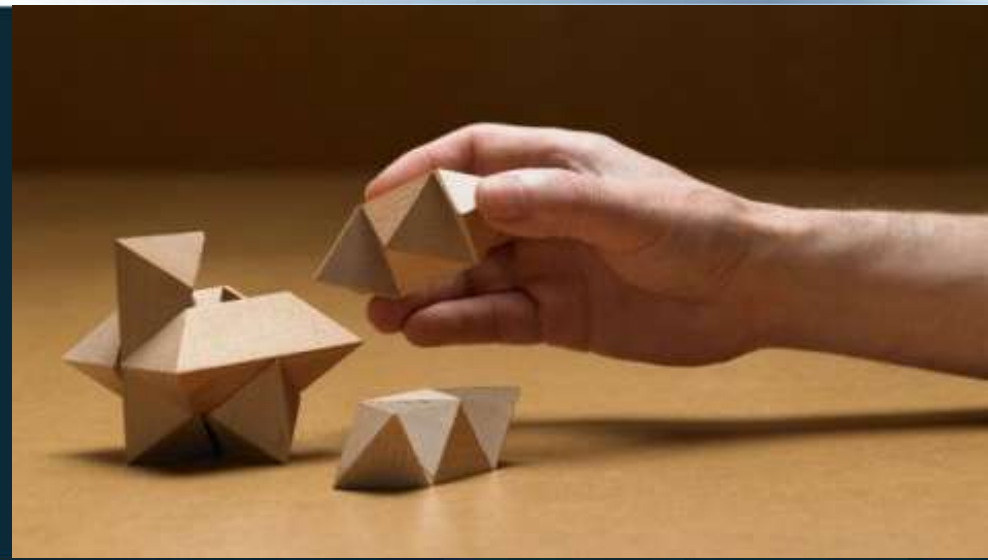


Cisco Smart Business Communications System



IDEA 2.0 Slide 2

Emerging Markets Unified Communications

System Management

*Cisco Smart Assist Features,
Cisco Configuration Assistant,
Cisco Monitor Manager & Director*



IDEA 2.0
Emerging Markets Unified Communications

Cisco Smart Business Communications: Complete Systems Management

- Create Monthly Annuity Streams
 - Decrease support complexity
 - Increase Customer Retention

Quickly Set Up

Cisco Smart Assist Features

Auto configuration features to reduce set up time

Know When to Offer Upgrades

Cisco Monitor Manager & Director

New service revenue potential with monitoring and reporting tools

Easily Customize

Cisco Configuration Assistant

Single GUI to easily customize system configurations locally or remotely

Create Monitor & Reporting Services

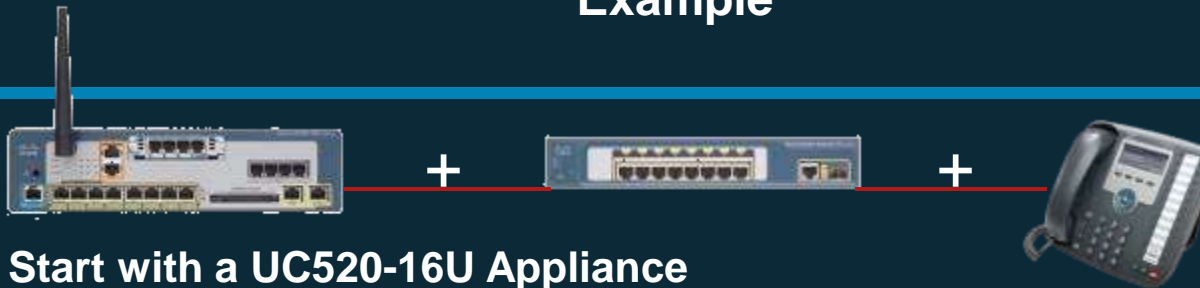


Cisco Smart Assist Features

An ongoing strategy to provide auto-configuration and service activation for Cisco SBCS products and applications. Cisco Smart Assist features are unique in offering:

- **Improved ease of set up & deployment** of Cisco devices
- Help in **optimizing network performance & security**
- Aid in the **ongoing operation** of Cisco networks as they grow

