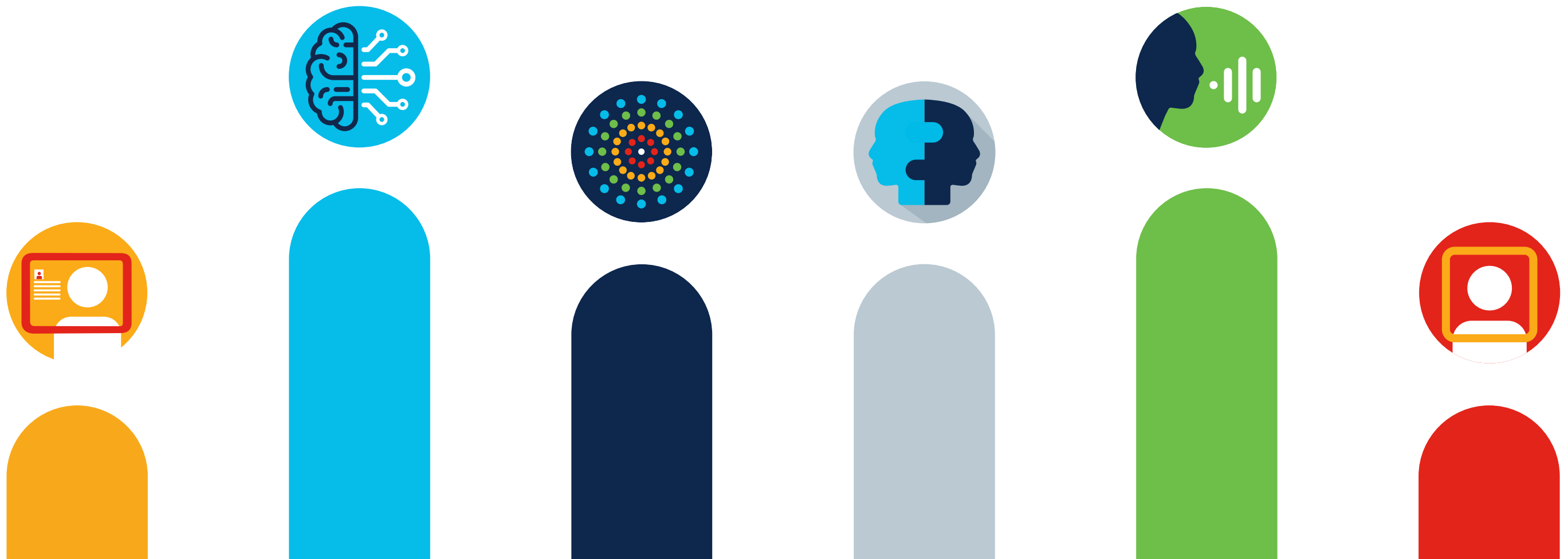


# Turning cloud calling into smarter collaboration

Work smarter with **cloud calling from Cisco.**



**Your employees, customers, and suppliers have big expectations** when it comes to calling and collaboration experiences. More enterprises are working and sharing globally, and the number of remote workers continues to increase. Employees and customers have come to expect flexibility in anytime, anywhere communication. At the same time, business success hinges on enabling quality collaboration.

The ability to innovate and create bigger ideas requires a real connection and clear communication. And the future is only going to demand more of it. That's why Cisco® cloud calling is making it possible for you to grow to your expectations, with less complexity in communications and more dynamic ways to collaborate using new cognitive calling capabilities.

Find out why Cisco cloud calling is more secure, more scalable, and more ready to serve your future business needs than your existing on-premises PBX infrastructure.

**Chapter 1:** A secure global platform

**Chapter 2:** A full-stack collaboration suite

**Chapter 3:** Integrated devices and software

**Chapter 4:** An open and intelligent user experience

**Chapter 5:** Flexible cloud transition paths



# 1 A secure global platform

Until now, most cloud alternatives to on-premises PBX systems **have lacked** the security, features, functionality, and trusted performance record necessary to be viable replacement options for the enterprise PBX and PBX network.

