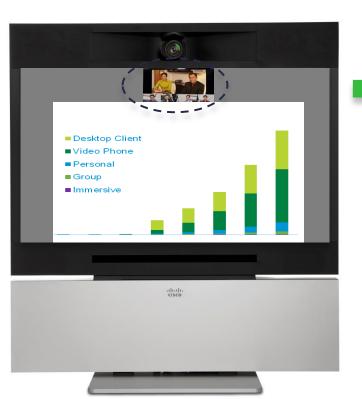
Turns this experience into this experience





The Best Single Screen Experience

Turns this experience into this experience



Crisp content and intuitive video layout



BRKUCC-2674

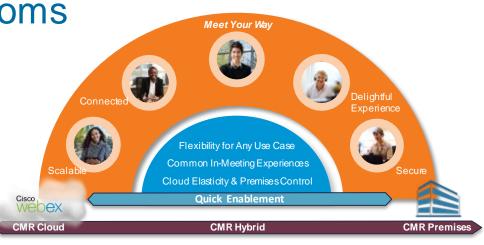
Collaboration Meeting Rooms

Benefits:

- Meet the way you want
- Scale meetings
- Choice of deployment











CMR Premises



TelePresence infrastructure @ Customer Data Centre

Available Now

CMR Hybrid



TelePresence on-premises plus Cisco WebEx

Available Now

CMR Cloud



Hosted by Cisco WebEx

Launched Mar 2015

■ BROWSER













BOARDROOM





Complete Your Online Session Evaluation

Give us your feedback and receive a Cisco Live 2015 T-Shirt!

Complete your Overall Event Survey and 5 Session Evaluations.

- Directly from your mobile device on the Cisco Live Mobile App
- By visiting the Cisco Live Mobile Site
 http://showcase.genie-connect.com/clmelbourne2015
- Visit any Cisco Live Internet Station located throughout the venue

T-Shirts can be collected in the World of Solutions on Friday 20 March 12:00pm - 2:00pm



Learn online with Cisco Live!
Visit us online after the conference for full access to session videos and presentations. www.CiscoLiveAPAC.com





#