



Cisco Business Communications Solution



“Cisco becomes the first, and, to date, still the only, IP telephony vendor to earn Miercom’s highest rating of ‘Secure’ for its proven ability to defend an IP phone service against malicious attack. An expert team of hackers, assembled and supervised by Miercom, could not disrupt, or even disturb, phone service or features after three round-the-clock days of sophisticated attack.”

—Network World, May 2004

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In today’s fast-changing business environment, customers are becoming more demanding and the competition is growing more intense. Companies are migrating their most important business processes to the network, which unlocks new benefits and creates new challenges. Network security risks are increasing, even as your employees depend on the network more than ever. At the same time, you’re faced with limited resources, staff cutbacks, and tight cash flow. How can you address these escalating business demands within the limits of your resources? With the Cisco® Business Communications Solution.

The Cisco Business Communications Solution gives you the network foundation and applications you need to transform the way you do business. It’s made up of an industry-leading set of voice and data networking products, services, and finance options designed specifically to meet the unique needs of small and medium-sized organizations. The Cisco Business Communications Solution is built upon the Cisco Unified Communications family of products, which enable businesses to communicate more effectively for increased productivity and profitability.

Today’s customers have high expectations—they expect an immediate response when they contact your business. The Cisco Business Communications Solution helps you communicate more effectively by optimizing messaging, supporting intelligent phone applications, and helping your employees accomplish more—even if they’re outside the office. By consolidating voice and data on a single Internet Protocol (IP) infrastructure, the Cisco Business Communications Solution helps you reduce your operating costs and bring together your communications and business processes in ways you may not have thought possible.

The Cisco Business Communications Solution is the industry’s first smart, simple, secure, and integrated voice, video, data, and wireless communications system that is designed and priced for growing businesses like yours. It enables your business to migrate to a converged IP network that can improve operational efficiency, enhance customer relationships, control costs, and help you respond more quickly and effectively as your business needs change.

Transforming Your Business with More Effective Communications

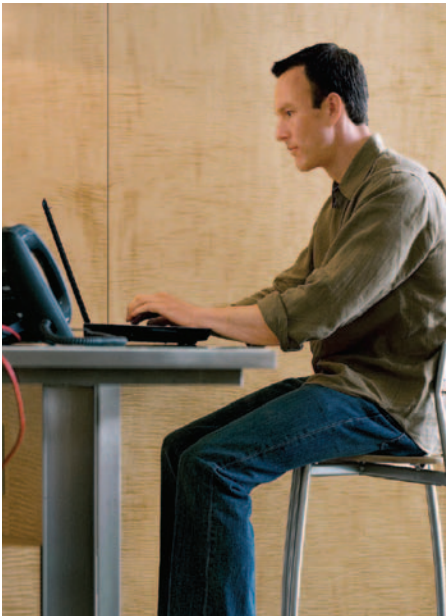
The Cisco Business Communications Solution improves the efficiency of your operations by making it easier for your employees to connect to the people and information they need—the first time. Intelligent call routing allows incoming customer calls to be routed to the employee most qualified to respond to the request, using the communications devices that make employees most accessible. Unified messaging helps employees prioritize voice-mail or check e-mail from a computer or IP phone. And, single-number reach enables traveling employees to automatically initiate outbound calls as if they were at their IP phone—all from the convenience of their mobile phone.

Consolidating your communications on an IP network can also unlock the door to innovative, productivity-improving business applications. With flexible, custom applications, Cisco Unified IP phones can become inventory management systems, provide immediate access to sales data, or inform employees of critical information. Integrated Microsoft Customer Relationship Management (CRM) features can turn any employee into a call agent, providing customer information and enabling them to update customer records in real time, thereby helping to increase customer satisfaction.

Cisco wireless phones enable employees to take advantage of intelligent voice communications as they travel around the work site—there’s no need to stay at their desks to stay connected. Using a phone, PDA, or even softphone software running on a laptop, they can receive and place calls, check voicemail, or even participate in a conference call—from almost anywhere. Additionally, many third-party phone productivity applications help you and your employees accomplish even more, such as accessing sales results, employee extension numbers, or any Web-based content right from their phones, whether they’re working at a branch office or at home. Sales personnel can even check inventory from a field office.

