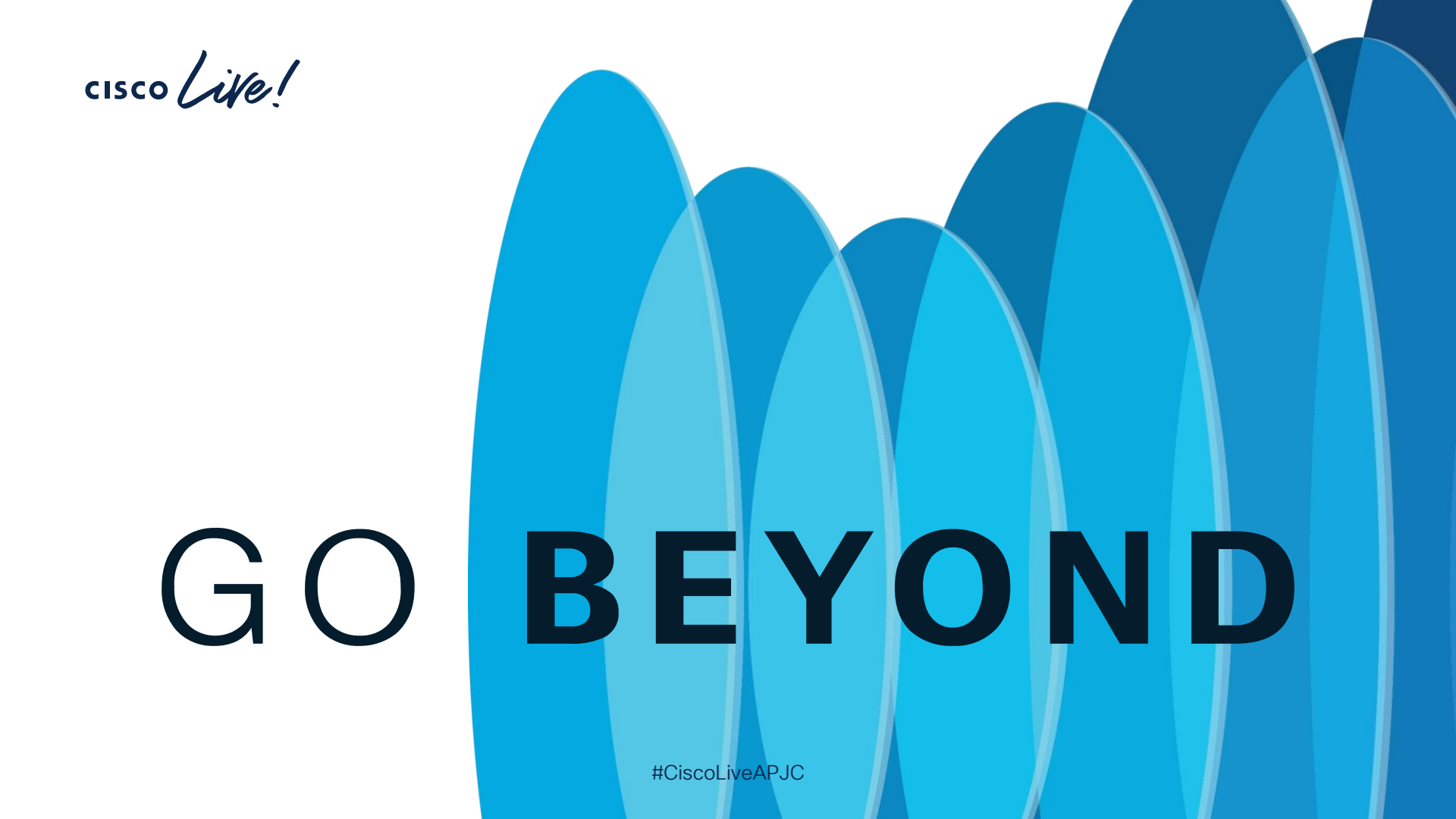
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GO BEYOND
#CiscoLiveAPJC

Successfully Deploying or Migration to Webex Calling

Amy Ryan, Principal Solutions Engineer

BRKCOL-2530

Cisco Webex App

https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCOL-2530

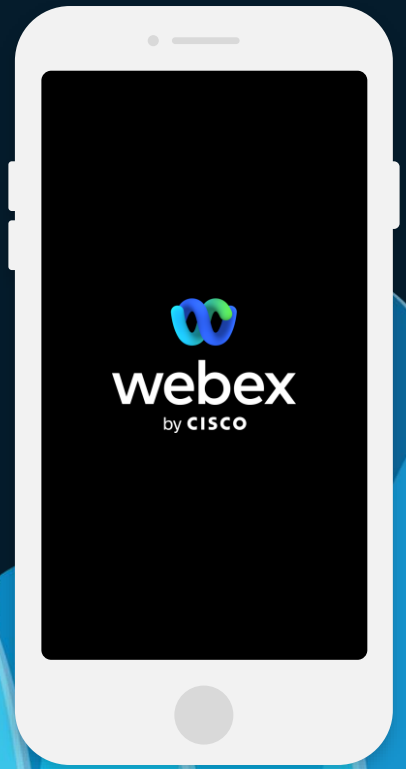
Questions?

Use Cisco Webex App to chat with the speaker after the session

How

1. Find this session in the Cisco Live Mobile App
2. Click “Join the Discussion”
3. Install the Webex App or go directly to the Webex space
4. Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until November 15, 2024.



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Agenda

- Introduction
- High Level Migration Journey
- Dial Plan
- Migration Considerations
- Migration Tools
- Conclusion

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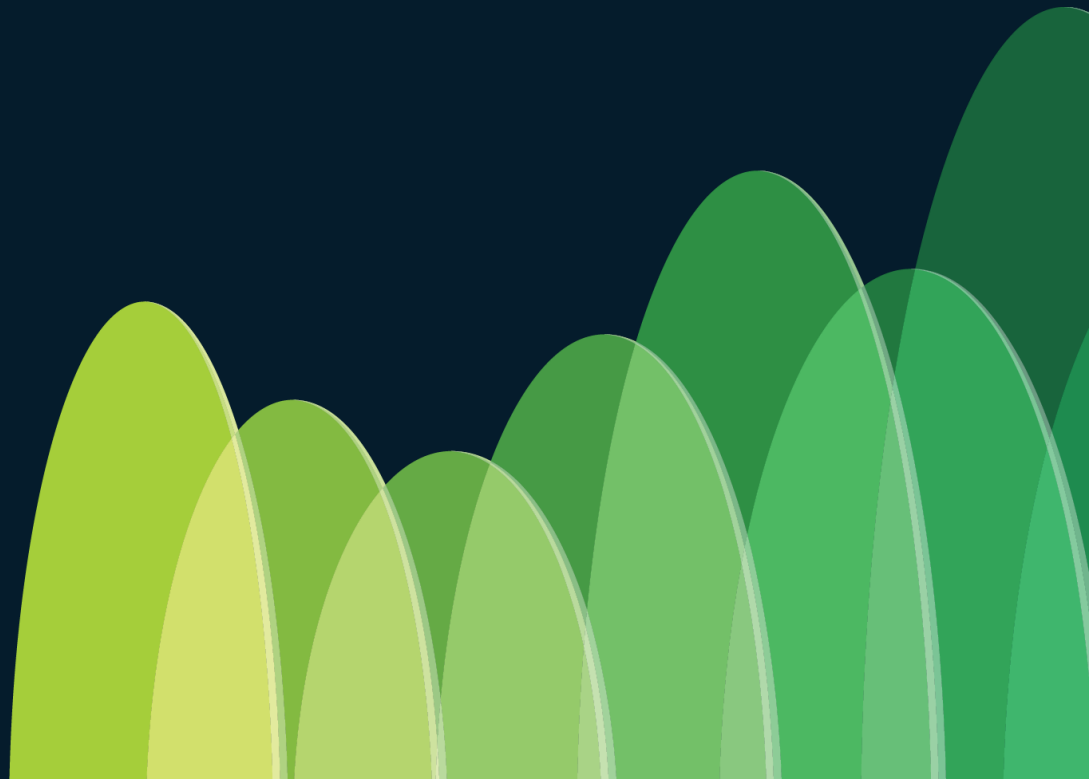
Let’s go on a Journey...



The Migration Journey

① Gain insights into your user base and identify its cloud readiness using Cloud Connected UC

② Modernise the user experience with the Webex app or plugin into other apps

③ Subscribe to Webex Calling and plan the move

④ Start moving cloud ready users and devices leveraging built-in migration tools

⑤ Migrate remaining users at your own pace

CONNECT TO CLOUD

MOVE AT YOUR PACE

- WebexGo for ultimate mobile experience
- Sustainability
- Continued innovation with Cloud integrations
- Growth -ready without friction
- PSTN consolidation
- Modern devices
- Cloud managed local survivability
- Workloads consolidation
- Operational efficiency with Webex APIs

THEN KEEP ADDING VALUE

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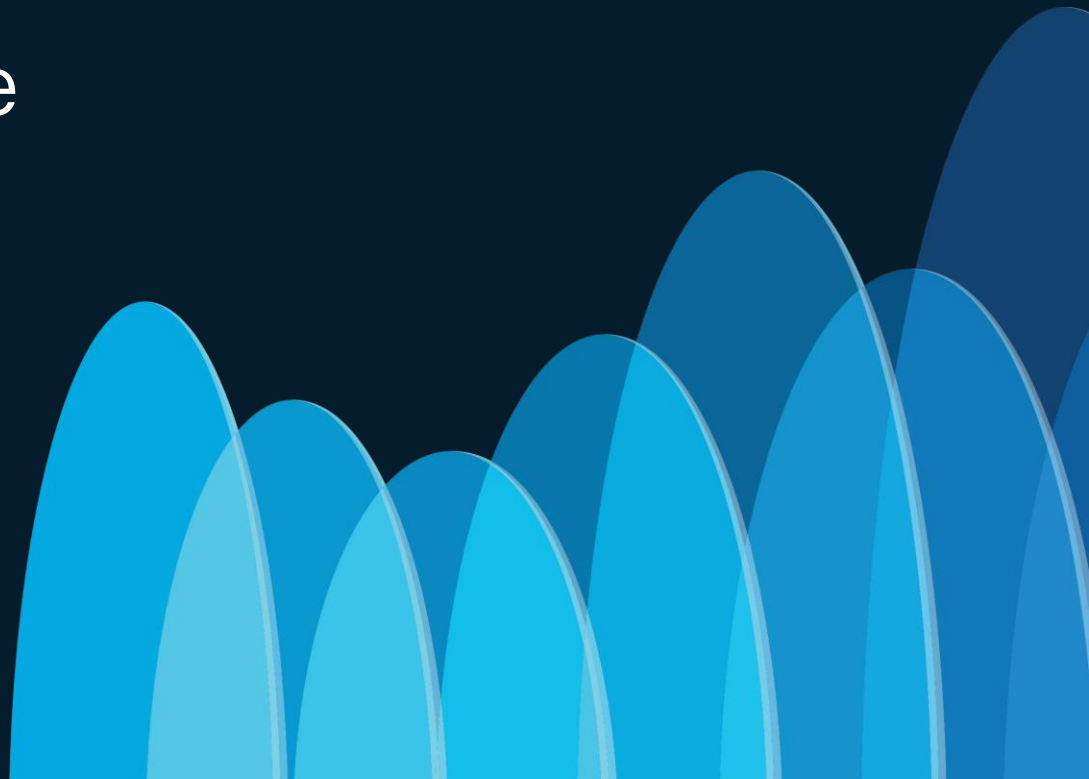
Connections to the Cloud

Your first step to a successful transition



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The Migration Journey

① Gain insights into your user base and identify its cloud readiness using Cloud Connected UC

② Modernise the user experience with the Webex app or plugin into other apps

CONNECT TO CLOUD

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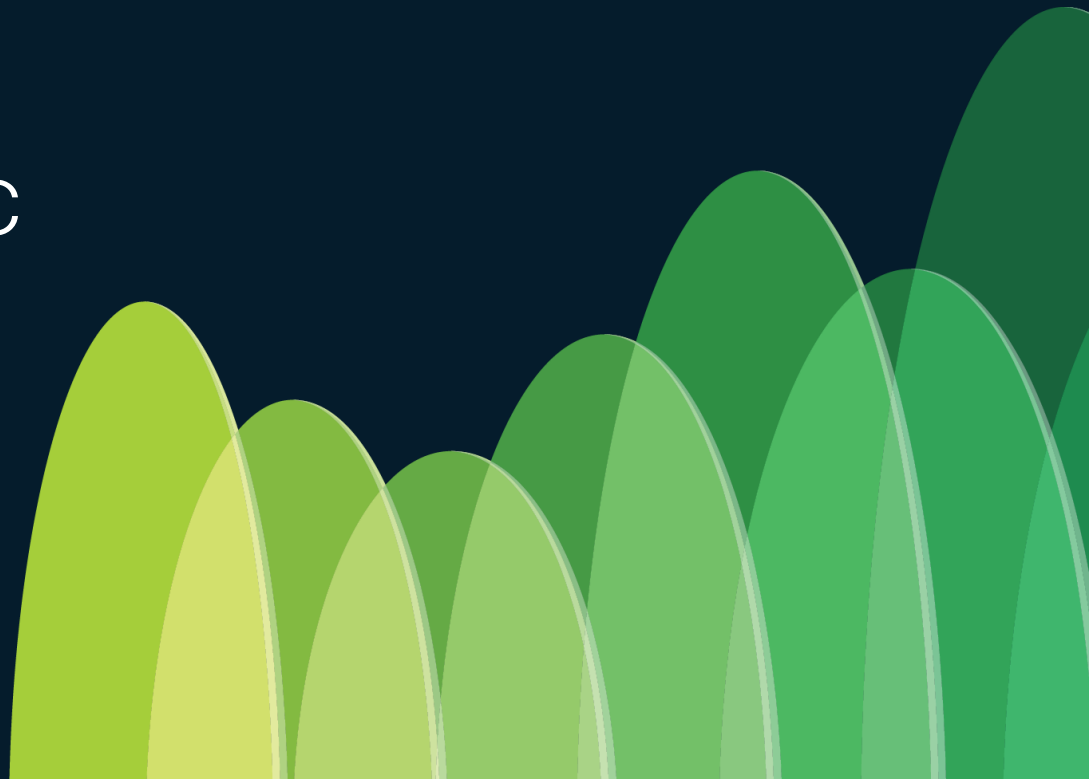
Cloud-Connected UC
Migration Readiness



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CONNECT TO CLOUD

Gain insights into your user base and identify its cloud readiness using Cloud Connected UC

1.1 Create Control Hub org if you do not have one already

1.2 Establish connectivity between your premise system and your Control Hub org in the Webex Cloud by enabling CCUC on all UCM cluster nodes for full telemetry and deployment insights

1.3 Enable Cloud Connected UC add-ons (e.g., cert management and Web RTMT) to fully utilize its capabilities

1.4. Inventory Assessment

1.5 Feature Utilization

1.6. Integration Assessment

1.7. Begin Grouping Assessment

1 2 3 4 5

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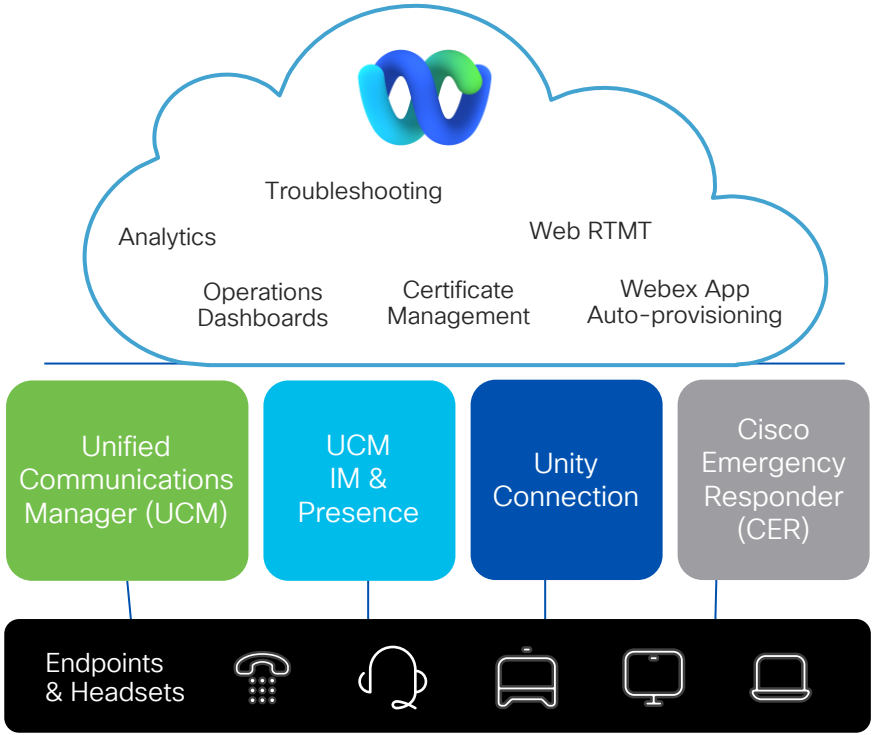
Webex Cloud-Connected UC



A suite of Webex® cloud services that provide enhanced business and operational insights to improve administrative productivity

For customers who:

- Want the centralised administrative workflow experience of the cloud, while keeping their UC services on-premises
- Need a single global view to manage on-premises UC, along with any Webex cloud, or hybrid services
- Desire efficient, cloud-based admin services (delivered by partner) for an on-premises CUCM deployment
- Ease my journey on-prem➔"hybrid"➔cloud
  - CCUC-powered "migrate to Webex" features.

See CCUC System Requirements and CCUC Network Requirements

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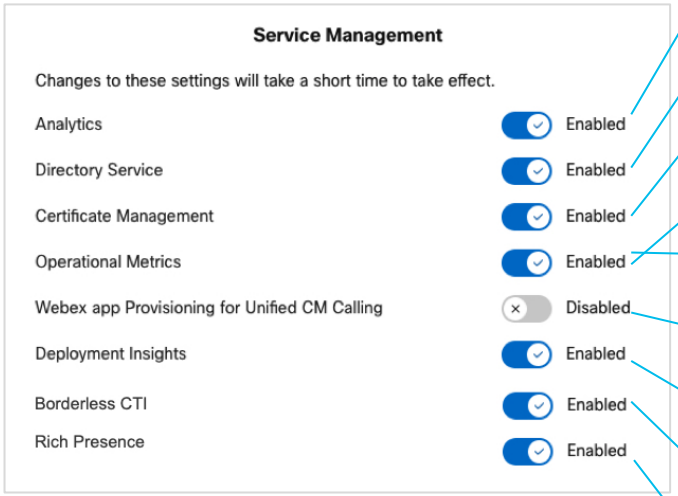
Webex Cloud-Connected UC (cont'd) – Key Features



Analytics
(call quality, traffic analysis, trunk usage, device usage)

Directory Service
(UCM to WxIdentity for AzureAD etc.)

Certificate Management
(central view/distribute across apps/clusters)

Ops Dashboard with WebRTMT
(near-real-time view in CH not thick-client of last hour's call status & audio quality for top 5 UCM clusters)

Troubleshooting
(CX CSA integration for SDL logs in CH)

Also requires Webex Serviceability Connector

Touchless WxApp (auto-)provisioning
(enduser self-provision via just login to WxApp with UCM calling)

"Migration" to Webex
(understand Jabber usage, enable wizards under CH->Migration)

Borderless CTI
(enduser controls IP phone via WxApp CTI over MRA not VPN)

Rich Presence
(UCM-registered in-call phone status synced to WxApp presence)

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CCUC Analytics – Service Experience

Call volume status

KPI's for calls: attempted, successful, failed, and dropped

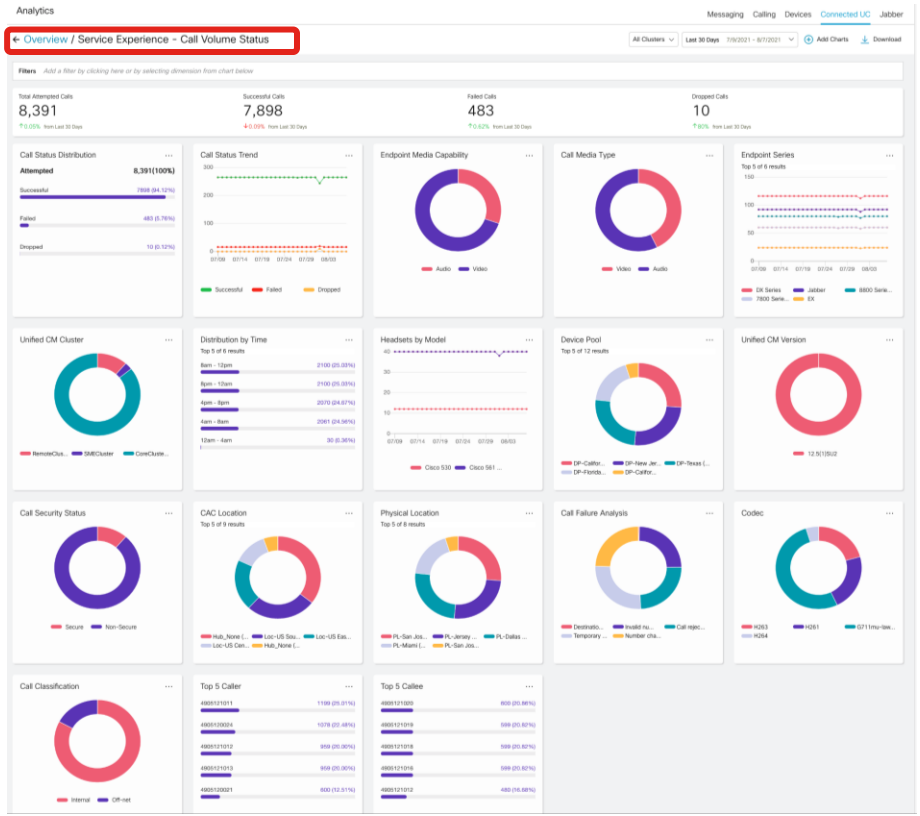
- Dropped call: any call > 0 min in duration and then failed

Interactive charts and graphs

- Call trends, endpoint media, type of endpoints and headsets, Cisco® UCM cluster, distribution of calls over time, device pools, CAC location bandwidth, etc.