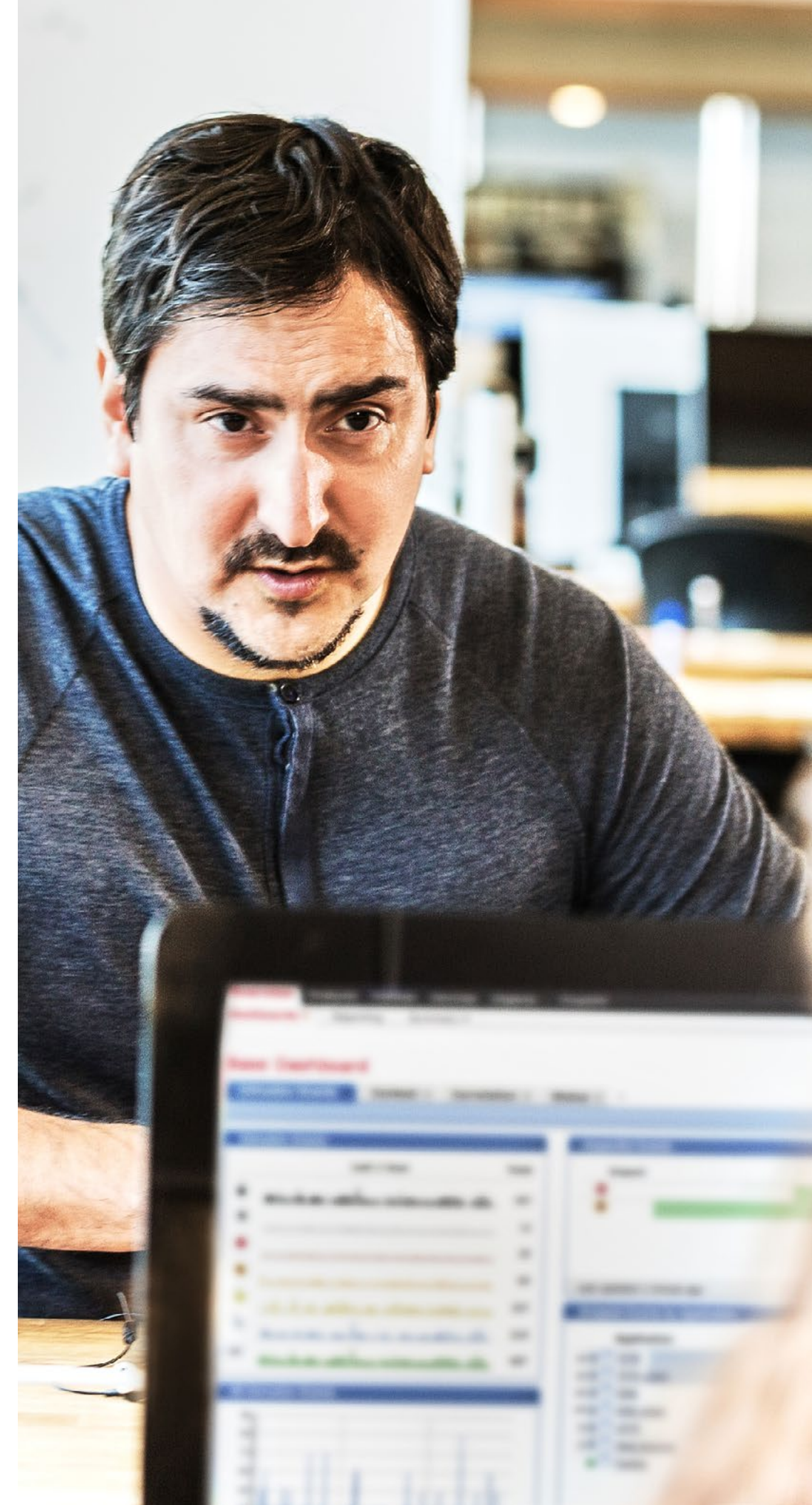
Cloud calling solutions from Cisco serve more than 33 million business users each day. Services are locally delivered over the global Webex backbone—which means you’re backed by Cisco global security protocols. We never sell your data. We collect, use, and process customer information only in accordance with the Cisco Privacy Statement, the Cisco Webex Terms of Service, and regulatory compliance in every market we operate in.



The Webex backbone is fully geo-redundant and has no single point of failure. It features a security descriptor definition language (SDDL) approach to product security, data protection, and privacy, as well as fraud detection mechanisms.

We know that online collaboration must provide multiple levels of security for tasks that range from scheduling meetings and authenticating participants to sharing documents. So we make security the top priority in the design, development, deployment, and maintenance of all our networks, platforms, and applications.

You can incorporate Cisco cloud calling solutions into your business processes with confidence, knowing we have already applied the most rigorous security practices, because security is built into every product we offer. We deliver cloud from twelve geo-redundant data centers on four continents, operated by experienced Tier 4 operators, providing both multi-tenant and private instance cloud services that are more reliable, scalable, and secure than your other cloud or on-premises options.