According to a 2005 report by Sage Research, companies with a converged IP telephony solution commonly report that their users save five or more hours per week in technical support for telephony applications. The savings reflected not only increased user productivity, but savings for technical support staff as well. Companies also reported time savings due to easier moves, adds, and changes; increased mobility; increased remote office productivity; reduced back-and-forth telephone calling; and improved productivity at headquarters. Some of the specific productivity improvements included:

	Percent Realizing Benefit	Average Time Saved
Easier moves, adds, and changes	56 percent	1.6 hours/move
Improved mobile employee productivity	48 percent	4.3 hours/week/mobile employee
Improved remote-office employee productivity	46 percent	4.0 hours/week/remote office employee
Less “back-and-forth” on the phone for employees	46 percent	3.9 hours/week/employee
Improved headquarters employee productivity	45 percent	3.9 hours/week/employee



Easy to Use and Manage

The Cisco Business Communications Solution helps your staff take charge of their communications environment with simple, intuitive network management tools for telephony, routing, switching, and security.

Employees can easily update speed dials and other phone features to suit their needs. And because Cisco phones are “plug and play,” employee moves have never been easier or less expensive. To change desks, simply unplug the phone from the old location and plug it into any network jack—there’s no rewiring or reprogramming required. The phone extension information and functions are retained, regardless of where the employee moves.

Proven Savings and Productivity

Converged voice and data solutions from Cisco Systems® are deployed at growing businesses throughout the world, and are rapidly demonstrating a significant return on investment.

For example, Akraya, a professional services firm providing IT solutions to Global 2000 companies, experienced a dramatic ROI after migrating to the Cisco Business Communications Solution and employing the Cisco Smart Business Roadmap. In early 2005, the company moved its headquarters to a new location, where it deployed a converged IP network. The company has doubled its sales volume, thanks to the network’s voice capabilities. The network enables direct dialing for each workstation in the office, and easy integration with its CRM application. The company has been able to increase its outbound call volume by 20 to 30 percent. And workers can easily access voicemail, e-mail, and even faxes anywhere—including away from the office. Sales volume grew by almost 100 percent using the Cisco Business Communications Solution.

The company can also add employees to the network more easily and less expensively. “Adding a phone line to our old PBX would take up to three weeks for installation and provisioning, and would cost upwards of \$300 each,” says Amar Panchal, CEO of Akraya. Now, the company can add a new extension in minutes using a simple, Web-based interface. The solution has eliminated most local line charges, done away with long-distance charges between offices, and enabled employees to reach each other quickly by dialing a three-digit extension.

Protecting Business Investments

Growing businesses have come to depend more than ever on the network to support their business objectives. As you support more Internet-powered initiatives such as e-commerce, customer care, supply chain management, and extranet collaboration, the potential risks to your network increase.

Today’s networks and the business resources they access are subject to attack from a variety of intruders, both inside and outside the network, including viruses, Trojan horses, and hackers. To combat these threats, the Cisco Business Communications Solution gives you a powerful, scalable, businesswide security solution that enables you to continually safeguard your network and protect sensitive company, supplier, and customer data.

“Having a system that allows me to keep administration in-house and still keep up with our rapid pace of growth is a big plus for us. Cisco Unity® has made it easier to do system installs and upgrades remotely. So far I have done three upgrades at two sites without leaving the office. This has saved time and money.”

—John Cooper, MIS Manager,
Aether Software

Reducing Costs and Scaling for Growth

The Cisco Business Communications Solution is based on industry standards and provides the flexibility to help you cost-effectively deploy emerging applications and new devices as business needs change. Using the Cisco Smart Business Roadmap, which helps businesses align a network technology plan with business priorities, you can implement the Cisco Business Communications Solution at the pace that’s right for your budget and business needs. Working closely with Cisco to plan for future growth, you can simplify your technology migration, improve deployment time, and reduce your overall costs. And you can reduce the expense of upgrading voice solutions across multiple locations. Centralized call processing eliminates the need for separate PBX or key systems at each location. And Cisco Unified Survivable Remote Site Telephony (SRST) provides basic call capabilities in the event of a network failure, reducing the risk of downtime.

By consolidating your data and voice communications onto a single network, you’ll reduce the number of devices you need to purchase, maintain, and manage, resulting in lower operating costs. Interoffice calls will no longer incur long-distance charges. Basic management functions like moves, adds, and changes can become self-service. And Power over Ethernet (PoE) makes deployment of IP phones and network devices flexible and cost-effective.