"Filters" to guide admin on a particular aspect – all charts and graphs update accordingly

Ability to download CSV: snapshot of the entire data set, or of the filtered data view



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CCUC Analytics – Service Experience

Call audio quality

KPI's for total calls, then calls that were good/poor/acceptable

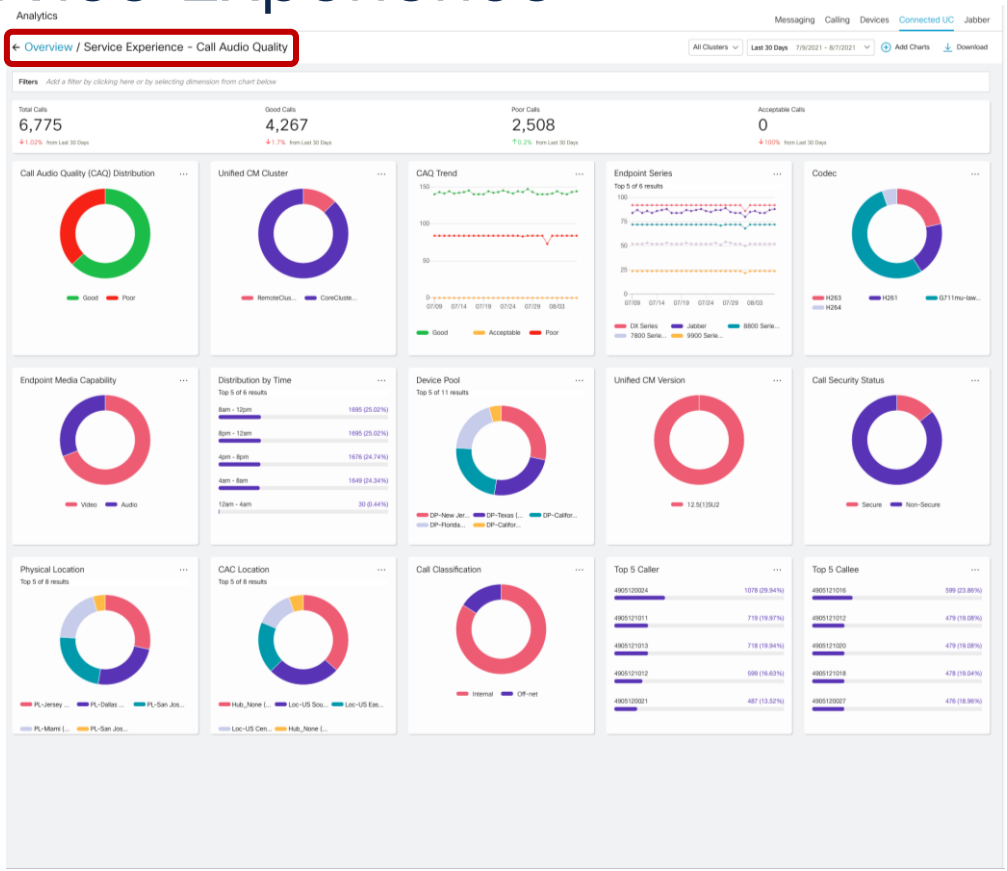
- Call Audio Grading is based on:
  1) Severely Concealed Seconds Ratio (SCS / Duration of Call)
  2) SCS information is available from CMR
  3) Thereby, only those calls which have a CMR will be graded for Call Audio Quality

Interactive charts and graphs

- Call audio quality trends, endpoint media, type of endpoints and headsets, Cisco® UCM cluster, distribution of calls over time, device pools, physical location, etc.

"Filters" to guide admin on a particular aspect – all charts and graphs update accordingly

Ability to download CSV: snapshot of the entire data set, or of the filtered data view



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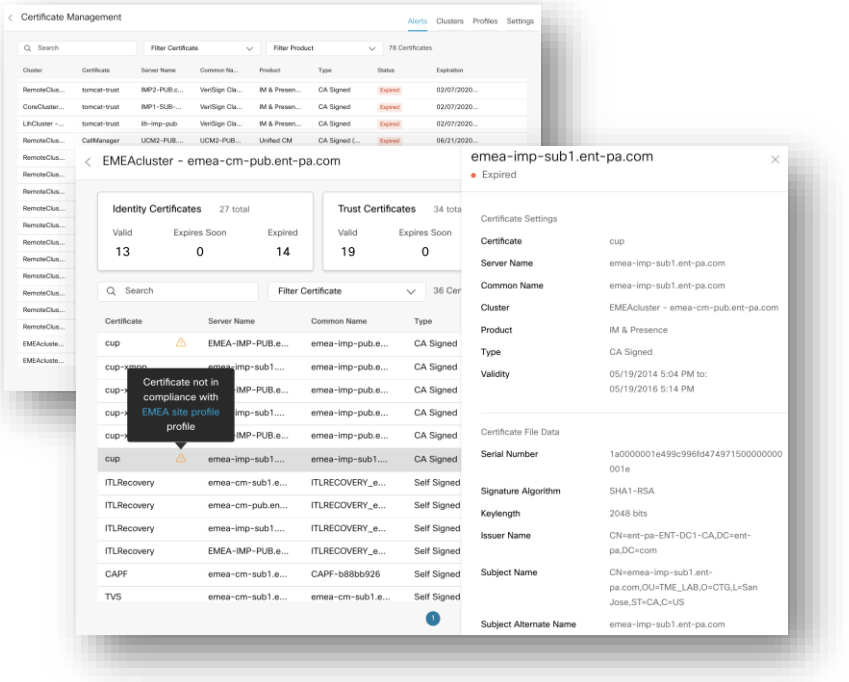
Overview Certificate Management



- Single place to view, manage and distribute certificates of CUCM, IM&P, Unity and CER across multiple clusters and trust stores
- Quick dashboard to view expired or expiring soon certificates
- Multi-cluster listing with certificate summary for each cluster and detailed view of identity certificates and trust stores.
- Define certificate profile with various settings and assign certificate profile to cluster

- Centralised certificate actions – CSR generation, upload, renew, download, copy, replace, remove, etc.
- Certificate insights - out of compliance warnings with profiles
- Notification settings for certificate expiration
- Jobs tab to view certificate actions in progress and history of actions taken in the past

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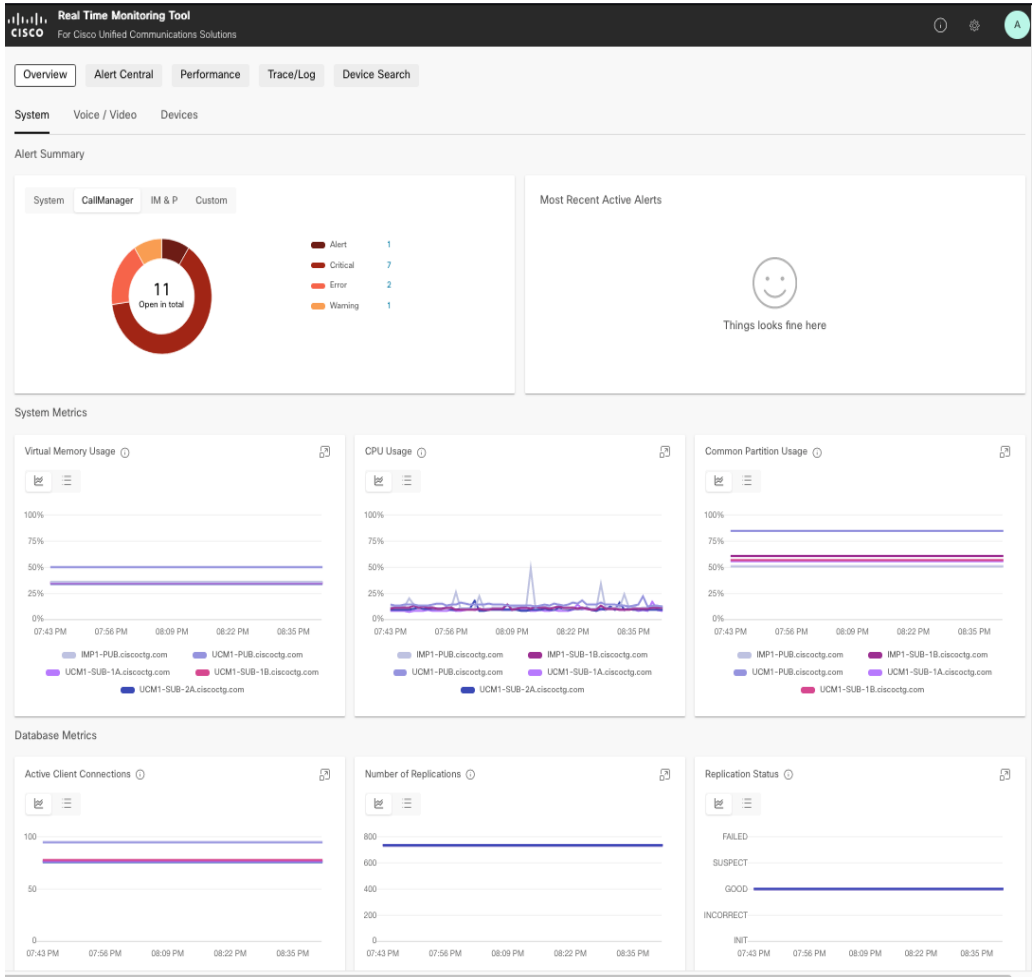
Web RTMT Overview

New tool that simplifies and enhances the administration and troubleshooting experience.

- Unified Web-based interface to monitor the real-time behavior of your system components, configure alerts to take suitable action in CUCM, IM&P and Unity Connection.
- Available via Operations Dashboard to troubleshoot and collect logs per cluster or node basis.
- No dependency on Java and OS/Browser platform.
- The data displayed remains on-prem.
- Cloud upgradeable via Cloud-Connected UC.



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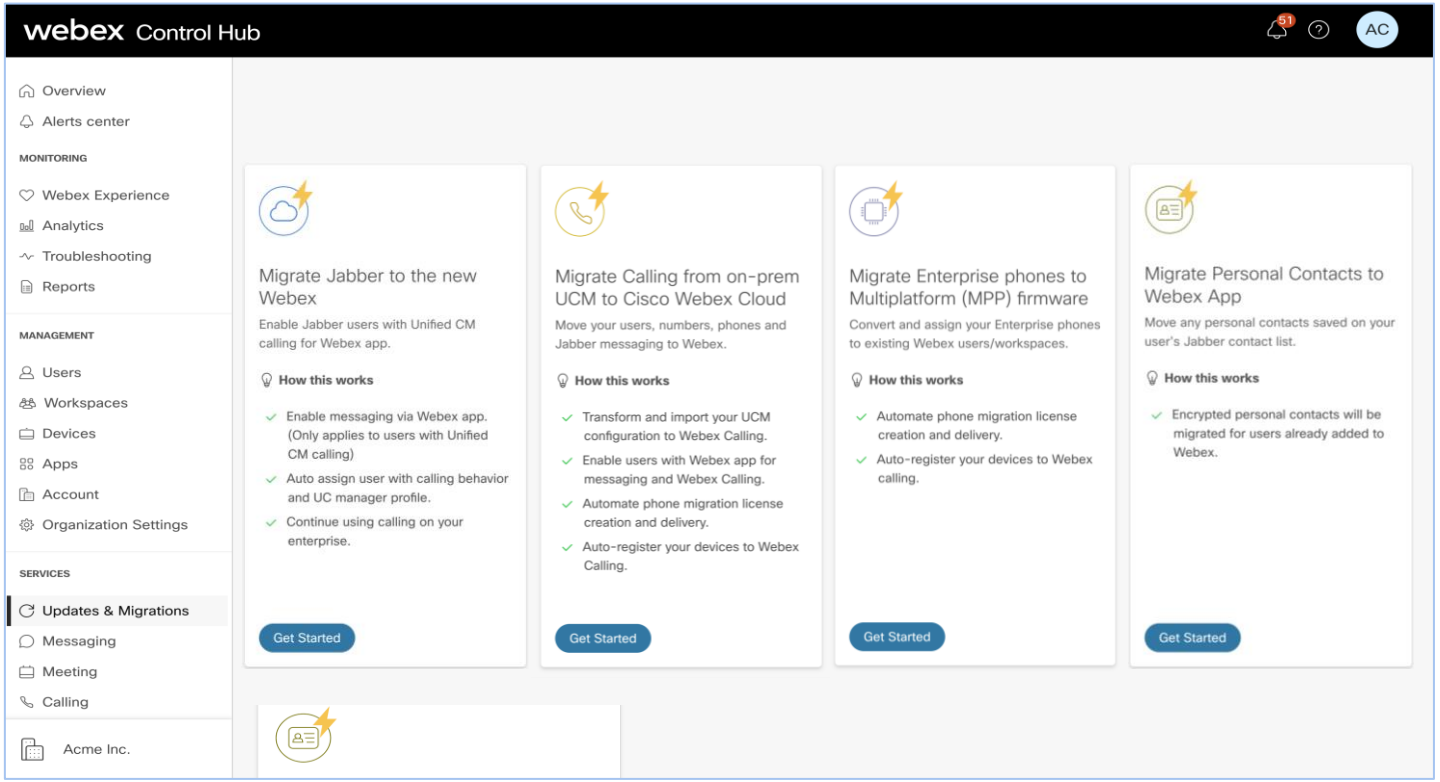
Cloud Migrations Are Easy

Updates & Migrations

Update to the new Webex



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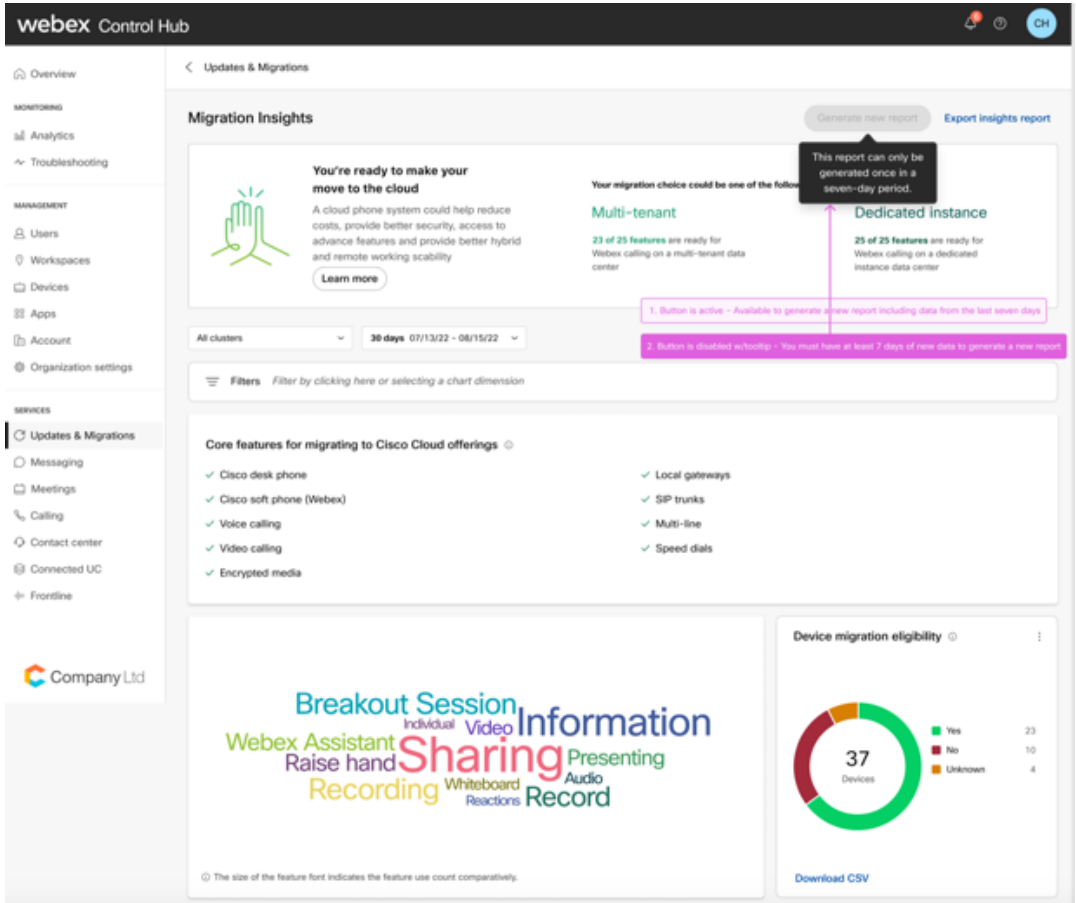
Migration Insights

- Import UCM data into Control Hub to provide Migration Insights pre-assessment reports, assisting in decision-making for selecting the best applicable Webex Calling offer.
- Leverages CCUC (future) and on-prem exports to access call manager and drive migration journey.
- All roads lead to Webex Calling (with a focus on multi-tenant).
- Generates recommended next steps, as well as CSV reports, focused on eligibility.



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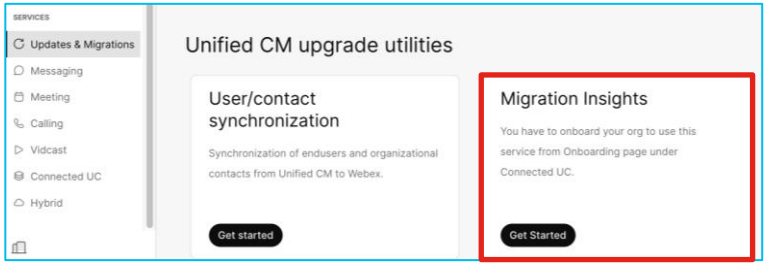
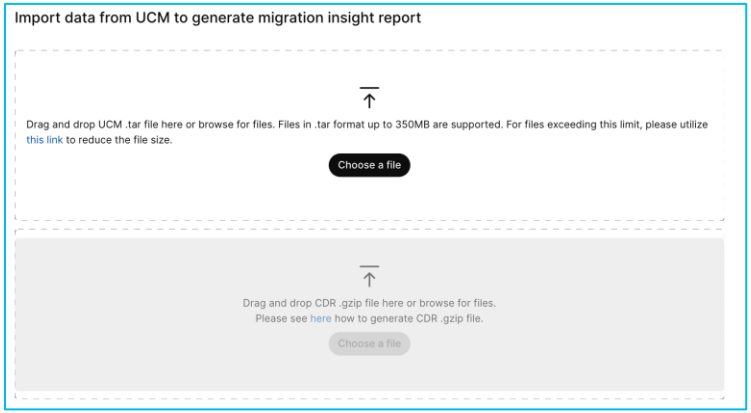
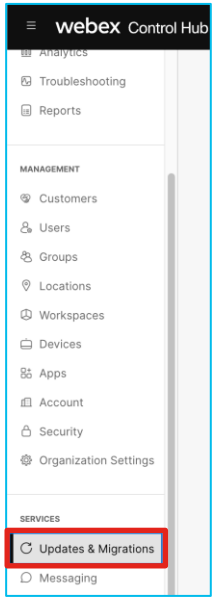
Migration Insights

- Analysis of Unified CM config
  - TAR file obtained from Unified CM config export
- … And (optional) CDR data
  - SFTP from Unified CM Repository Manager







https://help.webex.com/en-us/article/svoi86/Migration-Insights

pre-processing scripts: https://developer.cisco.com/codeexchange/github/repo/mirationInsightPreprocessing/UcmBatCsvTarAndCdrPreProcessingScript

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3rd Party Tools

pre_yarn

yarnlab

Configuration Analysis

- Current configuration is analysed to provide insights into :
  - Devices
  - Lines
  - Users
  - Dial plan (PT, CSS, TP, RP, etc)
  - Features (park, hunt group, pickup group)
  - Trunks and Gateways
  - CTI and Recording
  - Media Services
- EM data is analysed to understand what users are active and where.

Phone Inventory

- Serial number inventory
- End-of-life reporting
- MPP Compatibility check

Usage Analysis

- Current registrations and firmware versions are collected via real time status.
- Licensing usage
- CDR is extracted and analysed to understand:
  - Trunk and bandwidth (erlang) requirements
  - Intersite traffic
  - CUCM features (park, hunt group, pickup group)
  - Inactive lines

Webex Calling Data Export

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Design Planning
Migration Readiness

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Design Mapping

- Network Requirements
- Understanding Integrations (Informacast, Recording, Billing)
- Calling is not about features, but about business requirements
  - Different call control solutions have different sets of features
  - 1:1 feature mapping not necessarily the best option
- Different ways to address the same set of business requirements
- Take advantage of change!

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Example: Hunt Group

- Unified CM
  - Hunt Pilot: DNP, Alerting Name
    - Call treatment: FwdNoAnswer, FwdHuntBusy, Queuing (MoH, overflow, max wait time, no agent available)
  - Hunt List: list of hunt groups
  - Line Group: distribution algorithm, RNA, hunt options (no answer, busy, unavailable), members (DNP)

- Webex Calling
  - Basics: location, name, number/extension, caller ID
  - Routing: circular, longest idle, weighted, simultaneous
  - Routing settings: advance when busy, forward after set number of rings, divert when unreachable
  - Agents

- DNP vs user based
  - Unified CM has DNPs in line groups
  - Webex Calling: user or workspaces as agents
- Gap: HG login/logout -> Webex Calling agents can set DND though
- OTOH: Webex Calling has way more options for selective call forwarding
- Gap: queueing .. But then there are Webex Calling call queues
  - Also allow agents to set their state to available/unavailable (for all queues though)

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Dialing Habits

Unified CM (typical, best practice)

- Extensions (2-6 digits)
- Abbreviated inter-site (ESN)
- +E.164
- Country specific (PSTN) dialing habits
- .. and potentially countless variations based Unified CM “magic toolbox” → all bets are off

Webex Calling

- Extensions (2-6 digits)
- Abbreviated inter-site (ESN)
- +E.164
- Country specific (PSTN) dialing habits

- Unified CM dial plan flexibility: curse and blessing
  - Often used as workaround to address specific requirements
- Set of dialing habits in Webex Calling is fixed
- Case by case conversation
- Changing dialing habits → changing UX

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Shared Lines

Unified CM

- Phone can have multiple DNPs
- Not necessarily tied to user
- DNPs can be in different sites
- Shared line appearances ring at the same time

Webex Calling

- User's lines can be shared (35 devices max)
- For inbound calling: hunt groups and call queues might be the better option
- Single number reach allows to ring multiple destinations
- Virtual lines offer a lot of flexibility

- Different concepts
- Same location limitation used to be the biggest challenge; addressed by virtual lines

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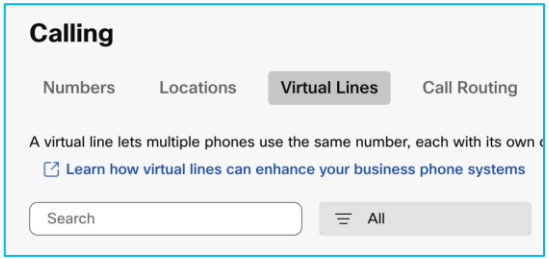
Virtual Lines



- Virtual Lines act like “dummy” users
  - Attributes: first/last/display name, TN and/or extension
  - Live in a location
  - Settings: caller ID, ECBN, incoming/outgoing permissions, intercept, barge, ...
  - ... like calling settings of a user
- Virtual lines can be added to MPPs and app instances as additional lines
- Can be used for incoming/outgoing calls
- No location restriction: MPP and app can have lines from multiple locations

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Virtual Lines vs Shared Lines

- Virtual lines don’t remove the user centric concept of Webex Calling
- … but remove a lot of the original restrictions
- For example: sharing a helpdesk line across a group of users now is really easy

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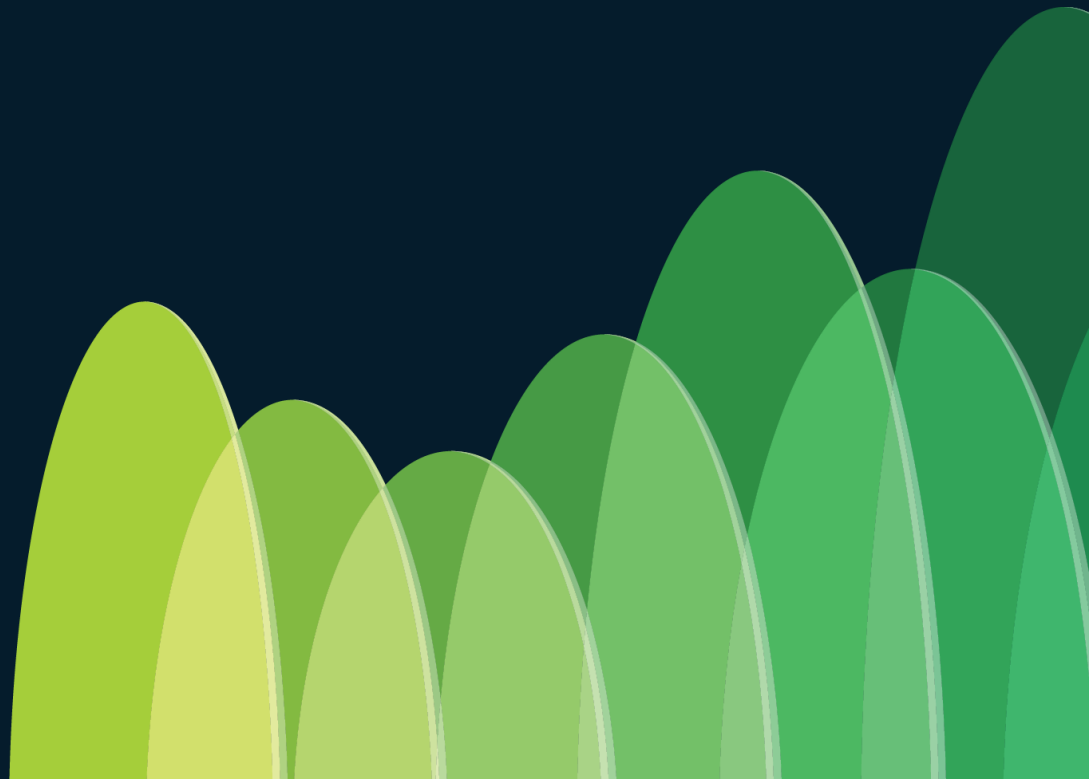
Webex App
Migration Readiness