“The flexibility of adding and removing phones, the access to the full suite of Webex’s collaboration offerings, and the ease of automatic updates and patching are just a few of the reasons Webex Calling is a tremendous opportunity for Cisco partners and their customers.”

– Vinu Thomas, CTO, Presidio

## 2 A full-stack collaboration suite

**When you buy a business phone system, it’s important to consider** a solution that will serve all types of collaboration that go on in your business. Cisco cloud calling solutions include the Cisco Webex collaboration suite. They’re delivered with a full-stack bundle that provide the essential business calling features you need today and for tomorrow—plus Cisco Webex Teams collaboration and Cisco Webex Meetings conferencing services.

Cisco offers a complete suite that will delight your employees and your customers. Cisco cloud calling solutions are uniquely capable of serving large and multinational businesses—with the full cloud benefits of quality, predictable costs, and reduced administrative complexity, from a trusted cloud provider.

## 3 Integrated devices and software

### Devices for every use case

Cisco collaboration solutions bring people together anywhere—on any device—with a single architecture for clear delivery of voice, video, and data. Whether you're calling, creating, viewing, messaging, sharing, conferencing, or using voice or presence capabilities, you need to be able to do it from a variety of devices. From desk phone or laptop to room monitor or mobile device, the experience should be seamless.

Cisco endpoints range from IP phones to web, mobile, and desktop clients—all integrated to make it easy to switch between devices. Take users from their smartphone in their car to the devices they use in their office, home, or meeting room, with easy device handovers and full access to business calling features at each step.

If your workforce is resistant to change and you want to maximize end-user adoption, our USE experts can provide insights and guidance for [Webex](#), [UC devices](#), or even for your [Contact Center](#).

Cloud services support modern work styles, devices, and apps—plus every kind of modern Cisco multiplatform IP phones, video endpoints, and headsets.



## Intelligent pairing of devices with users

The Cisco Webex experience offers high-resolution video and animation, shared whiteboards, and clarity of image and sound for deeper engagement—from huddle spaces to board rooms. Rich collaboration experiences happen when all your devices interoperate. Instant access to content fosters high-quality communication, regardless of device or location, and allows users to personalize their viewing and interaction experience.

How does instant access work? Users can automatically pair with room devices when they enter the conference room, connecting their Cisco Webex app to a Cisco Webex room device, whiteboard, or desk phone, to share and receive content, transfer calls from their smartphone or tablet to the room device, or use their smartphone or tablet to control the Cisco Webex room device. Users can even start a meeting before they get to the room, then transfer it to the room device when they arrive.

Or access can be activated when users bring mobile devices within range of select Cisco voice and video collaboration tools, allowing them to control the video system from a mobile device, view content on their mobile device, and share content from laptops using the room system monitor. Unique Cisco IP phone integration lets mobile devices—both Apple iOS and Android devices—connect to Cisco IP phones via Bluetooth.

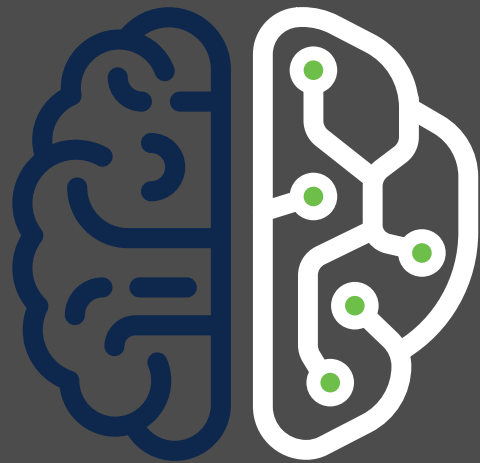
## Cisco Webex Share

Turn any screen into a wireless content sharing device.

The Cisco Webex Share device plugs into a monitor, then pairs your laptop with Cisco Webex Teams to extend the Cisco Webex experience into huddle spaces.

## Third-party integrations

You can easily integrate your existing third-party calling clients, like Microsoft and Slack, directly into the Cisco Webex Teams so that you can enjoy the combined call, message, and meeting experience of the Cisco cloud solution.



## AI capabilities

- People Insights
- Detailed profile information
- Name labels
- Facial recognition
- Intelligent virtual assistants
- Natural language processing and conversational interfaces
- Noise detection and suppression
- Contextual real-time assistance
- Conversational bots
- Dynamic document sharing
- Real-time meeting analytics

## 4

## An open and intelligent user experience

### **Good user experiences matter before, during, and after the call.**

Cisco cloud calling solutions use artificial intelligence (AI), machine learning (ML), and data analytics to turn calling into cognitive collaboration.