Minimize Disruption and Maximize Existing Investments

The Cisco Business Communications Solution can integrate smoothly with your existing PBX and voicemail, allowing you to replace components on your own schedule. You choose the pace of installation that works best for your budget and operation, knowing that the two systems will interoperate smoothly during the interim. Cisco Unified IP phones are so easy to use that your employees will be able to quickly benefit from their productivity-enhancing features with little or no training. And, if you’re already using Cisco routers and switches, you have a solid foundation for easily enabling IP Communications services with advanced security, quality of service, and resiliency features.

A Broad Product Line

In the network, one size does not fit all. That's why the Cisco Unified Communications portfolio offers a wide range of products, from an intelligent network infrastructure and sophisticated call control to endpoint devices such as IP phones. Cisco telephony and desktop applications help enable businesses to improve operational efficiency and enhance customer satisfaction.

Extensible, Open

- Cisco Unified CallManager call processing with Cisco Unified SRST at branch offices
- Cisco Unity® or Cisco Unity Connection for messaging and voicemail
- Cisco Unified CallManager Express for small office or branch office call processing
- Cisco Unity Express for auto attendant and small office/branch office voicemail
- Cisco Unified IP phones, including the new Cisco Unified IP Phone 7941G-GE, 7961G-GE, and 7911G devices
- Cisco Unified Personal Communicator for improved accessibility and responsiveness
- Cisco VG224 Voice Gateway for legacy analog voice support
- Cisco Unified MobilityManager with Cisco Unified Mobile Connect for single number reach

Easy to Configure, Deploy, and Manage

- Cisco Network Assistant for all-in-one network management
- Cisco Router and Security Device Manager (SDM)
- CiscoWorks IP Communications Operations Manager for system provisioning
- CiscoWorks IP Communications Service Monitor for quality of voice monitoring
- Cisco Voice Provisioning Tool for fast, easy moves, adds, and changes

Productivity-Enabling

- Cisco Unified Contact Center Express for customer care
- Cisco Unified Presence Server for more rapid, effective connections to clients
- Cisco Unified MeetingPlace® Express for voice and Web conferencing
- Cisco Unified Video Advantage for rich media conferencing
- Cisco IP Communicator for “anytime, anywhere” access
- Cisco IP Phone Messenger
- Cisco CRM Communications Connector for improved customer service
- Cisco SolutionsPlus third party applications
- Custom and off-the-shelf IP phone applications
- Cisco Unified Videoconferencing for versatile, cost-effective videoconferencing



Experience, Service, and Support

Using the Cisco Lifecycle Services approach, Cisco Systems and its partners offer a broad portfolio of end-to-end services that map to each stage of a customer's network lifecycle. These services are based on proven methodologies for deploying, operating, and optimizing Cisco Business Communication Solutions. Upfront planning and design services, for example, can help you meet aggressive deployment schedules and minimize network disruption during implementation. Operate services provide expert technical support to help you reduce the risk of communications downtime. Optimize services can help enhance the performance of your solution. Cisco and its partners offer a system-level service and support approach that can help you create and maintain a resilient, converged network that meets your business needs.

The Cisco SMB Support Assistant program provides technical support services on select products for companies with less than 250 employees. Cisco SMB Support Assistant supports Cisco Unified CallManager Express and Cisco Unity Express products on select voice-enabled Cisco integrated services routers. Cisco SMB Support Assistant helps small and medium-sized businesses control costs, improve operational efficiency, and protect their network investment.

Leasing and Financing

When it comes to financing technology purchases, many companies enjoy the flexibility of leasing and being able to control spending and preserve their working capital.

Cisco Systems Capital® Corporation offers a wide range of financing services designed specifically for the needs of small and medium-sized businesses. You can even “wrap” your existing phone system lease into your Cisco Business Communications Solution, helping you conveniently replace your outdated PBX system. With straightforward, flexible leasing options, competitive rates, and fast credit processing, Cisco Systems Capital can help any business acquire the solution it needs to be successful now, and accommodate new business needs in the future.

“The Cisco Business Communications solution has made it easier for us to expand our business to new markets which are farther and farther away, so the ability to remotely handle management and changes in those new locations is a huge plus for us.”

—Jeff Legge, CIO, City National Bank



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