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CONNECT TO CLOUD

Modernise the user experience with the Webex app or plugin into other apps

2.1 Connect your user directory with Webex leveraging one of the several options, and configure SSO for your Control Hub organisation

2.2 Design for your domains and DNS requirements to ensure successful service discovery

2.3 Roll out the Webex app to users based on their Jabber usage patterns and integrations, from simple to advanced, leveraging available migration tools. If MS Teams is the app on the desktop, deploy the MS Teams integrated version

2.4 Leverage App Hub to extend the Webex app capabilities and integrations (e.g., Miro etc.)

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Calling Features You Need, Available Anywhere

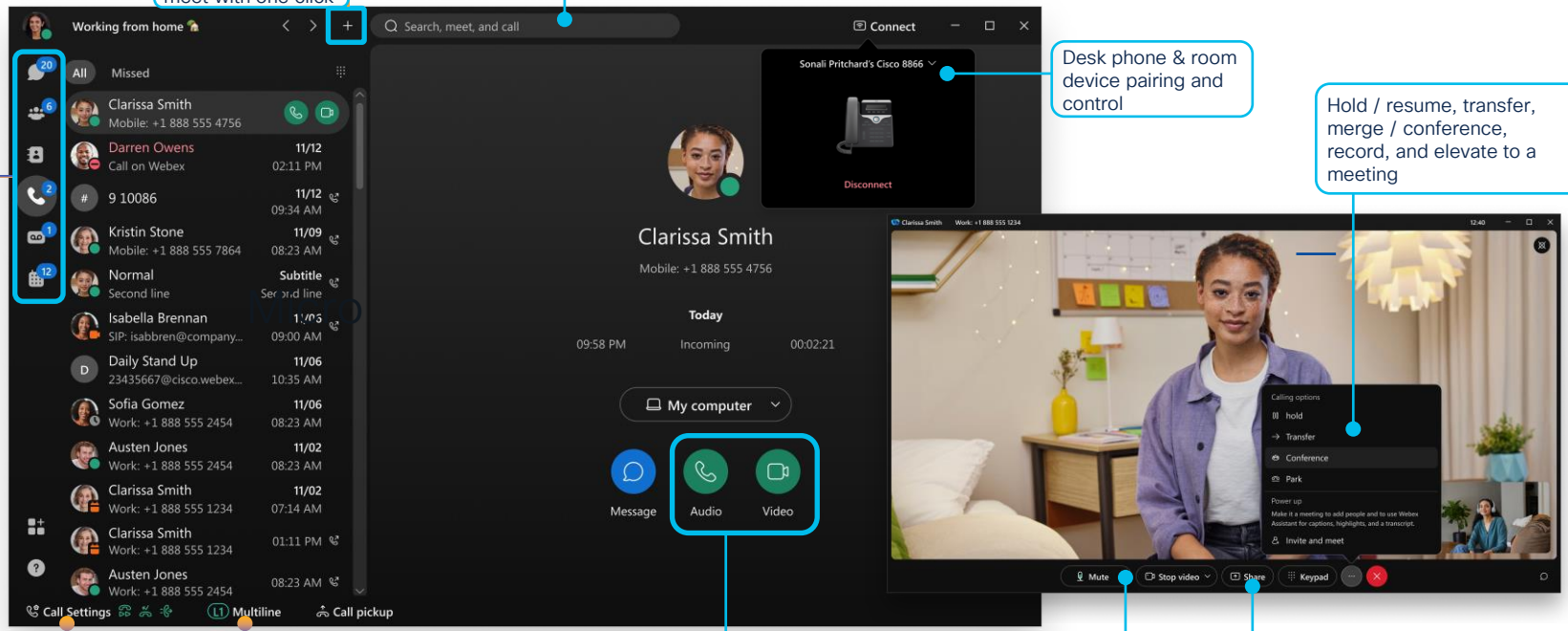
Instant access to:
- Call history
- Visual voicemail
- Transcriptions
- Recordings
- Contacts
- Messaging
- Spaces
- Meetings

Call, text, message, meet with one click

Directory search

Desk phone & room device pairing and control

Hold / resume, transfer, merge / conference, record, and elevate to a meeting



Call preferences, forwarding, single number reach

Select line, group, queue, shared line

Call on Webex or PSTN with video or video

AI-powered Audio Intelligence: Noise removal, optimise for my voice

Share content during a Webex Call

Deploying the Webex App to your Organisation - BRKCOL-2198

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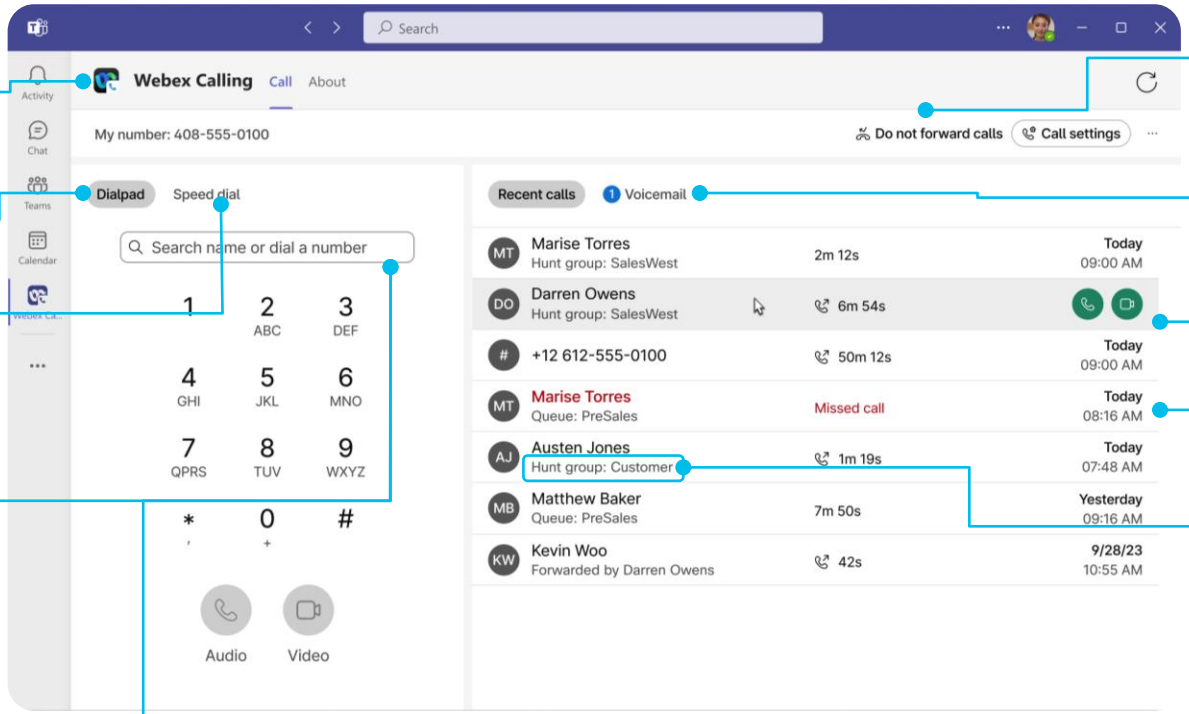
Webex Calling for Microsoft Teams



Call Tab
Access dial pad, contact search and speed dials

Dialpad
Access to dialpad to key in numbers

Add Speed dial
Click to add up to 25 speed dial cards

Contact Search
Search for personal and corporate contacts

Azure AD Contacts

Outlook 365 Contacts

Contact Resolution
Resolves the incoming call identifier to Azure AD

Call/Search Input
Enter a number, SIP address or type a name to search for an Azure AD/Outlook contact

Call Forwarding status
See your call forwarding status at a single glance

Voicemail
Access and play back the voicemail

Call
Select number and call contact

Call History
See history of incoming/outgoing/missed calls and if the call comes from a Hunt Group or a Call Queue

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Webex User Provisioning Options

Reference

★ = Recommended

	Method	Description
★ Microsoft Environments	Directory Connector	Automatic method for creating, updating and deactivating user accounts and groups via Active Directory or AD LDS
	Azure AD Wizard	Automatic method for creating, updating and deactivating user accounts via Azure AD
★ Non-Microsoft Environments	SCIM (Okta, Azure AD App)	Automatic method for creating, updating and deactivating user accounts using SCIM-based IDPs
	CUCM User Sync[1]/Import	Create Webex user accounts based on CUCM end-users
Secondary Considerations	CSV file	Admin can create and update users by importing a CSV file into Control Hub. Bulk user management.
	API	Admin can create, update delete and list users by using Webex API's. Use own or 3rd party scripts/tools for user management
	SAML JIT	Automatic account creation based on SSO login
Additional Options	Manual	Admin can use Control Hub to manage individual user accounts
	Self Registration	User can self register to create their Webex account in a claimed org
	Social Login	Automatic account creation via sign in to third party service for claimed domain (Apple, Google, Facebook, Microsoft)
	Meetings Site User Linking	Automatically link Site Admin user accounts to Control Hub

[1] Requires CCUC

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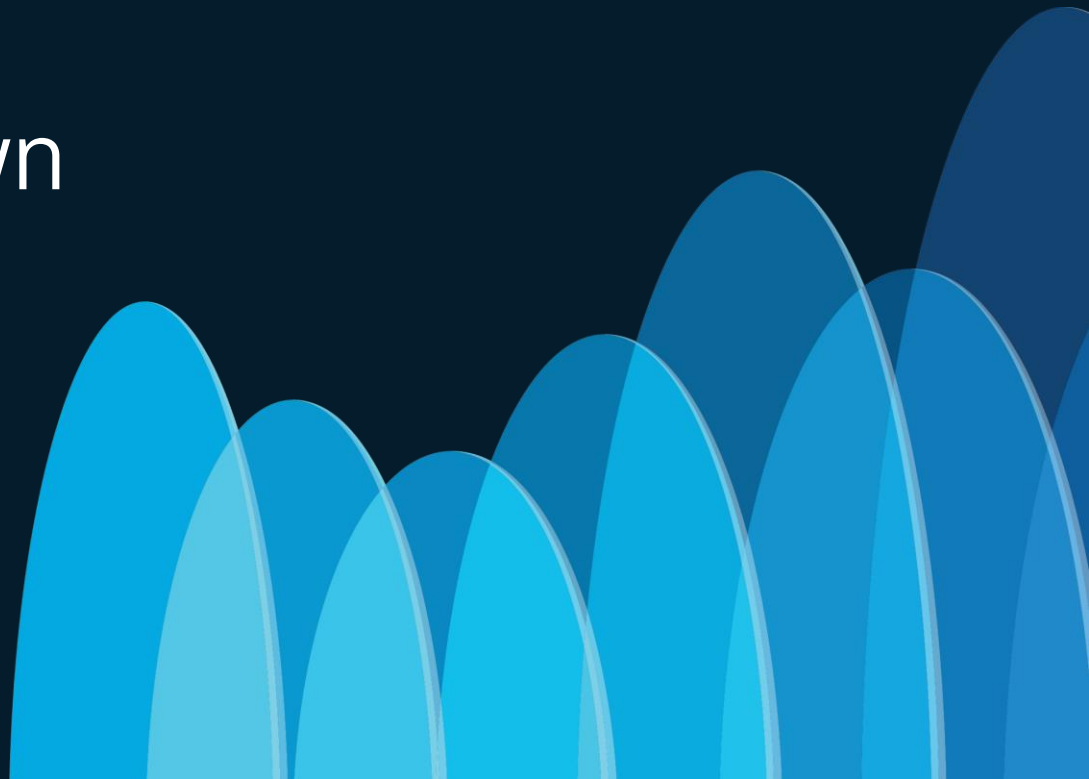
Move at your own Pace



The Migration Journey

③ Subscribe to Webex Calling and plan the move

④ Start moving cloud ready users and devices leveraging built-in migration tools

⑤ Migrate remaining users at your own pace

MOVE AT YOUR PACE

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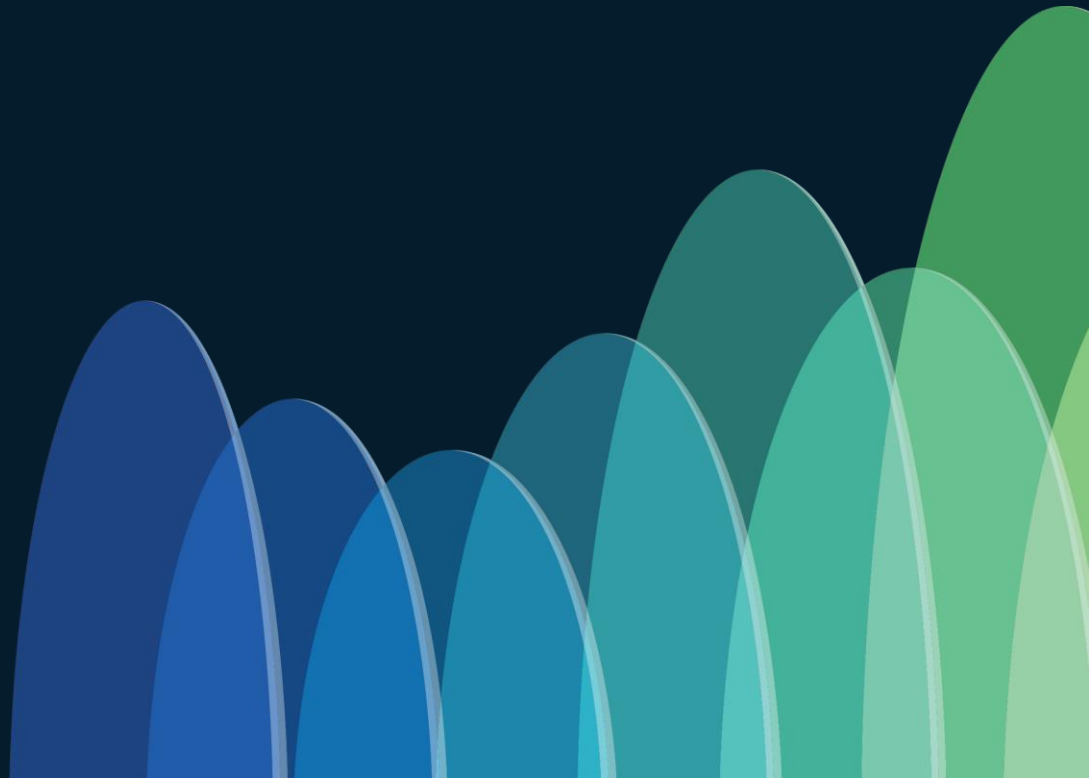
Interworking Unified CM / Webex Calling



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MOVE AT YOUR PACE

Subscribe to Webex Calling and plan the move

3.1 Subscribe to the Webex Suite

3.2 Choose your connectivity strategy (public internet, Webex Edge Connect, etc.) and design accordingly

3.3 Determine your PSTN design: Local Gateway (with capacity considerations), Cloud Connected PSTN Provider, Cisco Calling Plans or a mix of these can be used. Consider number porting requirements and timing.

3.4 CUBE/LGW design to connect your Premise and Cloud users during a phased migration, and/or to leverage prem PSTN

3.5 Design your Dial Plan, Route Groups, Locations

3.6 Inventory your devices to ensure forward compatibility and/or opportunity for a device refresh

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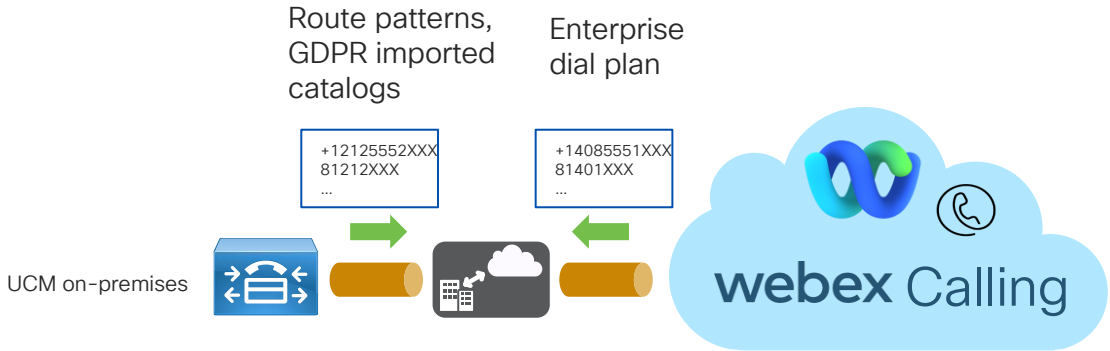
Interworking: Webex Calling and Unified CM

- Interworking between Webex Calling and Unified CM requires
  - Trunk, Local Gateway
  - Dial plan configuration
  - .. Both on Unified CM and on Webex Calling



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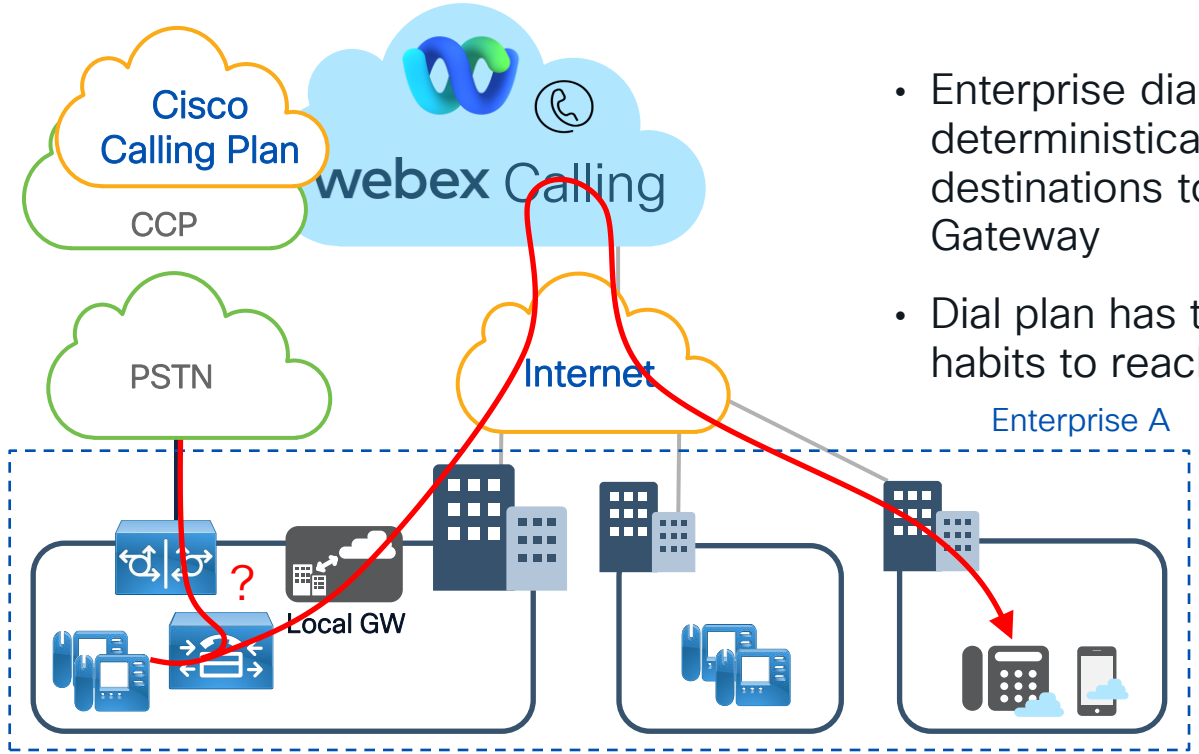
Local Gateway Dial Plan Integration



- Enterprise dial plan on Unified CM needs to deterministically send Webex Calling destinations to Webex Calling via Local Gateway
- Dial plan has to support “typical” dialling habits to reach Webex Calling destinations
- Webex Calling destinations need to be regularly updated during transition period as users move to Webex Calling

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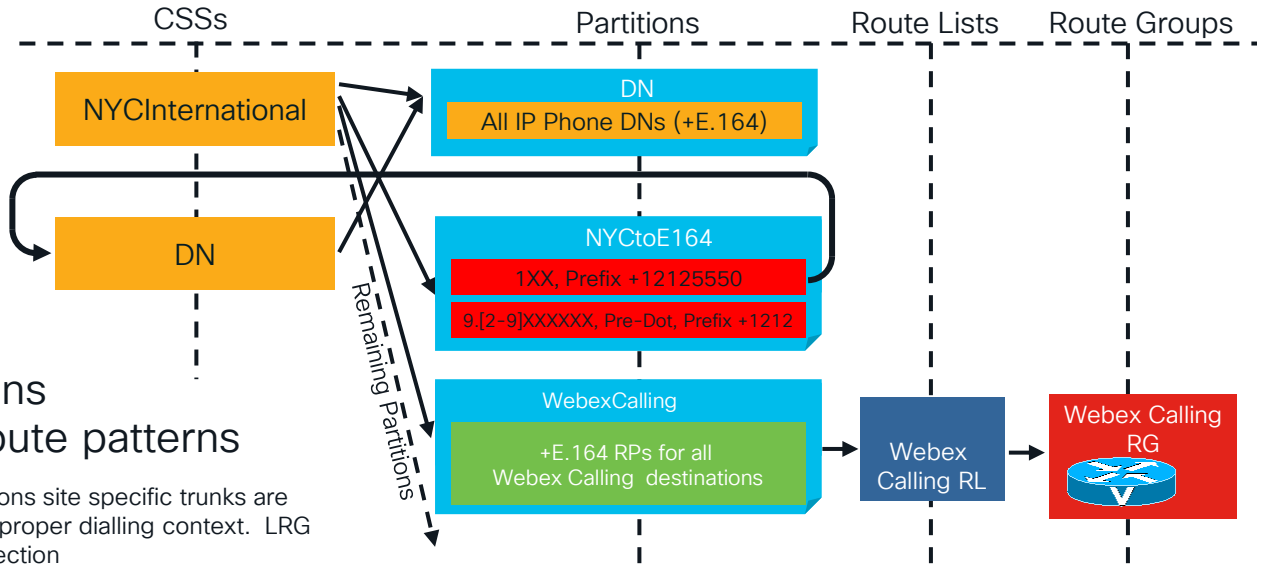
LGW Dial Plan Integration

- With a single Egress LGW selection not site specific → no LRG based LGW selection required*
- Multiple LGWs in multiple locations: RL and LRG
- Can can use multiple LGWs for scale and redundancy
- Webex Calling destinations provisioned as +E.164 route patterns



*For extension dialling w/ non-unique extensions site specific trunks are required so that Webex Calling can establish proper dialling context. LRG can be used for site specific egress trunk selection