Cisco takes advantage of AI and ML data and analytics to create context and deliver it to people in the meeting. These insights into people enhance meeting dynamics and help build teamwork and comradery. AI and ML can also offer virtual or real-time assistance, recognize participants, suppress or detect noise, share documents, and find patterns in topics, language, and conversational interfaces.

With the intelligence that can be gathered through sensors, bots, customer relationship management (CRM), Internet of Things (IoT), profiles, calendar scheduling, and social and public data—plus the analytics to turn it into information to aid connection—collaboration can be made more personal, more meaningful, and more productive. Greater context leads to better decision making.





New cognitive collaboration technology is making it easier for users to join meetings, learn about who they're meeting with, and get up to speed on the meeting agenda. With the Cisco Webex suite, all of the applications work together for a more seamless experience.

And when you use the cloud, you always have access to the latest capabilities and features, without the hassle of deployment. Release cycles run in weeks, not years, so there's no waiting for the newest update.

## 5 Flexible cloud transition paths

Cloud-based unified communications and customer engagement platforms offer enterprise IT leaders big opportunities to reduce costs, improve agility, and deliver measurable business value. Communication services delivered from the cloud accelerate access to innovative services, while minimizing capital investment—which keeps your organization agile, competitive, and focused on business outcomes.

Cisco cloud calling provides flexible options for transitioning to the cloud:

### Public cloud

Deploy Cisco collaboration for any size organization. Cisco Webex Calling is an all-in-one cloud offering from Cisco-powered partners, providing Cisco's comprehensive, industry-leading collaboration services as a cloud service, with the flexibility and security of a Cisco solution. Webex Calling is delivered globally, over the Webex cloud backbone, with sales and support by partners certified to offer Cisco-powered cloud services.

Specifically, Webex Calling delivers multi-tenant cloud collaboration simplicity and scalability, without compromising security, reliability, nor privacy, in a bundled offer.

Are you ready to move to the cloud? View our **Cloud Collaboration Readiness Assessment** and get strategic recommendations that will help you prepare for proper cloud deployment.



## Private managed cloud

Gain the benefits of a cloud while retaining control and ownership of your collaboration services with Cisco Unified Communications Manager (UCM) Cloud, or Cisco Hosted Collaboration Solution (HCS), a Cisco-validated architectural private cloud solution that is ideal for organizations wanting to offer cloud-ready collaboration services.

UCM Cloud is hosted by Cisco and delivered by Cisco-certified cloud partners, while HCS is hosted, operated and delivered by Cisco-certified cloud partners. Both services include industry-leading Cisco voice and video, mobility, messaging, and presence. Both support web and video conferencing across your entire company and all Cisco endpoints, including the Cisco Jabber® and Webex Teams collaboration applications.

## Hybrid cloud

The migration path to cloud doesn't have to be an all-or-nothing proposition. You can make a decision based on which cloud-based services make sense now, how to best integrate cloud-based applications into existing on-premises platforms, and how to plan for an eventual fuller migration to the cloud.

For many, the ideal approach lies in pairing emerging cloud-based services with existing on-premises platforms. Hybrid cloud-based services can simplify provisioning and support for remote and branch workers while taking advantage of emerging team collaboration and meeting applications that integrate with existing on-premises platforms.



## Cisco Collaboration Flex Plan

The [Cisco Collaboration Flex Plan](#) allows you to buy any of the Cisco calling platforms and use Cisco's industry-leading collaboration tools under one simple subscription-based offer. It helps smooth your cloud transition process and provides excellent investment protection for on-premises systems and equipment.

Choose to equip employees with meetings, calling, or both, and add more at any time. At the same time, experience enhanced team collaboration with Cisco Webex Teams, which is included at no additional charge.

### Why Cisco Collaboration Flex Plan?

- **It's simple:** Take advantage of Cisco's industry-leading collaboration tools, available via one subscription.
- **It's flexible:** Mix and match between cloud, on-premises, hosted, and hybrid deployment options.
- **It's agile:** Get users up and running with the services they need today. Scale up with ease as adoption increases.





## Where do you go from here?

There's no doubt that calling and collaboration solutions need to evolve to meet the needs of users in the midmarket and the enterprise today. Cloud calling from Cisco provides the most flexible and agile options to serve your calling and collaboration needs.

With Cisco, you can worry less about the challenges of cloud and focus more on the advantages your business gains every day by working smarter.

[Get started](#)

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