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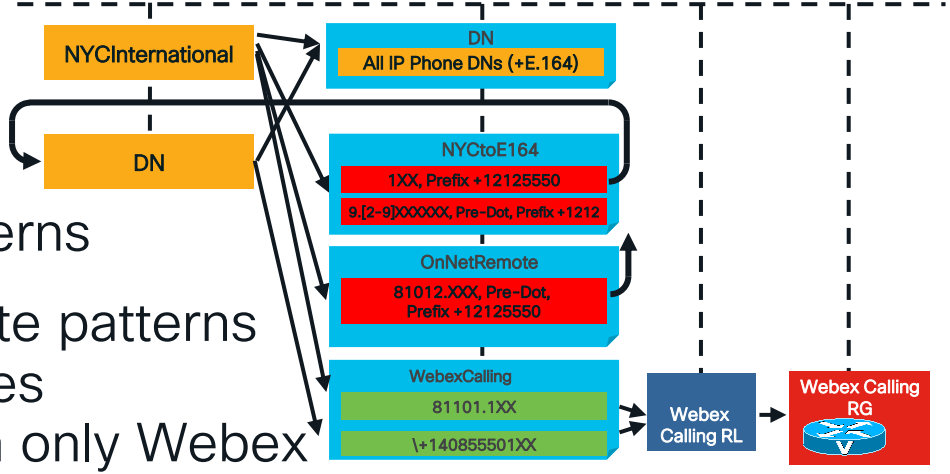
Abbreviated Inter-site Dialing to Webex Calling

- Any dialing habit can be transformed to +E.164 using dialing normalisation translations
- Dialing normalisation for Webex Calling ESN ranges to +E.164 in same partition as Webex Calling route patterns
- Better solution: use ESN route patterns for Webex Calling ESN ranges
  → also works with extension only Webex Calling destinations



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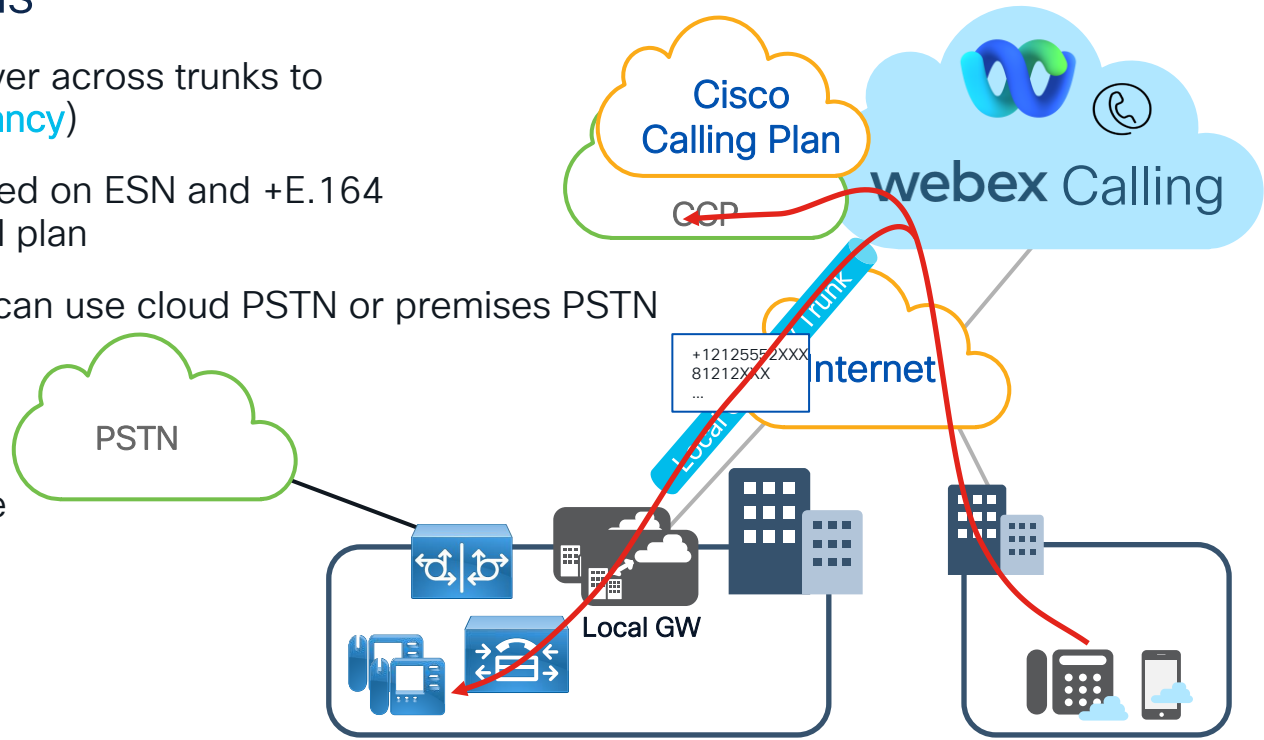
Routing from Webex Calling to Unified CM
Enterprise Dial Plans

- Load balancing and failover across trunks to premises (scale, redundancy)
- Deterministic routing based on ESN and +E.164 patterns in enterprise dial plan
- Webex Calling locations can use cloud PSTN or premises PSTN
- Porting numbers from premises PSTN to cloud can happen as users move or at the end of the migration



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Cisco UCM and Webex Calling coexistence

- Proper dial plan design (see Enterprise PA* for details) enables seamless transition of DNs from UCM to Webex Calling
  - All dialing habits are possible: ESN, DN and +E.164
- Detailed information in the “Transitioning from Cisco UCM to Webex Calling Deployment Guide”: https://www.cisco.com/c/dam/en/us/td/docs/solutions/PA/mcp/DEPLOYMENT_CALLING_Unified_CM_to_Webex_Calling.pdf

*https://www.cisco.com/c/en/us/td/docs/solutions/CVD/Collaboration/enterprise/12x/120/collbcvd.html

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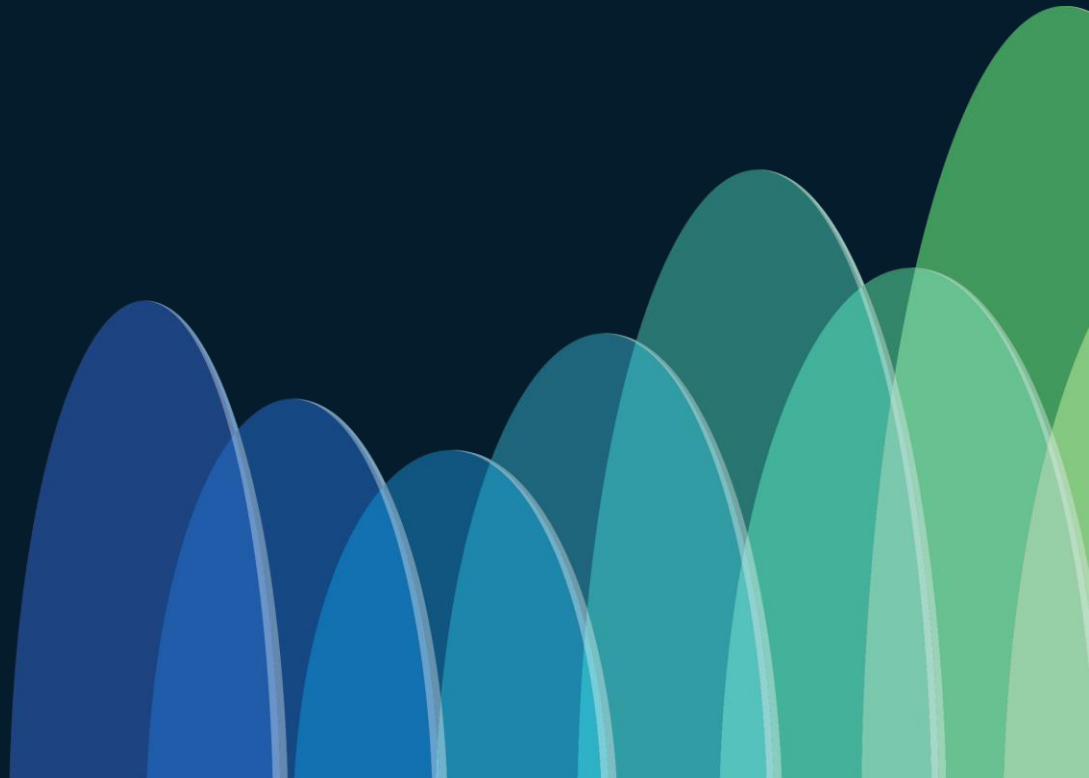
PSTN Options



PSTN Options for Webex Calling

Premises PSTN

Available in 110+ countries

Continue using your existing provider

Support remote branch offices

Manage phone numbers Control Hub

Cisco Calling Plans (Cisco PSTN)

Available in the U.S., Canada, Europe, Australia* and New Zealand*

Single offer through Cisco and our partners

Fully integrated and managed from Control Hub

Cloud Connect for Webex Calling

Available in over 65 countries

Select from multiple world-class Cisco-certified providers

Choose providers on a site-by-site basis

Manage numbers in Control Hub

*planned for Q1CY2023

https://blog.webex.com/cloud-calling/webex-calling-pstn-options/

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Premises PSTN and PBX interconnect

Trunks

Represents a single SIP trunk to an on-premises device. Device can be registering (CUBE) or certificate based (CUBE + 3rd party) trunk

Must be assigned to a location. If used for PSTN the country dial plan is based on location address.

Can be included in one or more route groups or can be directly associated to a dial plan.

PSTN (SIP, ISDN, …) decoupled

Route groups

Logical grouping of trunks (max. 10) for scale and redundancy of connections to the premises

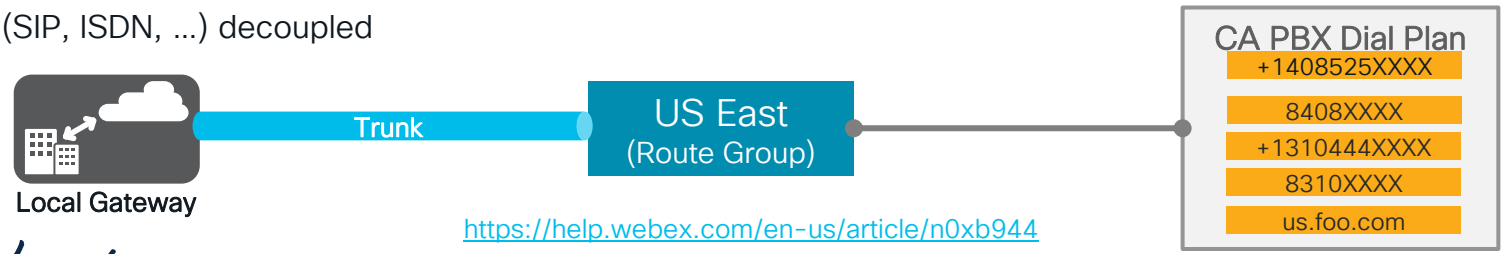
Does not “live” in a location

Dial Plans

Dial plans allow you to route calls to on-premises destinations by use of trunks or route groups.

Specifies the routing choice (trunk or route group) for calls that match any of its dial patterns.

Dial pattern represents **on-premises extensions**; ESN/on-net numbers, +E.164 patterns, SIP URI domains.



https://help.webex.com/en-us/article/n0xb944

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Registration vs. Certificate Based Trunk

Concurrent Calls	# of users serviced	Preferred Trunk Type	Connectivity
~2000 – 6500	65000	Certificate based	Interconnect
250 – 2000	20000	Certificate based	OTT
<= 250	2500	Registration trunk	OTT

Connectivity specs
- OTT: max latency 100 ms, max jitter 10 ms, max packet loss 0.2 %
- Interconnect: max latency 30 ms, max jitter 5 ms, 0 packet loss

Certificate based trunk requirements
- Public IPv4, domain, SRV
- Trusted certificate
- Inbound connections through firewall

https://help.webex.com/en-us/article/n0xb944

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Local Gateway
Platform Support

Recommended – minimum of IOS-XE 17.6.1a
Registration-based and 17.9.1a for certificate-based

Local Gateway (LGW)

CUBE

IOS-XE GW

Cisco CUBE (for IP-based connectivity) or
Cisco IOS Gateway (for TDM-based connectivity)

Hardware and software requirements:

- ISR 4321, 4331, 4351, 4431, 4451, 4461 vCUBE in AWS
- Catalyst 8300 series
- CSR 1000v and 8000v (vCUBE)
  - CSR 1000v licenses are not included in Webex Calling Flex and need to be purchased separately
  - Estimate 200 kbps total data throughput for every audio call
- ISR 1100

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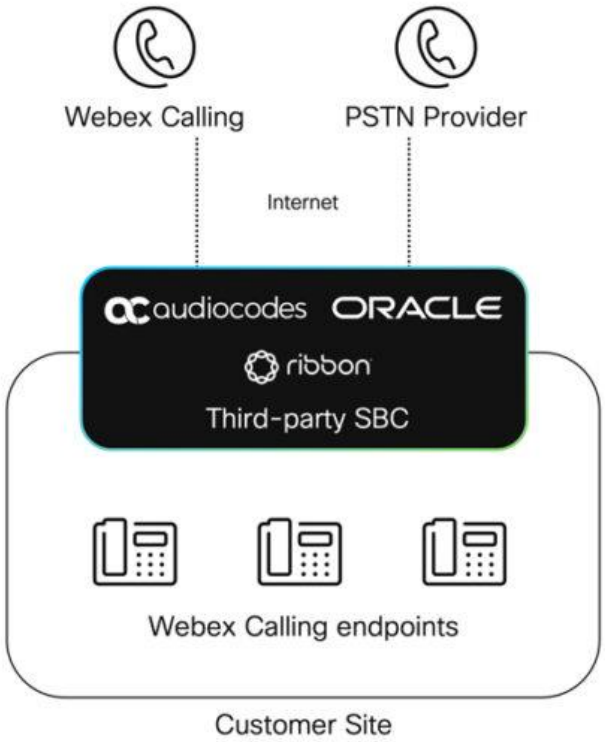
Third-party Local Gateway

- Cisco validated third-party SBCs as Local Gateway
- Support for Audiocodes, Oracle and Ribbon specific SBC models.
- Certificated-based trunks



https://help.webex.com/en-us/article/t9xctu/Get-started-with-Local-Gateway

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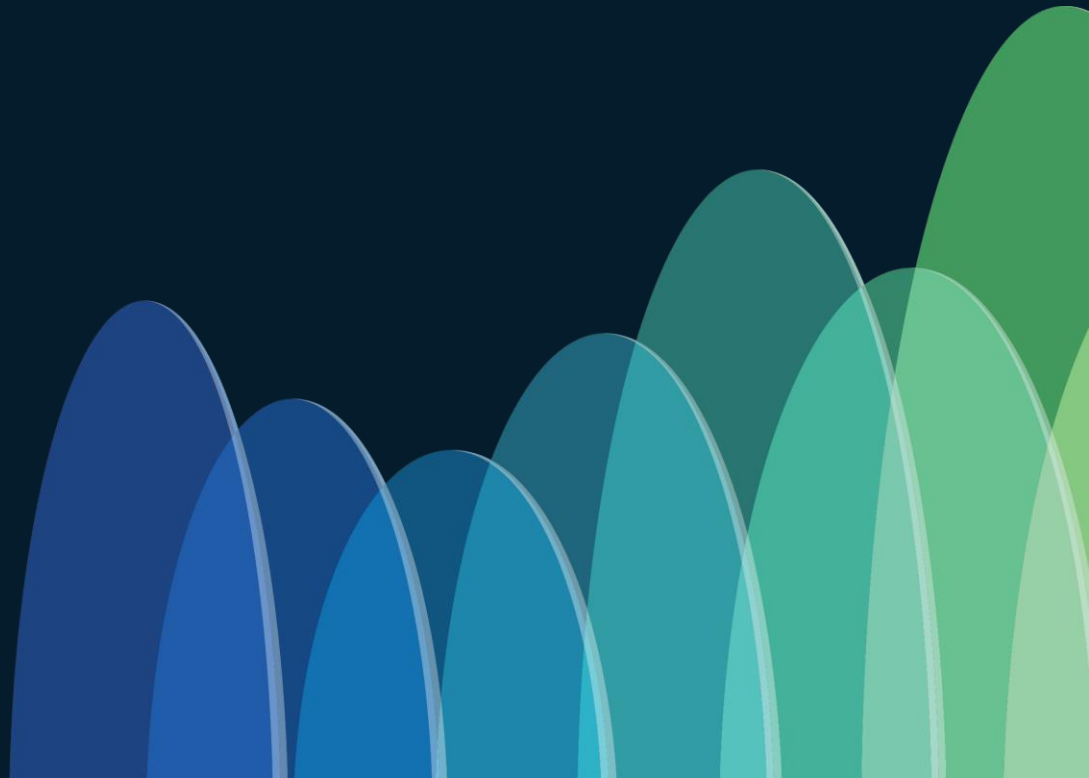
Dialing / Call Routing



cisco Live!

Webex Calling Dialing Habits

- Extension dialing: 2-10 digits (default 4)
  - Inter- and intra-site; inter-site requires unique extensions
- ESN (Location routing prefix + user extension) using an optional location code: up to 7 digits
- +E.164
  - Telephone numbers defined in the Webex Calling system. Always resolvable by +E164 dialing
- PSTN
  - PSTN destinations defined by pre-loaded Country Dial Plans
  - Optional outside steering digit (outside access code, OAC) to avoid overlaps between PSTN and enterprise dialing habits

https://help.webex.com/en-us/article/757iyo/Dial-plans-by-country

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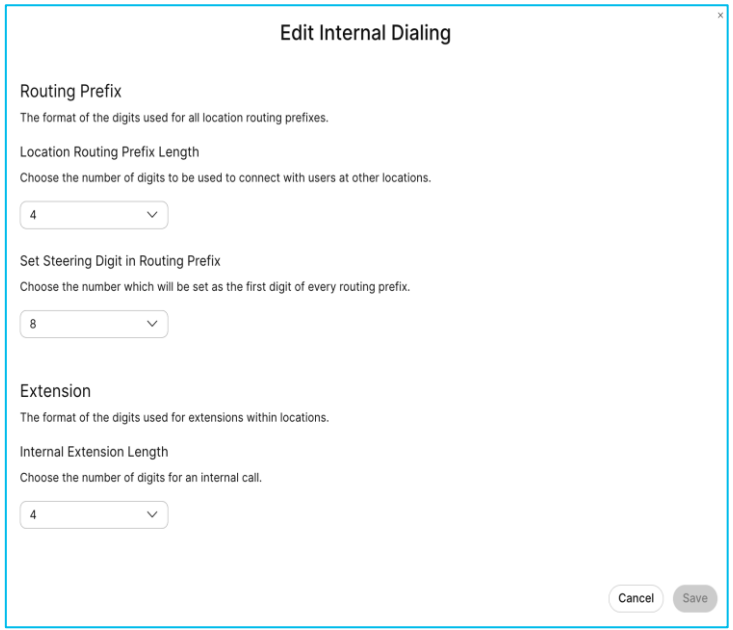
Enterprise Best Practices

Goal: optimise dial plan handling in phones to minimise timeouts

1. Outbound dialing digit (for example 9)
   - Per location
2. Internal steering digit for inter-site (for example 8)
   - Different from PSTN
3. Uniform location code length (for example 4)
   - Location code includes leading internal steering digit!
4. Uniform extension length (for example 4)

Uniform inter-site dialing: steering digit – location id – extension

- Example: 8-496-9764



BRKCOL-2487: Successful Migrations from Unified CM to Webex Calling

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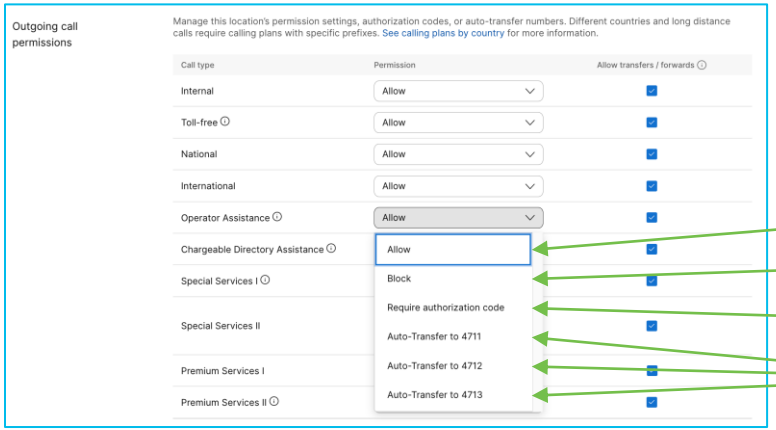
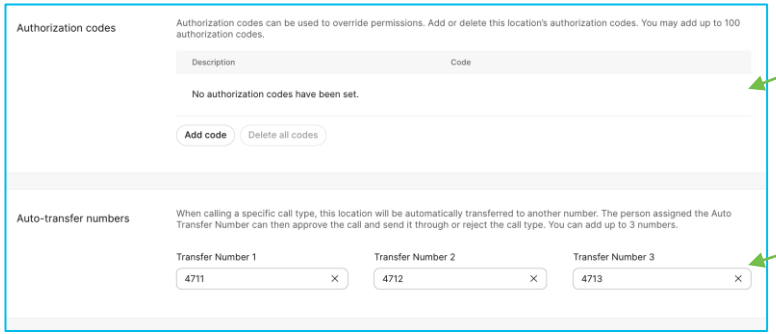
Outgoing Call Permissions





Location configuration

- User level override

Permissions by call type:

- Allow
- Block
- Requires authorisation code
- Transfer to auto transfer number

Set of authorisation codes

- Mechanism to track certain calls for accounting purposes
- Authorisation codes logged in CDRs

Up to three auto-transfer numbers

- Call gets transferred to destination and tranferee can then decide further call treatment

https://help.webex.com/en-us/article/nt2lz3d/Outgoing-calling-permissions-for-Webex-Calling-locations
https://help.webex.com/en-us/article/q94e8c/Configure-calling-permissions-in-Control-Hub

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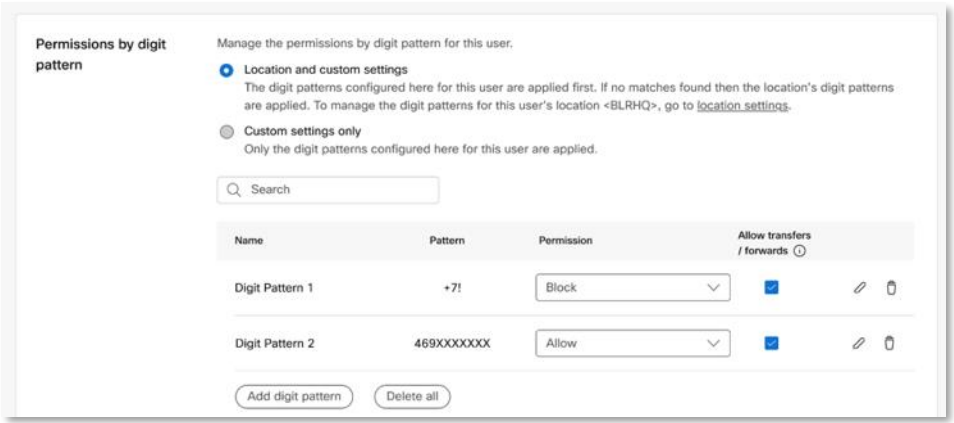
Enterprise Dial Plan

Enhanced management of Outbound calls by digit patterns

- Empowers administrators with the tools to regulate international calls, dialing to specific numbers using digit pattern configurations.
- Authorisation codes have been updated to permit a maximum of 1000 codes for each entity: locations, users, workspaces, and virtual lines
- Enables organisations to manage costs by regulating international calls and calls to Premium numbers
- Ensures adherence to company policies and regulatory requirements by controlling which numbers can be dialed



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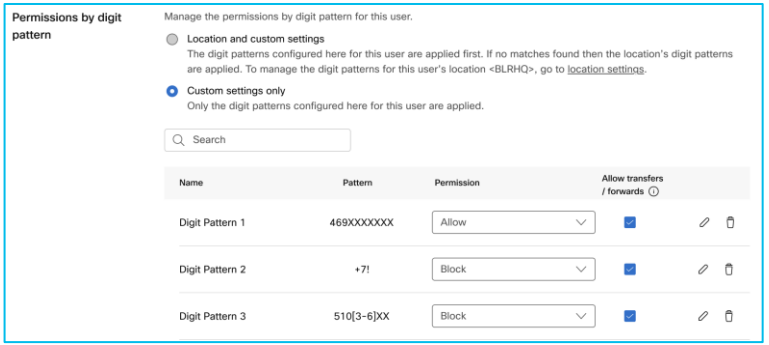
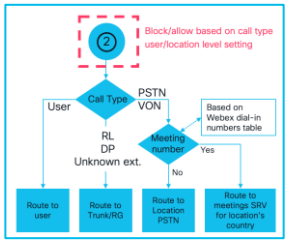
Outgoing Call Permissions – By Pattern*

- Policy (allow, block, auth. code, auto-transfer number) per pattern
- Up to 500 patterns per location/user/workspace/virtual line
- Provisioning APIs for locations, users, workspaces (virtual line APIs tracked as separate initiative)
- Bulk management for locations, users (workspaces and virtual lines don't have bulk management; separate initiative)
- Permissions by pattern take precedence over permissions by type
- Note: call types other than "internal" always block for user in Cisco Calling Plan location w/o OCP regardless of any pattern



- For external destinations pattern match is tried twice: before/after translation according to national numbering plan
  - +E.164 patterns can be used to apply policy regardless of how the destination was dialled
  - Non +E.164 patterns can be used to apply different handling depending on how the number was dialed
- As outgoing call permissions are applied for all routing tree outcomes, policy can be applied to all call types (… other than emergency) .. even internal



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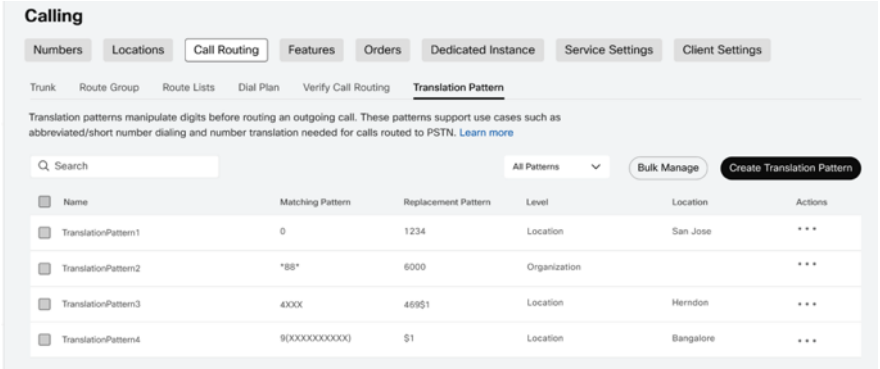
Enterprise Dial Plan
Translation Patterns

- Simplified Management of call routing for **outbound calls** to support use cases such as operator dialing, abbreviated/short number dialing, and number translation needed for routing calls to PSTN
- Consistent Experience of users across the organisation
- Support for commonly used wildcards is provided to simplify configuration and create efficient translation patterns with ease.



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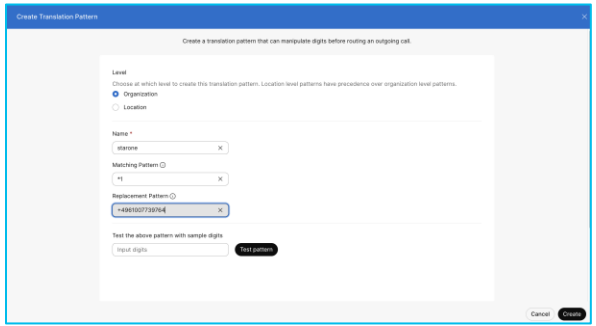
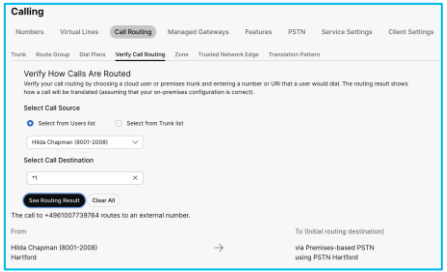
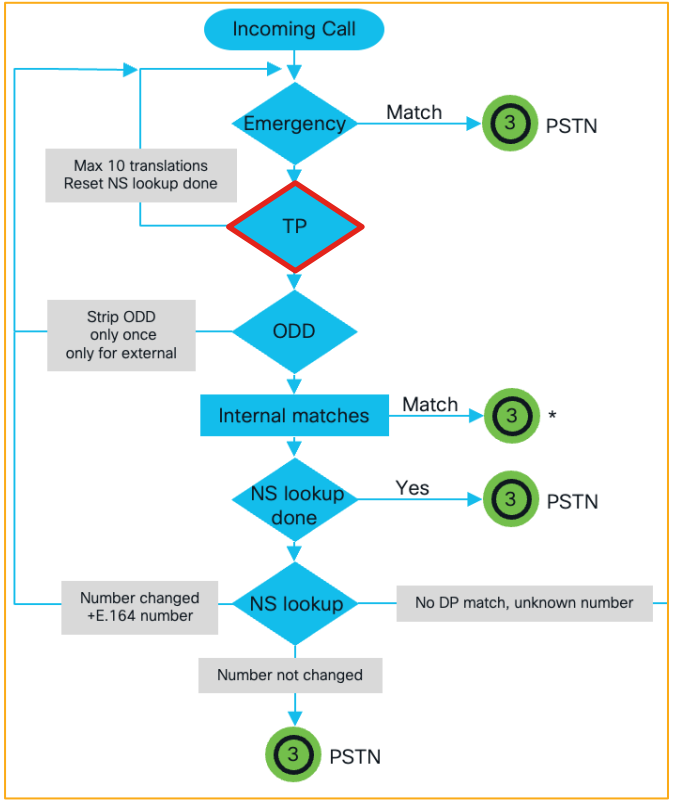
Translation Pattern

Matching Sequence:

- Translation Pattern match:
  - After emergency calling
  - Before all other matches (internal & external)
- Up to 10 translation loops
- Translation patterns evaluated (again) after NS lookup and +E.164 transform







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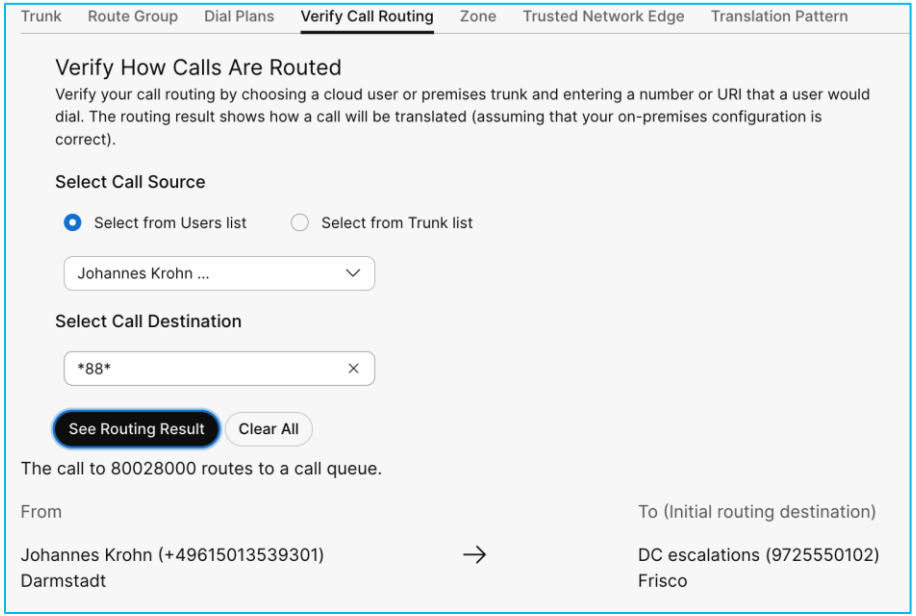
Verify Call Routing Tool

- Verify Call Routing Tool supports translation patterns
- Final output will have information about matched translation patterns



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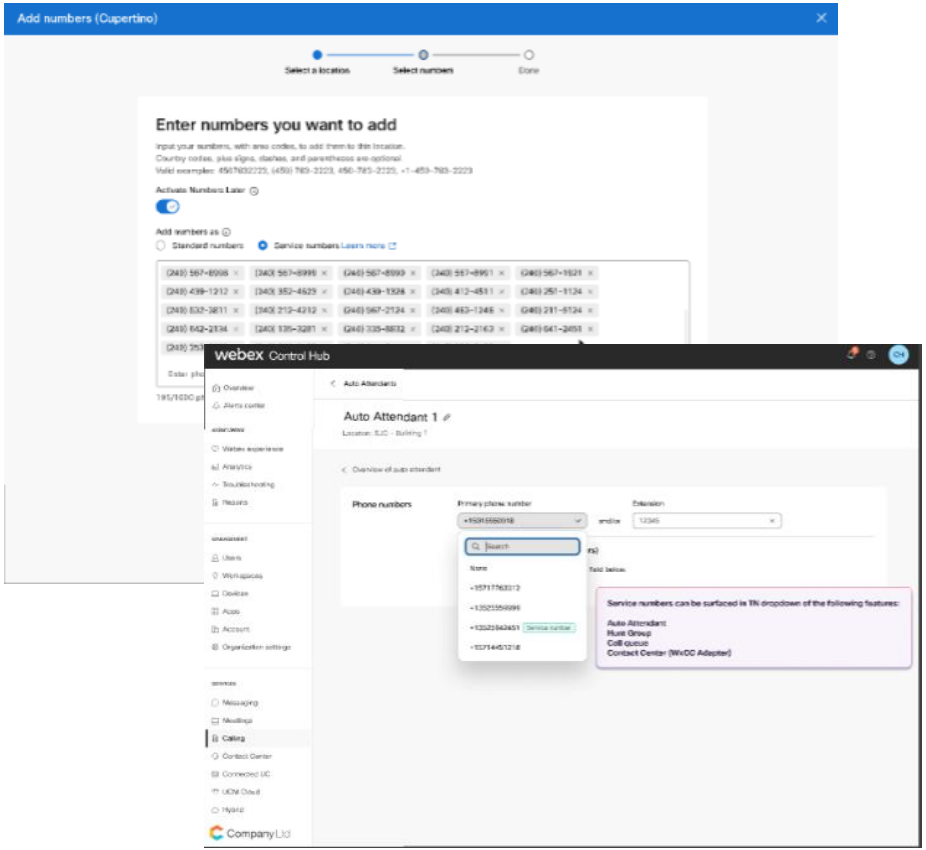
Webex Calling Service Numbers *NEW*

- High-volume numbers for site services
- Site Services can be assigned Service Numbers:
  - Webex Contact Center Entry Points
  - Auto-Attendant, Hunt Groups
  - Location Main Number
  - Cannot be assigned to a user, workspace, or virtual user.
- Phase 1: Service Number support for LGW and CCPP
- Phase 2: Service Number support for Cisco Calling Plans (Q4 CY 2024)



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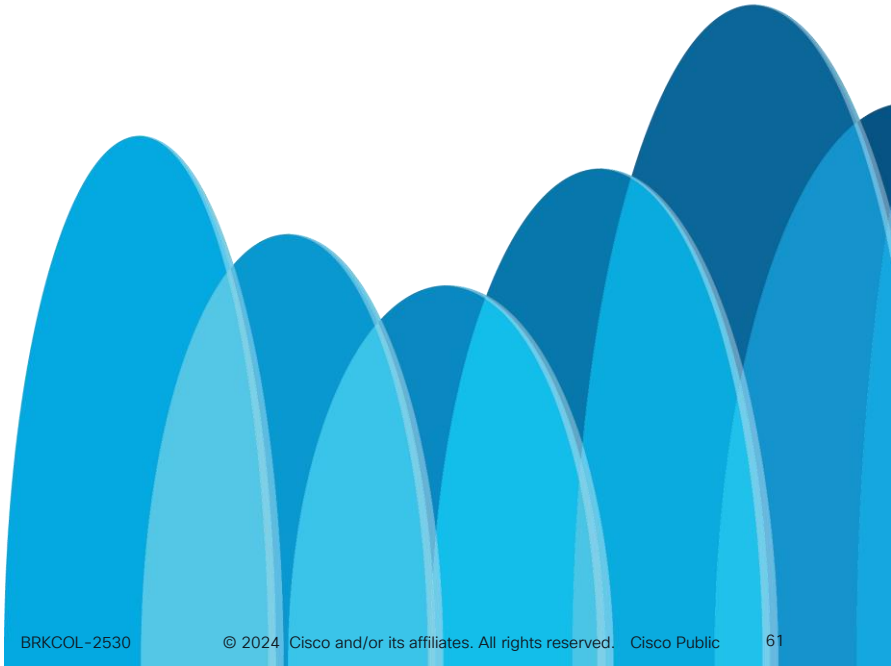
Migration Considerations
Decisions, Decisions

“If I would have known that, I would have done things differently.”



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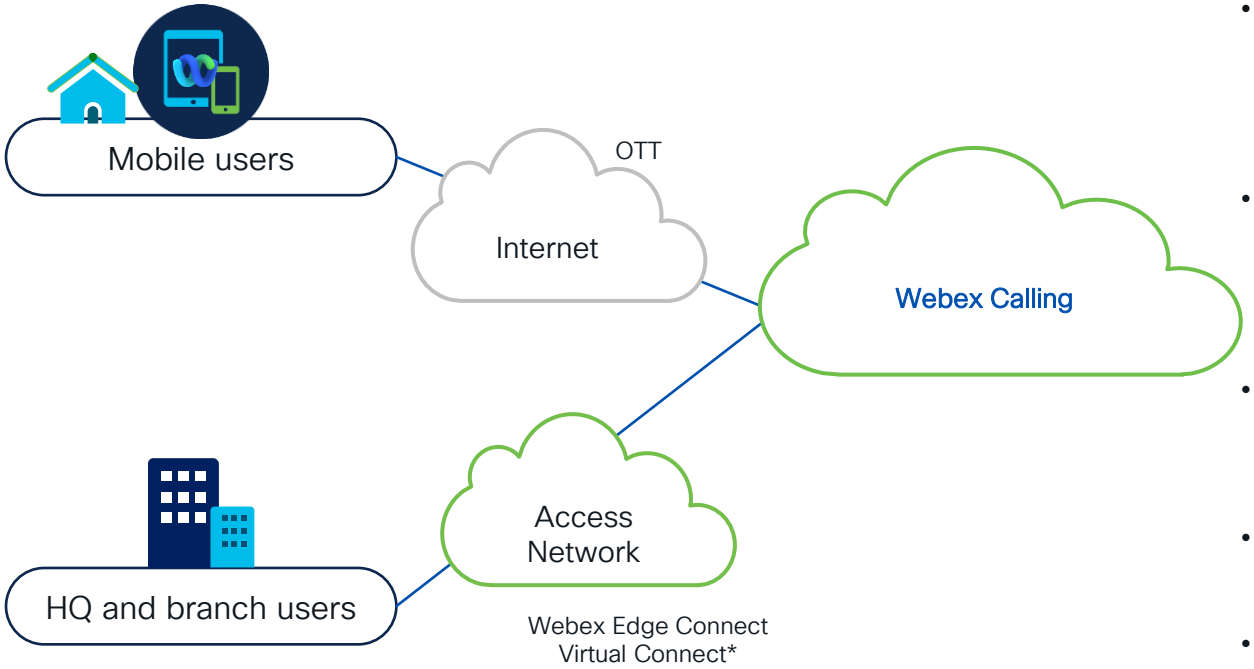
Webex Calling – Connectivity



- Webex Calling service is primarily delivered over the top (OTT) to the customer
- Customers do have an option to go a private peering in cases where they want to address potential security or quality concerns
- Dedicated Instance service is primarily delivered over a private connection to the customer premises
- Connection requires peering via Webex® Edge Connect, Partner Connect or Virtual Connect
- OTT access is included to service mobile and remote workers (MRA)
- Peering is required in each geographic region where service is provided to customers

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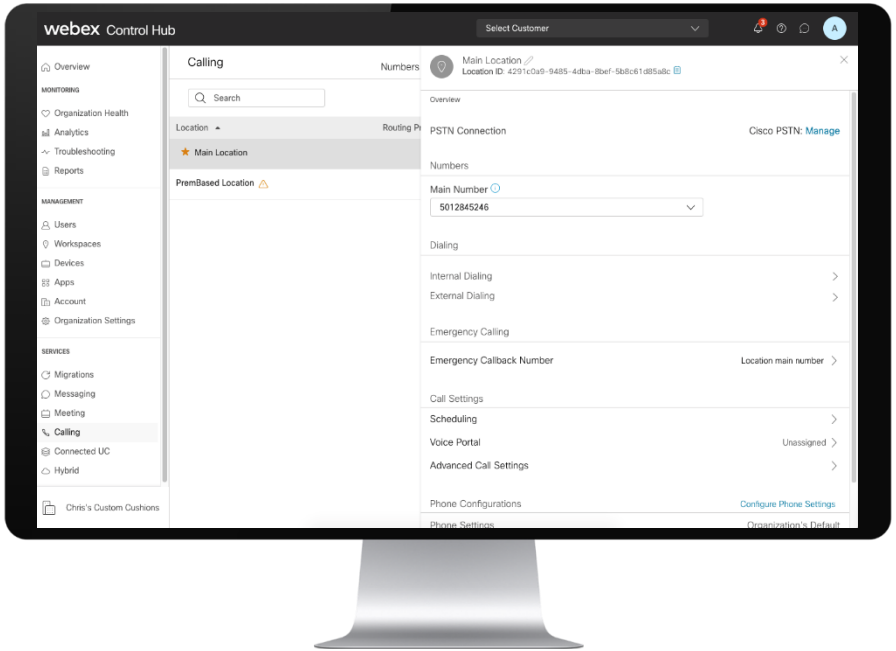
PSTN Flexibility

Global coverage, optimised for cost and quality

- Support multiple PSTN providers
- Define PSTN providers at the location level
- Centralised management with Control Hub



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Discover, Decide, Design, Deploy

Call Recording: yes, but which one do you need?

CDRs: got it, but what information do you need in them?

Call Center: what use case are you looking for?

Analog: what legacy or 3rd party SIP devices do you still support?

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Customer Experience

Improving the Customer Experience

cisco Live!

Introducing Customer Experience Essentials

A customer experience solution for any need for all customer-facing employees

Webex Customer Experience Basic

For teams who need to manage incoming calls

- Included with Webex Suite
- Voice queues
- Skills-based routing
- Multi-line
- Multi-call window
- Audio Intelligence
- Call-queue analytics

Webex Customer Experience Essentials

For back office and customer-facing teams

- Basic, plus…
- Webex Calling
- Omnichannel (H2 CY24)
- Agent screen pops
- Intelligent routing
- Supervisor experience
- Analytics

Webex Customer Experience Standard and Premium

For enterprise contact centers

- Essentials, plus…
- Deep agent & supervisor functionality
- Automation & virtual agents
- AI capabilities
- Customer journey data
- Robust reporting & analytics

Webex Platform

Security, AI, Manageability, Sustainability

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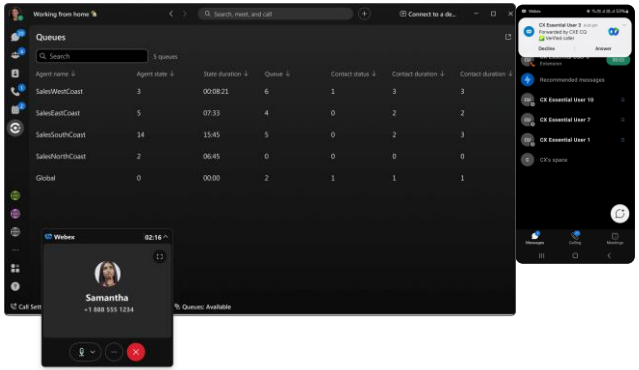
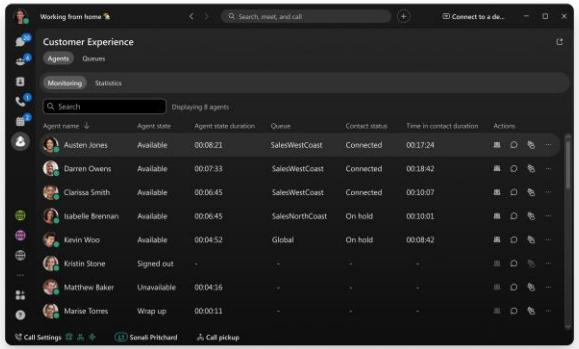
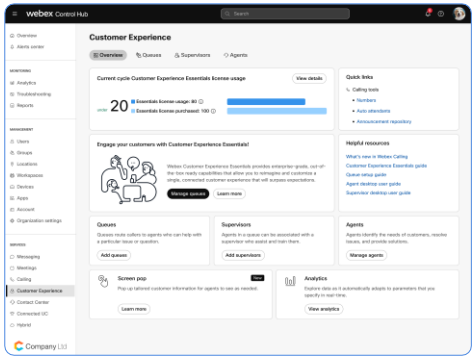
Customer Experience Essentials Overview

At-a Glance







Agent experience in Webex App

- Set availability and join/unjoin from call queues
- Realtime views of call queues agent is part of
- Screen pop for call queue calls
- Available on desktop or mobile devices
- Works well with Cisco devices & headset
- Digital Experiences (CY2024 H2)

Supervisor Experience in Webex App

- Manage agents from within the Webex App
- Access to real time and historical data on agents and queues
- Manage availability of agents and join/unjoin status
- Silently monitor agents

Unified Administration Control

- Administer Webex Customer Experience from Control Hub – setup a call center in minutes!
- Key details at a glance
- Manage call queues, supervisors and agents
- Access call queue analytics

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Webex Calling Survivability

Calling is always available, even when the cloud is not

SRST
Provides basic remote site survivability for telephony, but lacks access to all features and integrations during network outages

Advanced Requirements
Some vertical markets, like Healthcare, deem calling as mission critical and require comprehensive redundancy options

Comprehensive Redundancy
Enhanced Survivability for Dedicated Instance supports all call-flows, features & integrations with an on-prem node in case of a complete loss of cloud access

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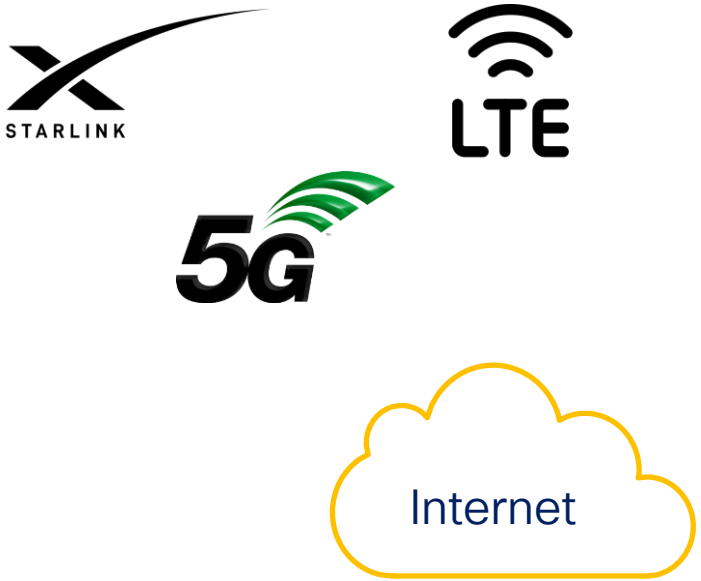
Survivability – Internet

As with any cloud service, internet connectivity is key

Suggested ways for internet redundancy

- Redundant internet links to organisation
- Cellular failover in routers
- Decentralised Internet Access
  - Secure Direct Cloud Access



https://www.cisco.com/c/en/us/td/docs/solutions/CVD/SDWAN/cisco-sdwan-secure-direct-cloud-access-deploy-guide.html

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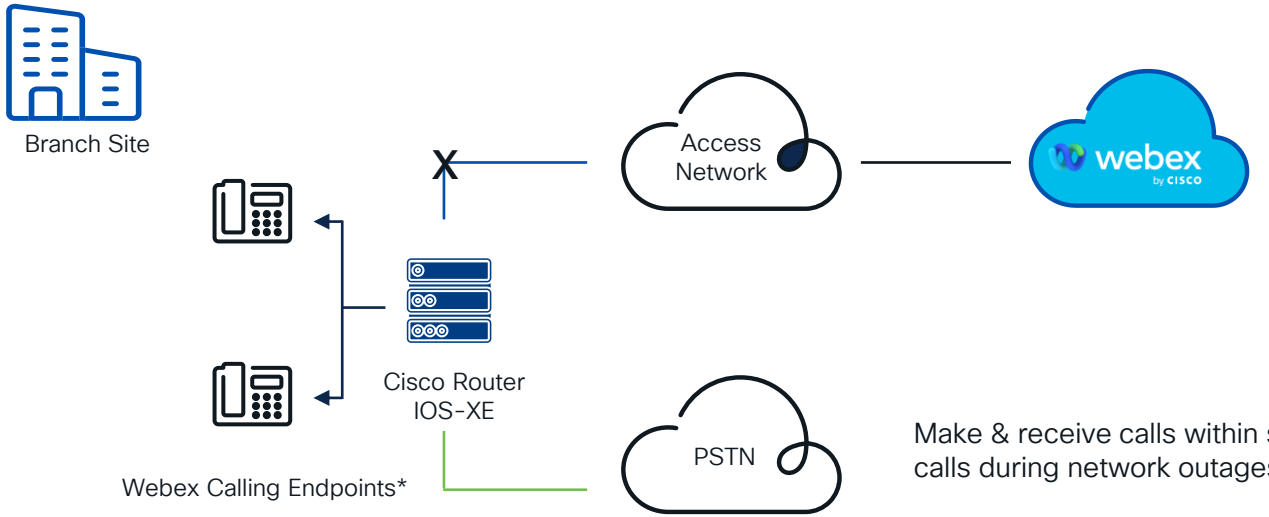
Webex Calling – site survivability

Continue calling even during internet outages with PSTN survivability



Simple deployment, manageability and analytics through Control Hub.

Make & receive calls within site & PSTN calls during network outages.

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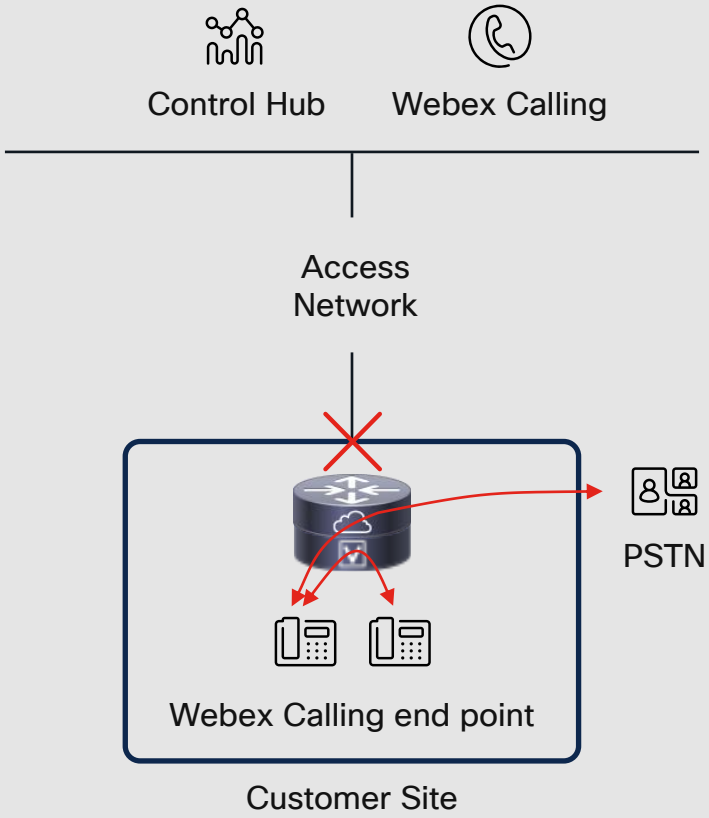
Solution Overview

Webex Calling Site Survivability

- A Survivability Gateway is installed on site
  - Fully supported from IOS XE 17.9.3
    - 43XX,44XX,82XX,83XX, 8000v
- Gateway is managed, gets configuration details from Control Hub
- In the event of a network outage:
  - Internal/external calls routed via the gateway
  - Emergency calls are routed via the gateway
  - Mid-call and other calling features available

The Survivability Gateway is built on the IOS XE Survivable Remote Site Telephony (SRST) solution, allowing customers to migrate existing hardware, licensing and configurations to their Webex Calling solution. (On the ISR or Virtual Routers)



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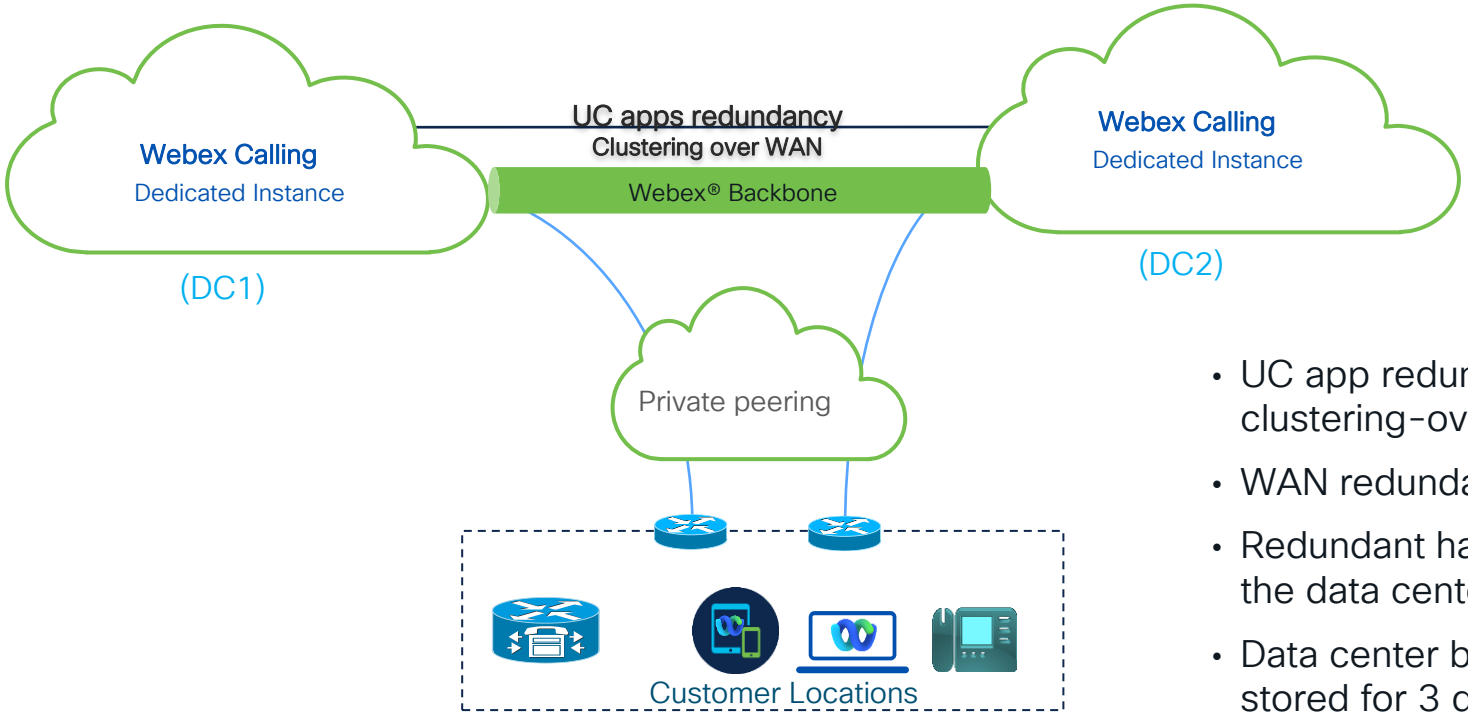
Dedicated Instance
Data center redundancy within each region



- UC app redundancy – clustering-over-WAN
- WAN redundancy
- Redundant hardware across the data centers
- Data center backups daily, stored for 3 days

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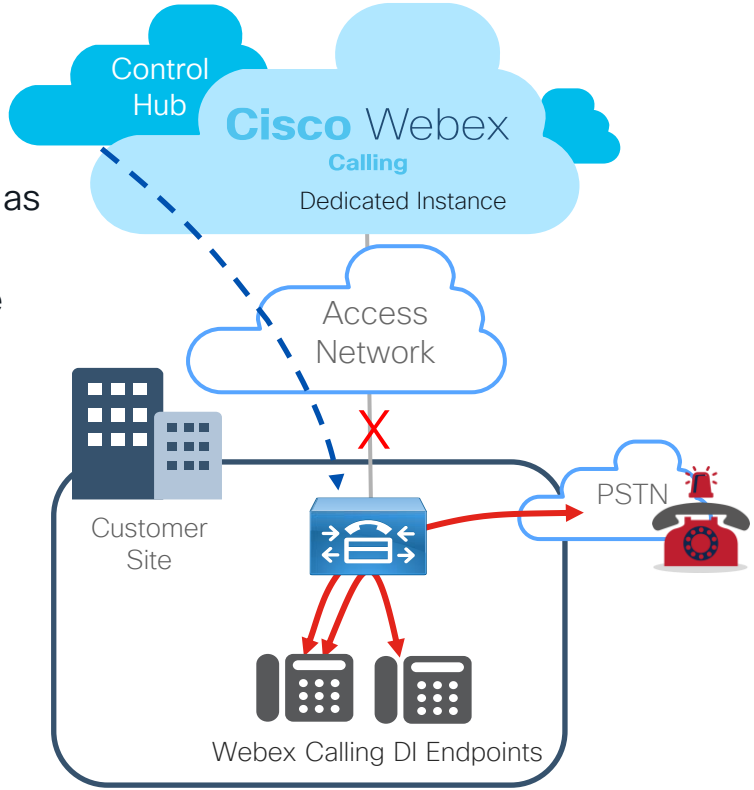
Enhanced Survivability

- A virtual application deployed on-premises that connects as a remote node to Dedicated Instance UCM cluster
- Devices register to the appliance when cloud services are unavailable.
- All call control functions, and 3rd-party integrations are preserved in the failover mode
- High density survivability: support ~10K devices per node
- Up to 11 remote nodes can be connected to a DI cluster
- Managed from the cloud
- RTT time for remote nodes >200ms
- One way sync from publisher to remote node
- Remote node is the tertiary node in the CM group



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Analog Voice Gateway Comparison

Voice Gateway	VG400	VG310	VG320	VG410 (NEW)	VG420	VG450
Software Image	IOS XE	IOS	IOS	IOS XE	IOS XE	IOS XE
Webex calling	Yes	No	No	Yes	Yes	No
FXS-E	Yes	First 8 Ports	First 4 Ports	Yes, 24 ports	108/84*	16(mode1)/ 56(mode 2)
Analog SIP Line Support	No	No	No	Yes	Yes	Yes
Native Media Recording (FXS/FXO)	Yes	No	No	No	No	Yes
FXO Failover Bypass	Built-In	No	No	Yes	SM-X Module	SM-X Module
Voice Module Support	No	VIC/VWIC	VIC/VWIC	No	NIM / SM-X	NIM / SM-X
SCCP Auto-Registration & Self provisioning	Yes	No	No	Yes	Yes	Yes

* VG420 Platform specific

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Cisco Managed Devices

Supported 3rd Party Devices:

- Poly Devices: VVX 101, 150, 201, 250, 301, 311, 350, 401, 411, 450, 501, 601, Trio 8300 / 8500 / 8800, SoundStation IP 5000*, 6000*
- Yealink Devices : IP Desk Phones – T41S, T42S, T46S, T48S, EXP40/50, T58A / T58V, T53W, T54W, T57W, T33G, T43U, T46U, T48U, T40G, DECT* – W52B, W56B, W60B, W70B, CP920, CP960
- SingleWire Fusion Server, Grandstream Door and Paging Devices, Algo Paging Devices, 2N IP Verso Door Devices, AudioCode (MP202, MP204)*
- Others (Roadmap):
  - All SIP devices compliant with Cisco Security requirements will be supported on the Wholesale platform via Partner Managed Devices option.

* – Available H2 23

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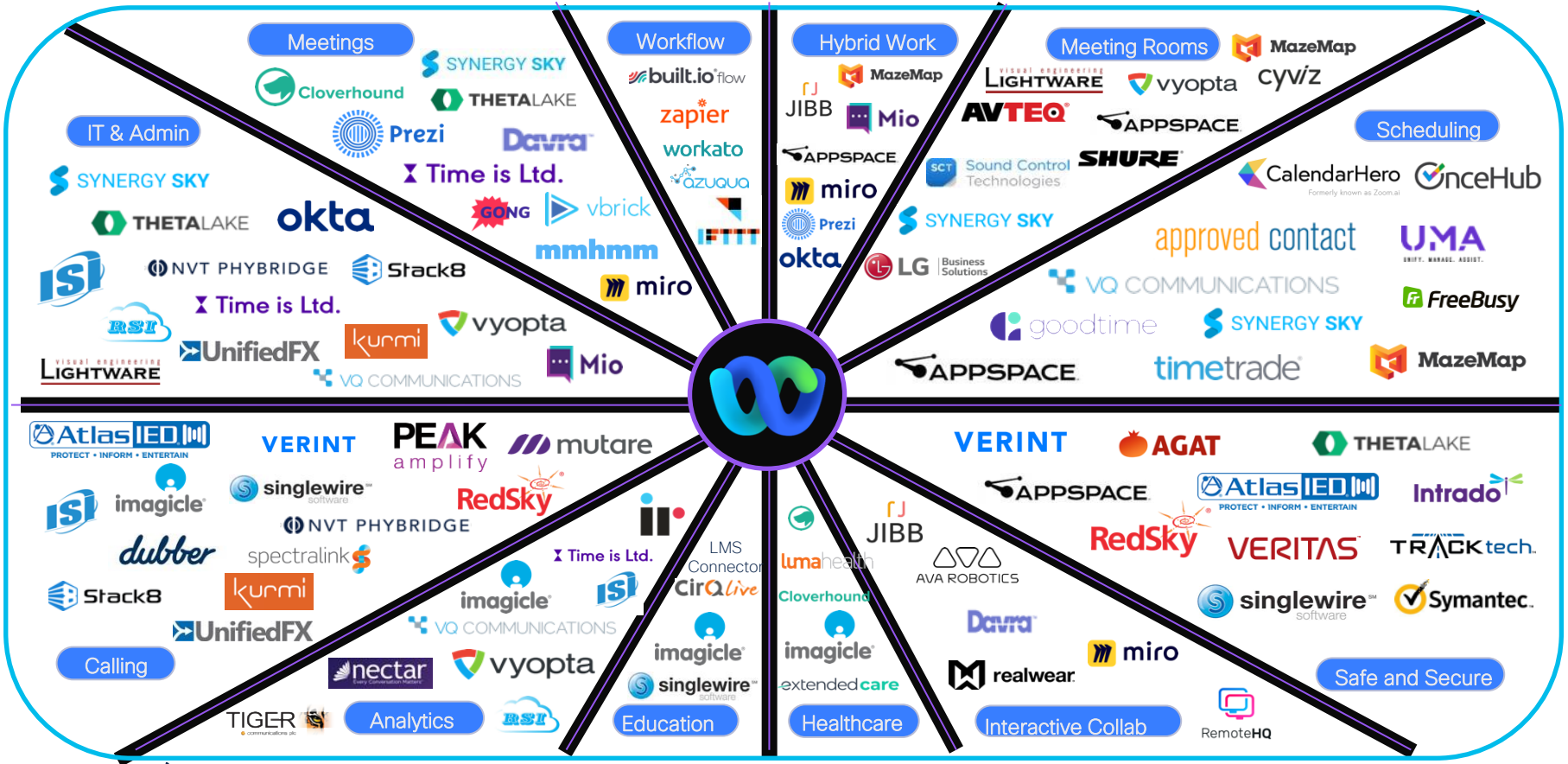
Cisco Collaboration ISV Ecosystem Outcomes



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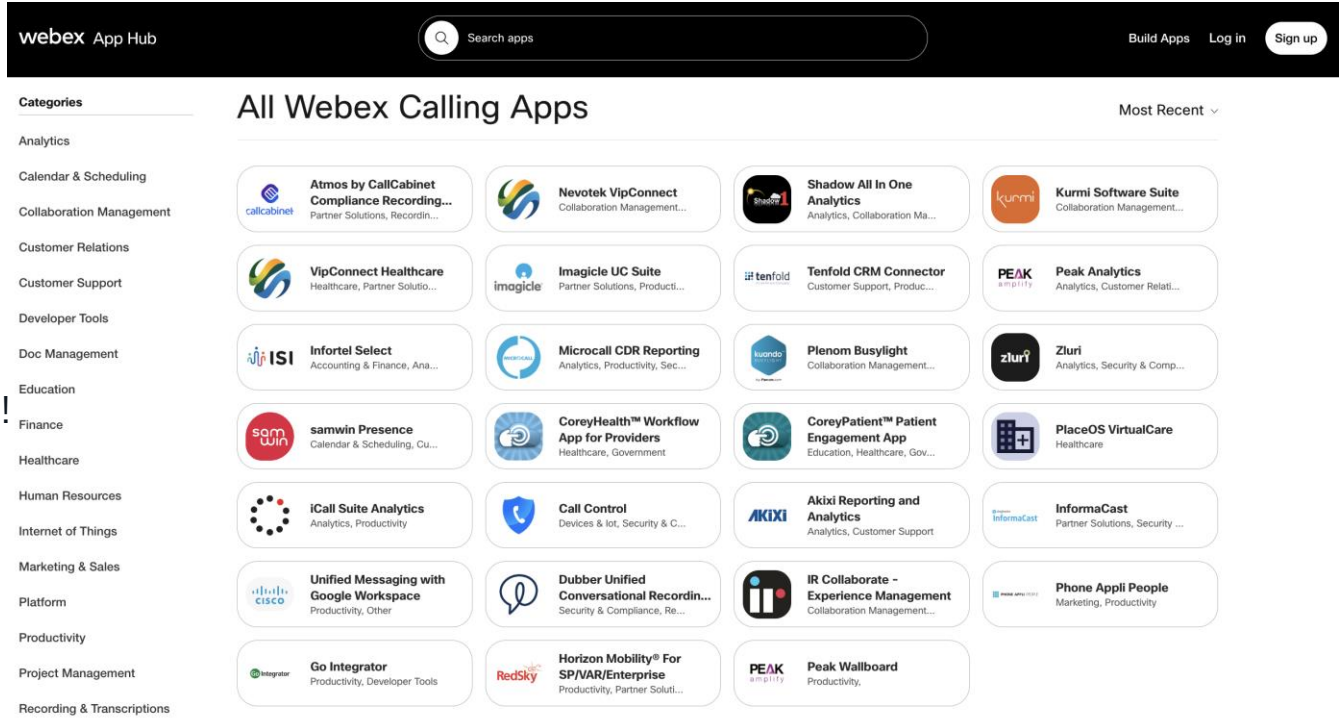
https://apphub.webex.com/

Webex App Hub for Calling

- Core ecosystem apps are available
- More coming every month!



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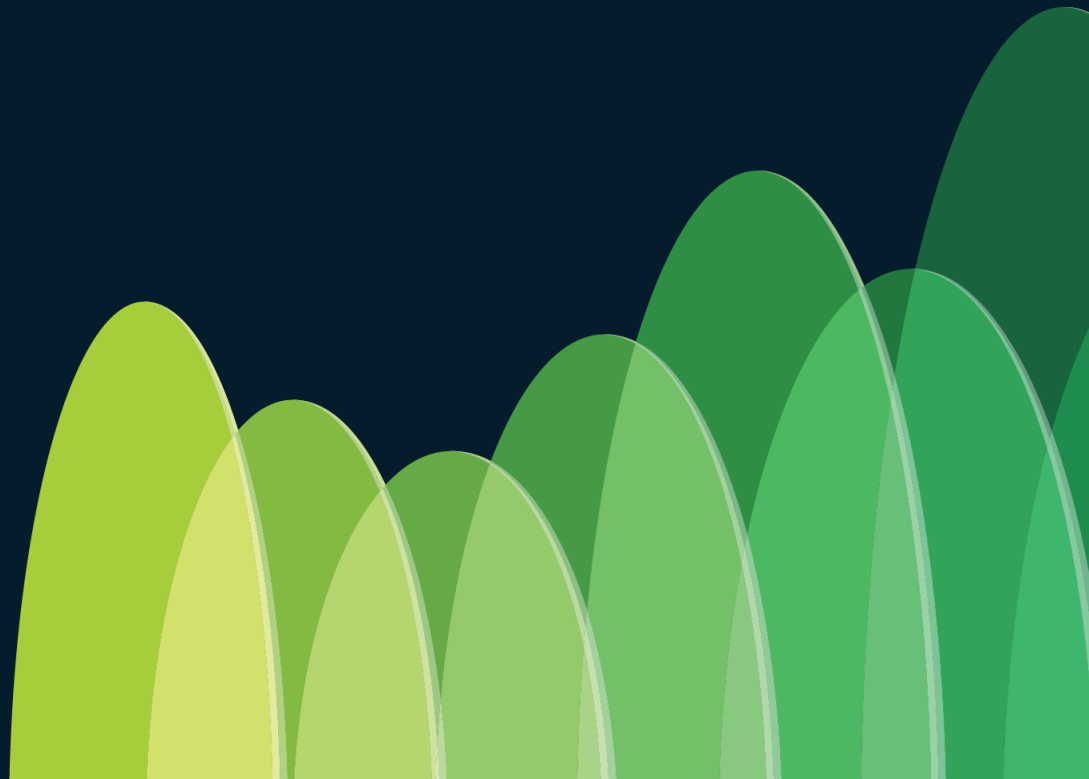
Notable Feature Considerations



A complete enterprise feature set

Highlights of supported calling features

Inbound call management

- Auto attendant
- Call queue analytics
- Call routing and queuing
- Call waiting – Up to 4 calls
- Hunt group
- Inbound caller ID
- Music on hold
- Receptionist client
- Request call back
- Skills based routing
- Sequential ring

Make and receive calls

- Call forwarding, hold, transfer
- Call redial
- Directory search (Enterprise and Personal)
- Distinctive ring
- Do not disturb
- Outbound caller ID blocking
- Privacy
- Selective call rejection
- Speed Dial 100
- Three flexible PSTN options
- Availability in 120+ countries

Call history and voicemail

- Call history
- Call logs w/click to dial
- Convenience call recording
- Visual voicemail
- Voicemail transcription

Video, analog, fax, other devices

- ATA support
- Cloud-based fax
- DECT devices
- Video (point to point)

Multi call / line experience

- Alternate numbers
- Busy lamp monitoring
- Conferencing (site based)
- Exec / assistant roles
- Multi call window
- Multi line selection in App
- Multiple lines on Cisco Phones
- N-Way voice and video calling (6)
- Shared lines
- Three-way calling (variable length)
- Virtual extensions

Agent / supervisor

- Call queue analytics
- Call transfer – attended/blind
- Directed call pickup
- Monitor, coach, barge, takeover
- Skills based routing

Mobility

- Business texting
- Hot desking & hoteling
- Remote office
- Simultaneous ring
- Webex Go

Administration

- Analytics and troubleshooting
- Business continuity (CFNR)
- Call history reporting and API
- E911
- Single point of admin for Webex Suite

Integrations and partners

- MS Teams integration
- Google Chrome integration
- Recording, attendant, fax partners
- Security and safety partners
- 20+ Certified Calling Providers

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Introducing

The ALL-NEW Cisco Desk Phone 9800 Series

Cisco Desk Phone 9841	Cisco Desk Phone 9851	Cisco Desk Phone 9861	Cisco Desk Phone 9871	Cisco Desk Phone 9800 KEM

Available Now

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Next generation hot desking

Delivering a personalised return-to-office experience

- Log in instantly with a QR code or voicemail secure TN and password to reserve a Device for up to 24 hours
- Make and receive voice and video calls from your business line
- Access shared lines, call history, contacts, and voicemail
- Join scheduled meetings with a single touch
- Supported on MPP 9800 series and 8875 (PhoneOS), MPP 8800 series and RoomOS devices

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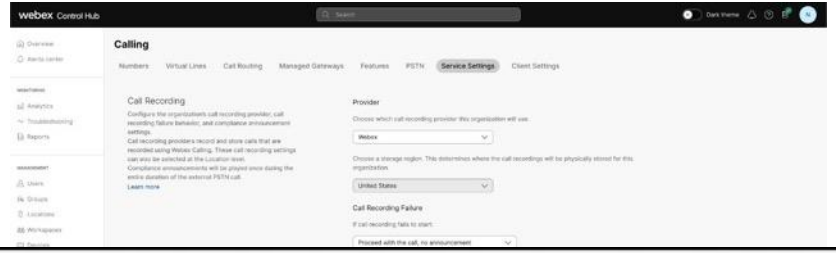
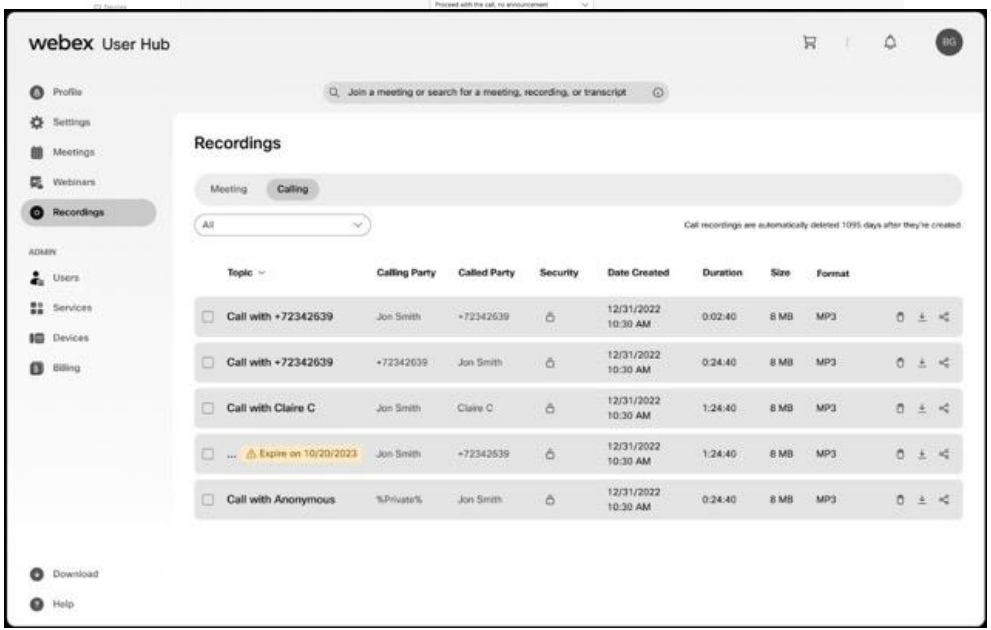
Native Webex Call Recording

- Records audio calls to the same infrastructure as Webex Meetings.
- Access to recordings via Control Hub (Admins) and User Hub (End Users)
- APIs to list, download, and delete recordings.
- Ability to select storage location beyond Webex Calling region.
- Secure recordings (transit and at rest).
- Supports all recording modes





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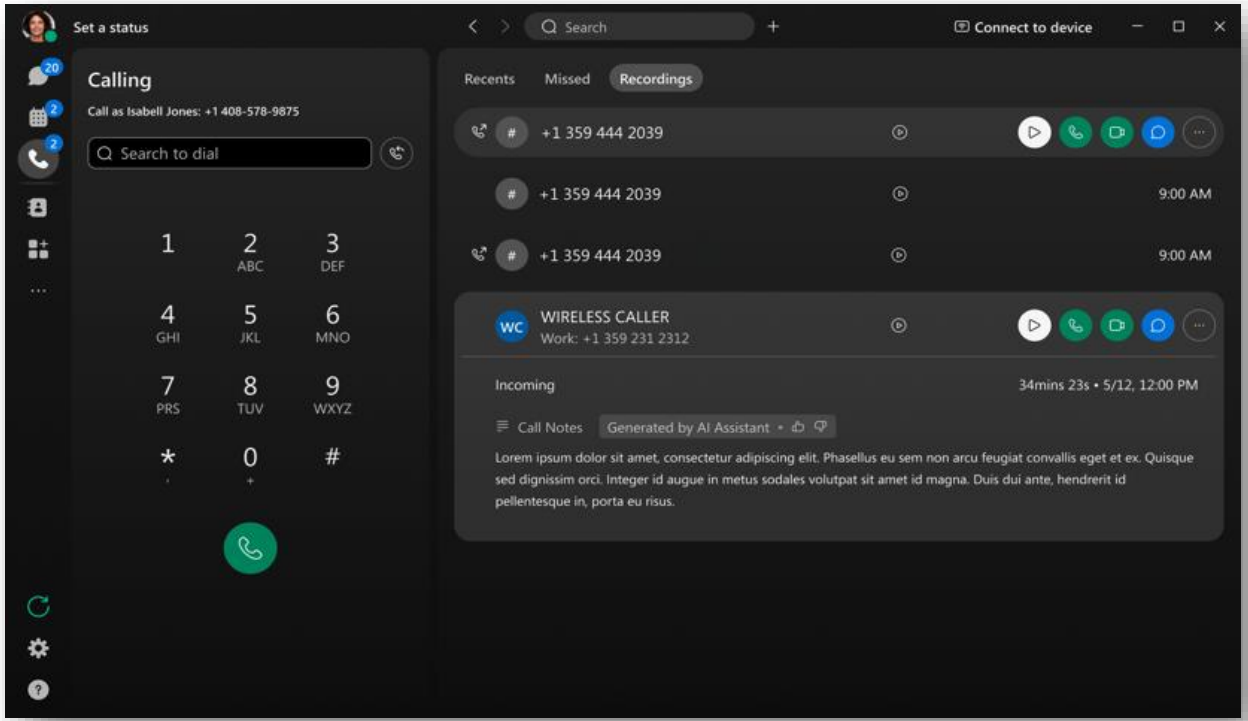
Native Call Recording in Webex App

- Records audio calls to the same infrastructure as Webex Meetings.
- Easy access to playback, download or delete recordings by user from the Webex App
- New calling tab UX design to facilitate easier access to call recordings and AI features
- Available on Webex desktop and mobile apps



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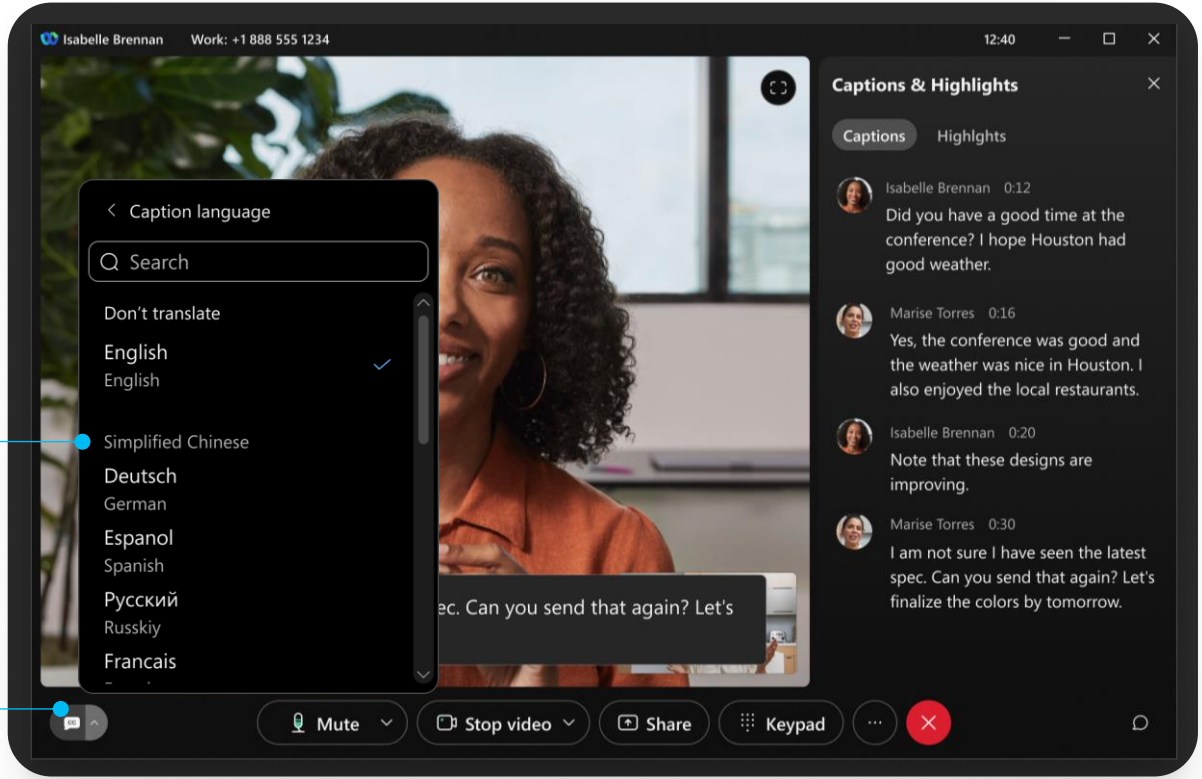
GA

Calling captions & translation

Select real-time translations from English to other languages

Turn on closed captions with one click



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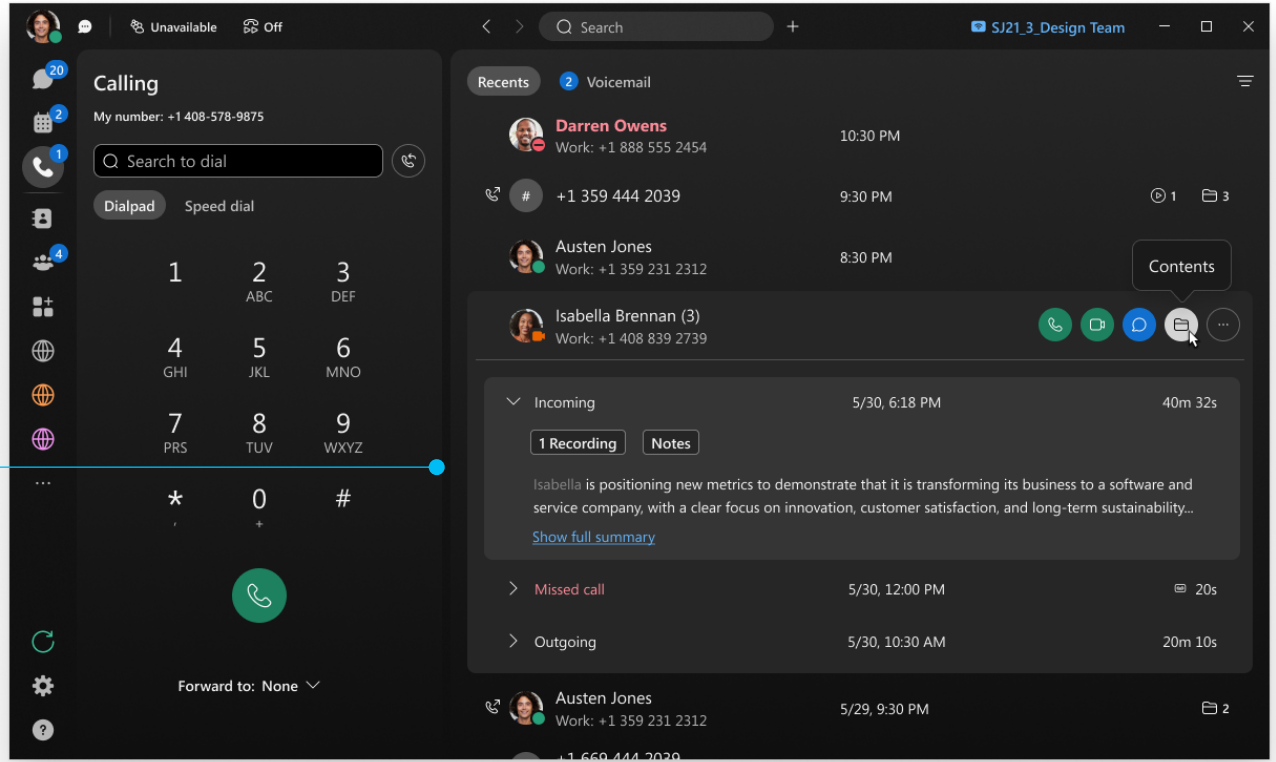
Innovation AI

Call Summary

Your personal AI assistant

AI generated post-call summary with note editing capability



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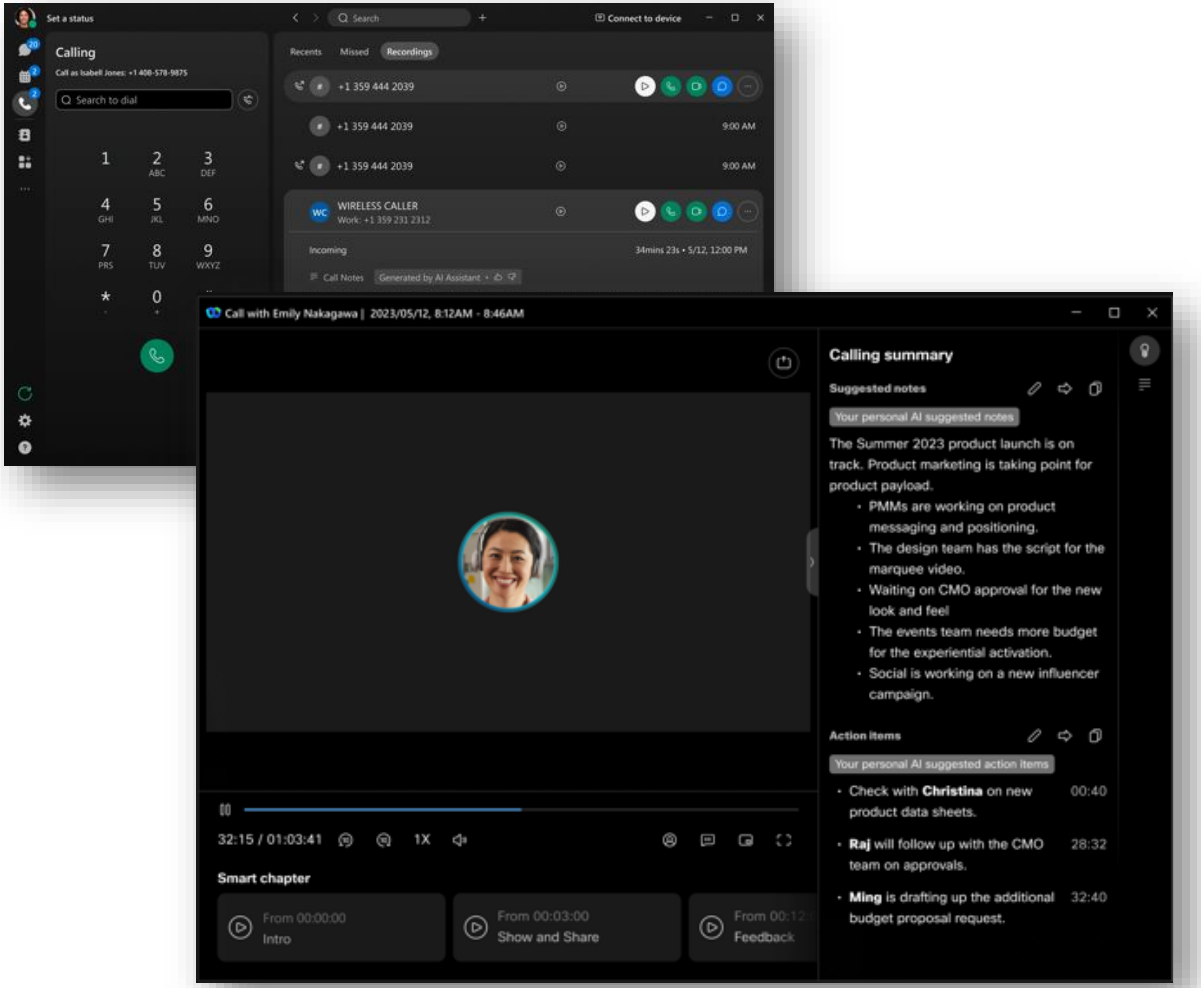
Innovation AI

Call Summary

Your personal AI assistant

- AI-generated transcripts, summaries and action items
- Admin control for access to post call summary
- Available via API and Webex desktop and mobile apps



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Include the Mobile Phone in the Webex ecosystem

- Webex Mobile devices become a secure and compliant part of the Webex ecosystem.
- Enables better usage and convenience from their Business Number.
- Adapt to mobile hybrid workforce reality we are all in!

NEW
Webex Go
with AT&T

Presence
The presence of Webex Go users is updated across the Webex ecosystem when they're on a call.

Voicemail
Messages are stored in the Webex Cloud and adhere to business access and retention policies.

Call recording
Webex Go calls are recorded in accordance with business recording policies.

Call history
Calls made on Webex Go are recorded in the user's Webex call history and call history reports.

Centralised administration
Webex Go devices are managed centrally through the single-pane-of-glass Control Hub admin experience.

Seamlessly move calls
Active Webex Go calls can be moved to Cisco IP phones, Webex devices, and the Webex App.

Elevate to a meeting
Webex Go calls can be easily elevated to a video call or meeting on the Webex App.

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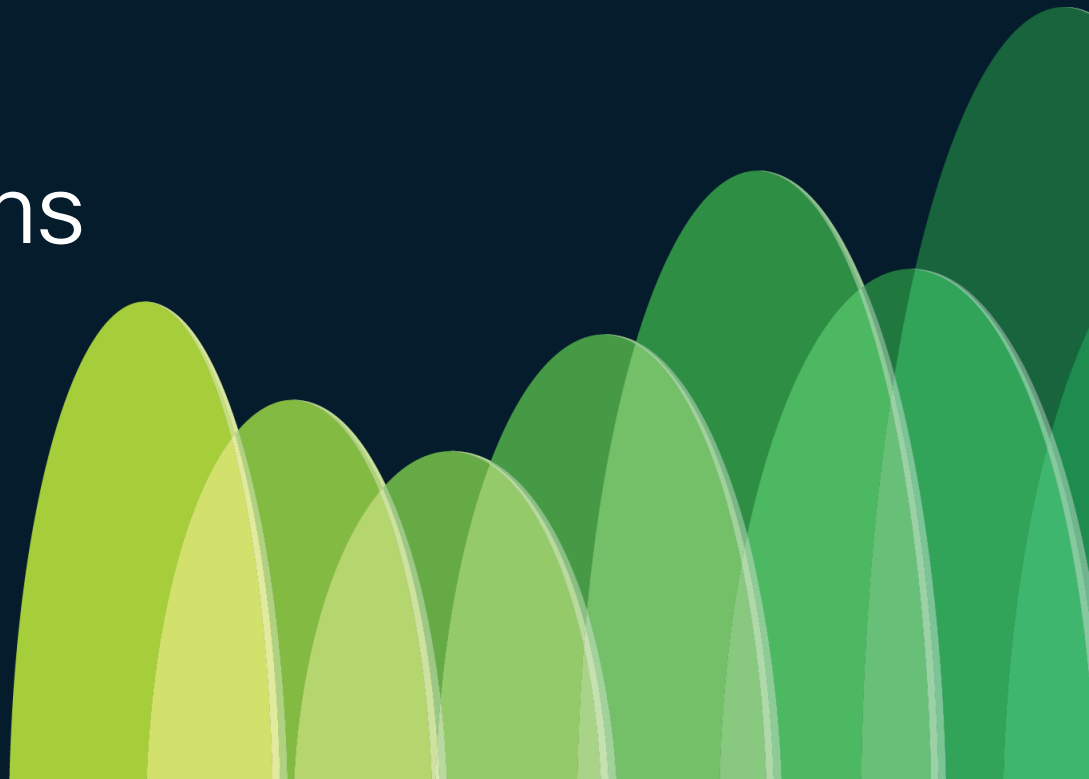
Phased Migrations
(Hybrid)



The Migration Journey

④ Start moving cloud ready users and devices leveraging built-in migration tools

⑤ Migrate remaining users at your own pace

MOVE AT YOUR PACE

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Simplifying the transition to the cloud

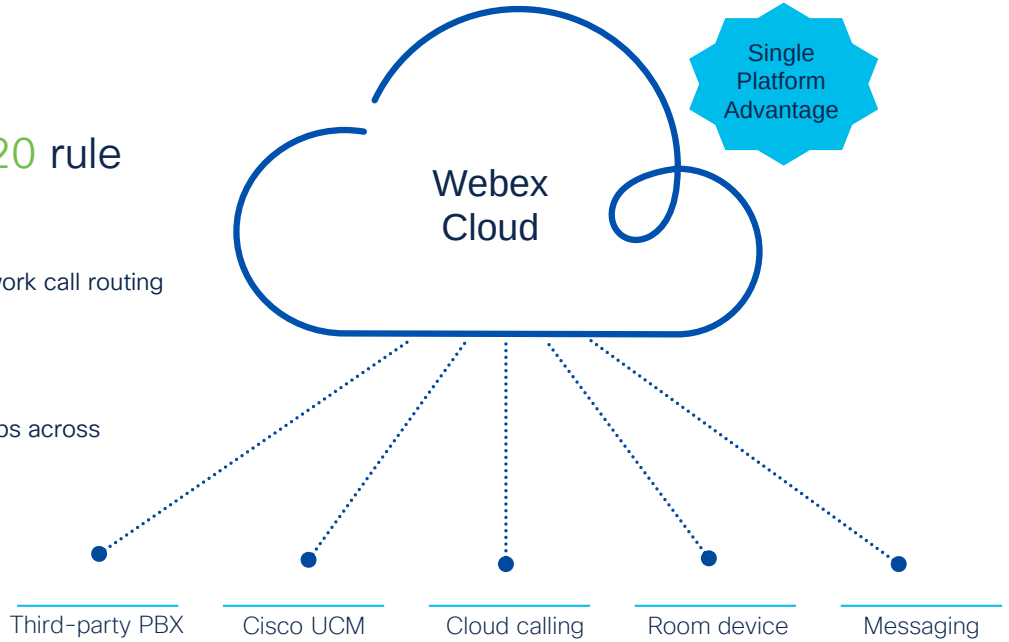
Hybrid and advanced calling features maximise ROI and flexibility – no 80/20 rule

Centralised enterprise dial plans
- Configure advanced Enterprise dial plans to optimise on-network call routing

Trunks and route groups
- Geo-redundant routing policies for enterprise trunks
- Scale call traffic to the PSTN using geo-redundant trunk groups across enterprise sites

Media optimisation
- ICE for calling media
- Regional media for cloud connected PSTN

Centralised calling analytics
- Usage, call quality*



Hybrid-migration journeys from on-prem PBX to native cloud site by site, or user by user with full collaboration suite

*dependent on deployment model and devices

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MOVE AT YOUR PACE

Start moving cloud ready users and devices leveraging built-in migration tools

4.1 Configure Webex Calling environment based on discovery and design considerations (locations, PSTN, location services etc.)

4.2 Establish chosen connectivity model

4.3 Configure cloud integrations with 3rd parties (Call Recording, e911, Paging, etc.)

4.4 Migrate existing devices firmware leveraging the migration tool

4.5 Validate configurations with selected pilot users

4.6 Migrate users to Webex Calling using export data from UCM leveraging migration tools

4.7 Activate numbers

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MOVE AT YOUR PACE

Migrate remaining users at your own pace

5.1 Configure analog devices, common area phones, specialty devices

5.2 Leverage Webex APIs to develop specific integrations and workflows

5.3 Configure advanced Call Queueing with reporting and migrate UCCX agents for simpler call centers

5.4 Consume ecosystem partner solutions needed for your vertical users

5.x Decommission your premise system

1 2 3 4 5

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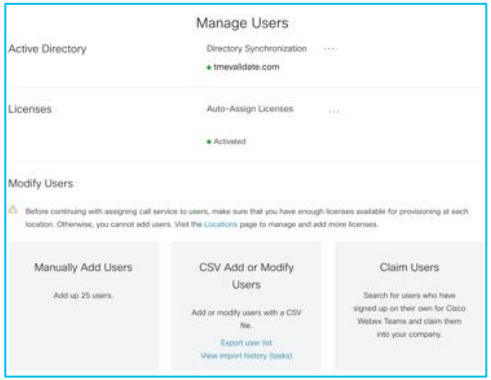
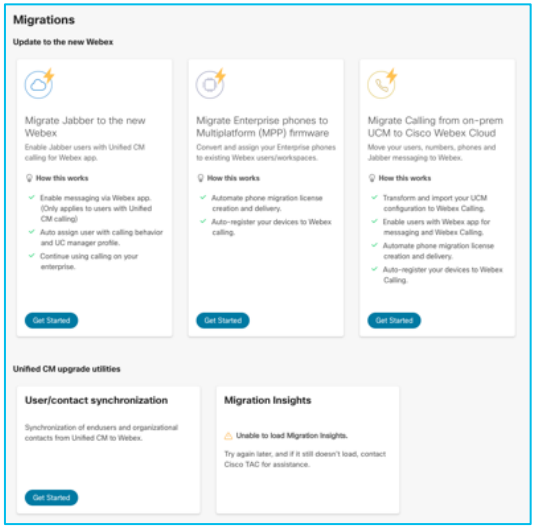
Migration Support

Tools Supporting Migrations

- Control Hub migration tools: users, numbers, devices
- Import from UCM
- Webex API support
- Batch operations





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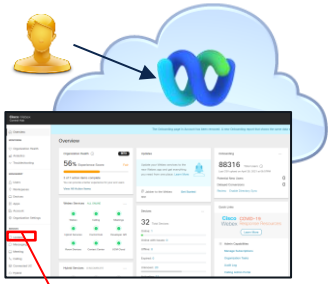
Control Hub migration tools



SERVICES

- Updates & Migrations
- Messaging
- Meeting
- Calling
- Vidcast
- Connected UC
- Hybrid

Migration Insights 1

- Plan your move to cloud effectively
- Gain insight into the on-premises features

View

Run pre-migrate checks on my on-premises.

User/contact synchronization 2

Synchronization of endusers and organizational contacts from Unified CM to Webex.

Get started

Migrate or sync my Users & Org/Personal Contacts.

3

Migrate Jabber to the new Webex

Enable Jabber users with Unified CM calling for Webex app.

How this works

- Enable messaging via Webex app. (Only applies to users with Unified CM calling)
- Auto assign user with calling behavior and UC manager profile.
- Continue using calling on your enterprise.

Get Started

Change softclients & messaging to Webex (calling stays UCM).

4

Migrate Calling from on-prem UCM to Cisco Webex Cloud

Move your users, numbers, phones and Jabber messaging to Webex.

How this works

- Transform and import your UCM configuration to Webex Calling.
- Enable users with Webex app for messaging and Webex Calling.
- Automate phone migration license creation and delivery.
- Auto-register your devices to Webex Calling.

Get Started

Change calling, messaging and softclients to Webex. Migrate UCM users, devices, locations, numbers.

5

Migrate Enterprise phones to Multiplatform (MPP) firmware

Convert and assign your Enterprise phones to existing Webex users/workspaces.

How this works

- Automate phone migration license creation and delivery.
- Auto-register your devices to Webex calling.

Get Started

Change phone firmware to Webex with less screens, clicks & time.

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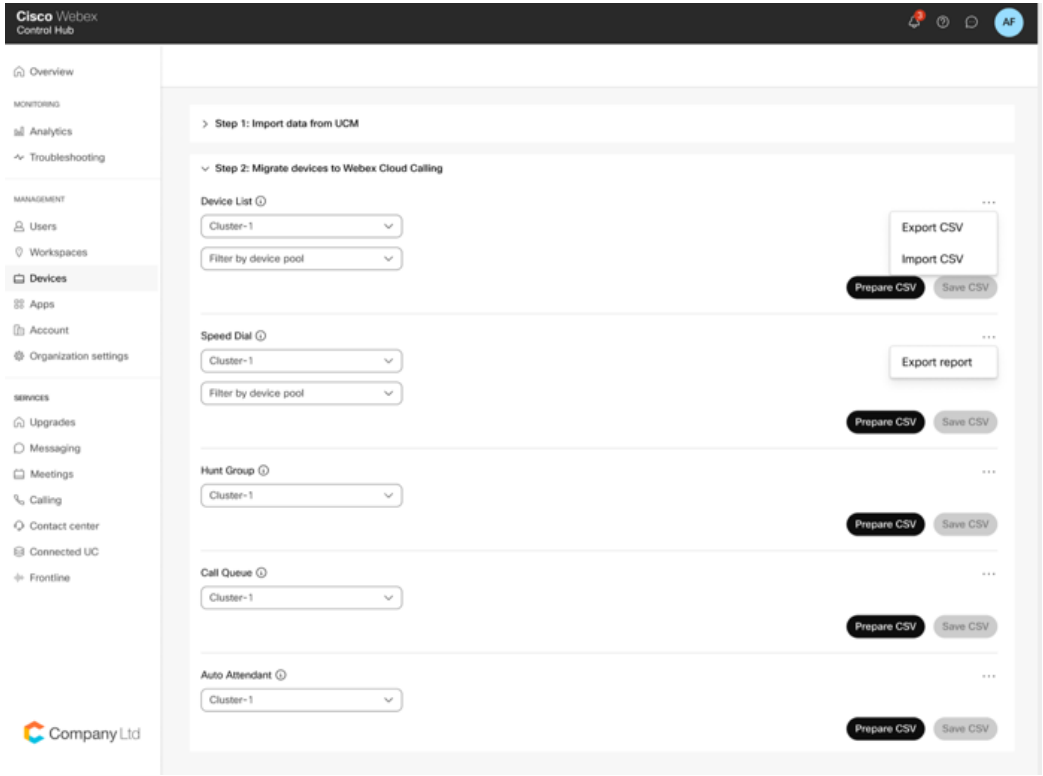
Migrate UCM Devices and Location Features

- Improve the UCM -> Webex Calling Migration Tools in Control Hub to support the import of location features.
- Provides import flows for Devices with MAC addresses, Hunt Groups, Auto Attendant, and Call Queues – GA.
- In the future, we will extend to other features – Call Park, Paging groups, Speed Dials, and device settings.



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Migration Tools

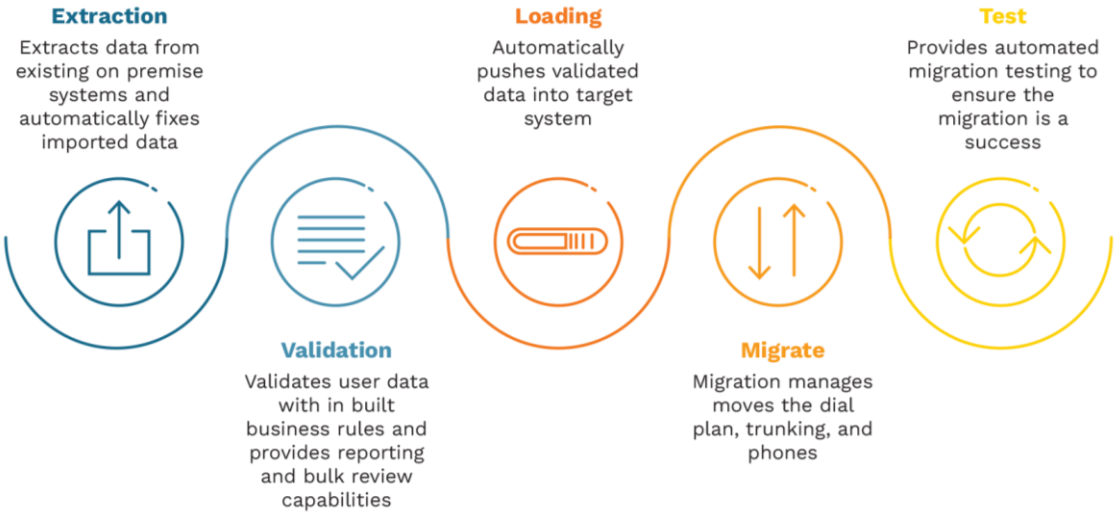
Feature Summary

- Data extraction v10.5+
- Data Validation
  - Normalisation
  - Transformation
  - Correction
- Different dial plan migration types to suit customer requirements
  - Clone
  - Map
  - Template
- Data load via APIs
- Cluster Consolidation
- Phased Migration in batches
  - Inter site dependency reporting
- Dial plan analysis and connection
- Reporting

yarnlab

wrangler_

Migration Process - Automated Webex Calling Migration



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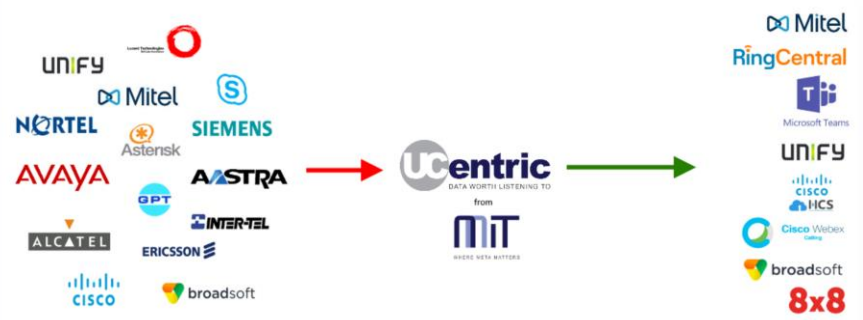
Pre-Assessment and Migration Partner Ecosystem

yarnlab

kurmi

tuki by Correnet

MIT WHERE META MATTERS



VOSS DIGITAL WORKPLACE MANAGEMENT

Akkadian Labs®

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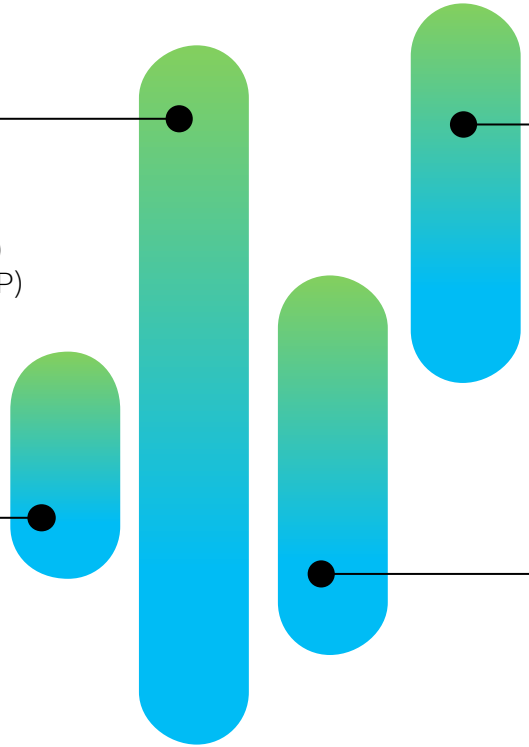
CCEP Managed Trials Services Overview

Managed Trial Capabilities

- Webex for Government Calling (FedRAMP)
  - Including cert-based Local G/W and Customer Experience Essentials
- Webex for Government Meetings (FedRAMP)
- Webex for Government Messaging (FedRAMP)
- UCM on Premises
- Video Devices
- Integrations - Calendar, Directory, SSO, etc.

Requirements

- Network preparation must be completed prior to full engagement
- Weekly customer meeting
- Communications using Webex spaces where possible
- End User Training
- Active Salesforce Deal ID



- Services available in AMERICAS, EMEAR, APJ
- Typical trials have 10 to 100 users
- Deployment takes a week to 30 days
- Customers of all sizes that are qualified, making a purchase decision, have buying criteria, use cases and are ready to commit resources.
- Free. Gratis. No charge. Zip. Zero. Nada.

CCEP provides experienced engagement managers and engineers to manage and deploy the trial working hand in hand with Partners and the Cisco Sales Teams. We can lead the effort or provide select services.

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Webex Setup Assist Migration Phases

Discovery & Assessment

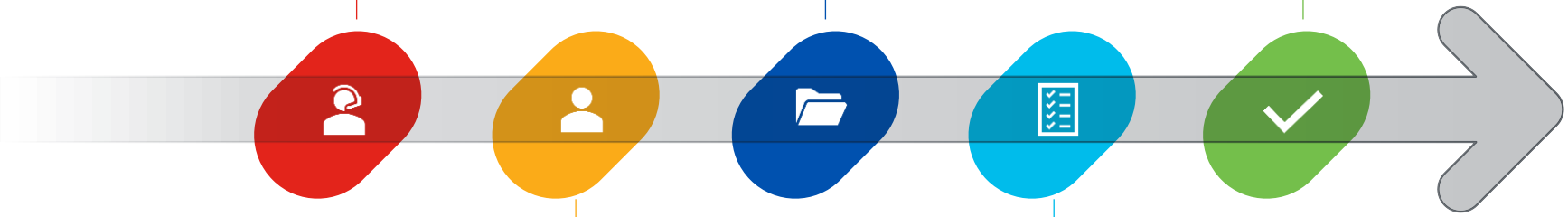
- Project Kick-off Call with Customer & Partner
- Determine project milestones and timelines
- Network and firewall requirements
- Assess out-of-scope elements
- Data Gathering Workbook review
- SIP endpoint and CPE compatibility

Planning Phase

- Define migration strategy
- Confirm location priority and scheduling
- Migration window plan confirmed
- Validate network changes
- Confirm new equipment readiness
- Verify onsite resources are engaged

Go Live

- Deploy onsite equipment
- Perform device upgrades and reconfigurations
- Port the telephone numbers
- Perform test plan to validate configuration
- Customer confirms project is complete
- Transition to long-term support 5 business days after Go Live
- Operations hand-off to partner/Customer



Solution Design Phase

- Review Data Gathering Workbook for feature gaps
- Workshop to finalise feature configuration
- Network requirements per location
- Develop test plan
- Consolidate, normalise, optimise lift and shift or a combination
- Define DI deployment: dial plan, PSTN routing, system feature configs, 3rd-party and external component connectivity, etc

Implementation Phase

- Gain admin access to Control Hub or Console
- Configure Cloud Calling services
- Receive number porting confirmation
- Confirm test phone to validate network configuration
- Execute migration and test plans to validate
- Adjust configurations as necessary
- Customer acceptance test plan

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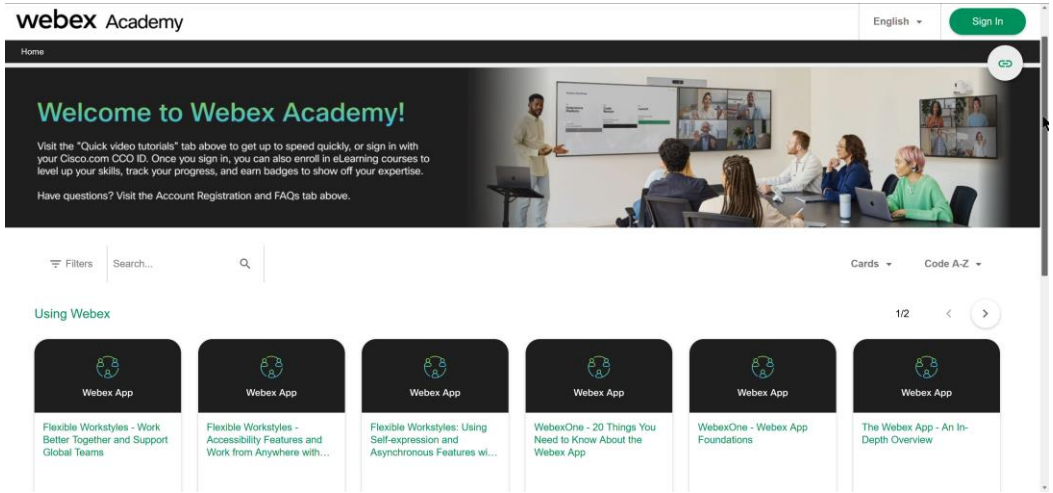
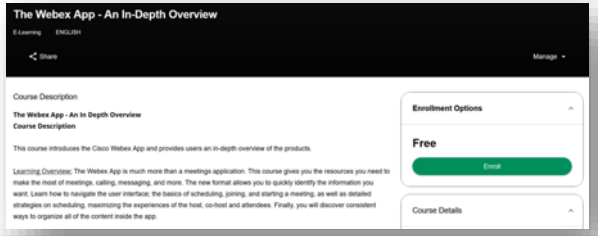
Webex Academy

One place for all to learn about the Webex Suite | academy.webex.com

Quick video tutorials, e-learning, and classes, for customers and partners





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Webex Calling Adoption Guidebook

Your go-to guide for unlocking cloud calling success from onboarding and beyond.

- Digital workbook with guided instructions to deploy core capabilities, including Microsoft Teams, Call queue, Auto-attendant, Live Receptionist, Webex Go
- Links to 500+ resources driving configuration, enablement, training, and adoption
- Interactive navigation menus and hyperlinks for ease of use
- Intermittent pulse checkpoints to enhance engagement, assess progress, comprehension, and readiness.
- Dynamic multimedia content catering to all learning styles.
- Strategically mention of other offerings, positioning Webex as an all-in-one solution for all Collaboration needs.

Visit essentials.Webex.com

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Calling Sessions – On Demand

BRKCOL-2065: Webex Calling - How do I begin?
BRKCOL-2062: Best Practices for a Successful Migration from Jabber to the Webex App
BRKCOL-2487: Successful Migrations from Unified CM to Webex Calling
BRKCOL-2076: Upgrade to Cisco Unified Communications Manager Release 15 with Confidence !
BRKCOL-2064: Migrating IP phones from Unified Communications Manager (on-premises) to Webex Calling (cloud) by a TAC Engineer
BRKCOL-2787: Planning and Designing Successful Cloud Calling Deployments with Webex Calling
IBOCOL-1120: Webex Calling: What Do You Want to Know?
BRKCOL-1005: Understanding the Webex Customer Experience Basic & Essential Solutions, Configurations and Supervisor/Agent Experience
BRKCOL-2068: Cisco IP Phones, Headsets, and Webcams: The Product Updates that we all Need to Know
IBOCOL-2010: Cloud Connected UC: The Bridge to Migrate Your On-Premises Solution to Webex Calling
BRKCOL-2812: Troubleshooting Webex Calling Premises-based PSTN
BRKCOL-2067: Calling Interoperability with Microsoft Teams
IBOCOL-2420: Calling Migrations: an Interactive Session to Share Experiences, Ideas, Solutions, and Best Practices
BRKCOL-2314: CUBE v14 Updates
BRKCOL-2390: Cisco Video Endpoints Update
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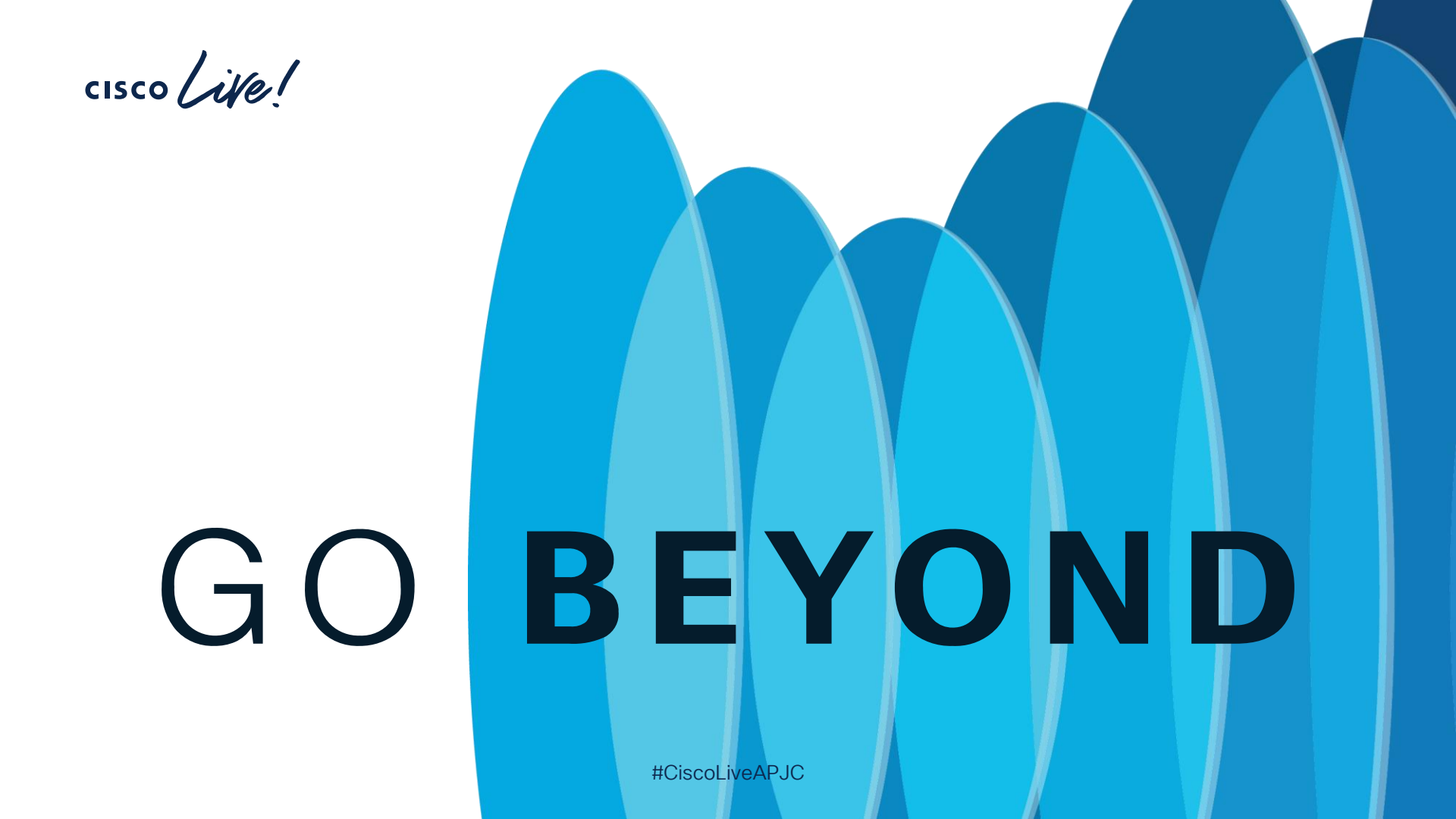
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