Example



Start with a UC520-16U Appliance

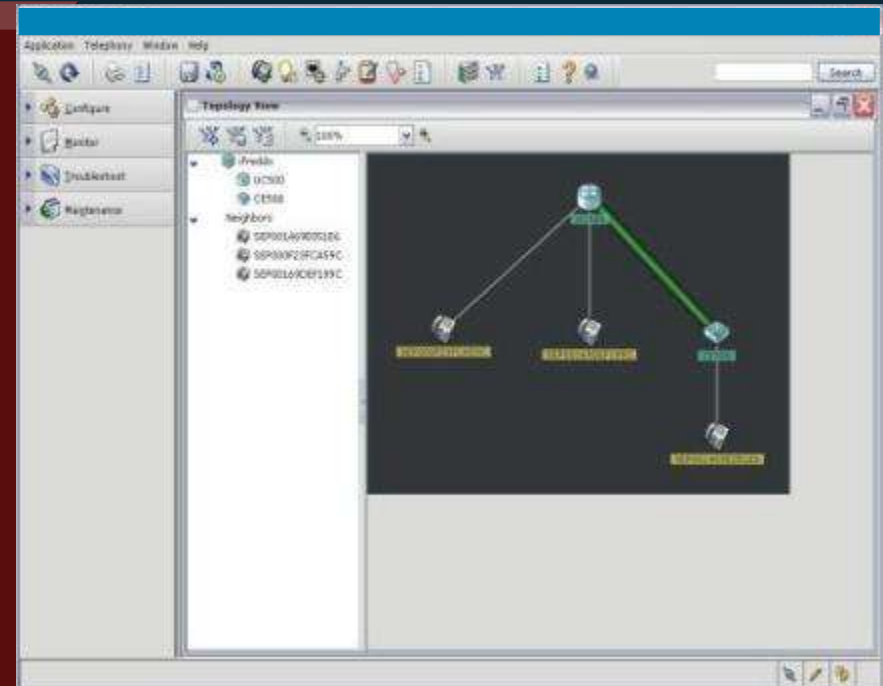
Add CE520 = Autoconfig: DHCP, VLANs, Password

Add Phone = Autoconfig: VLAN, QoS, Phone Extension

Cisco Configuration Assistant

Single, Intuitive GUI for all Smart Business Communication System Devices and Applications

- Topology views, front panel views, Drag-n-drop image upgrade, configuration backup, etc
- Voice: Complete pre / post installation “solution” management
- Switching: Feature parity with Cisco Network Assistant 5.0
- Security: Easy VPN Client/Server, NAT, Firewall, Security Audit
- Wireless: MAC auth, multiple SSIDs, LEAP and EAP Fast, PEAP, 802.11b/g, WEP encryption
- Routing: DHCP server, DNS server, VLAN, WAN port for external broadband connectivity
- Others: Teleworker, Auto Security, Auto Phone assignment, SNMP, etc



Topology View

Cisco Configuration Assistant 1.6

Available
now

System Level Feature Enhancements

- Restore settings to factory default
- Set up wizard

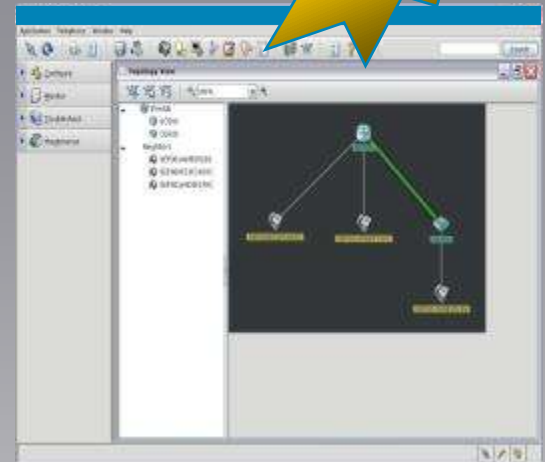
Voice Feature Enhancements

- Auto attendant and inbound call handling
- Station feature – Shared lines, Overlay DN's
- Support for SIP Phones (39xx)
- Ad hoc conferencing

Wireless Feature Enhancements

- Secure guest access configuration
- VLAN Synchronization with other SBCS products
- Simplified WLAN & SSID set up for voice, data, & guest
- Standalone AP to controller based AP conversion tool

**Simplifies the Task of Configuring, Deploying,
and Administering SBCS Solutions**



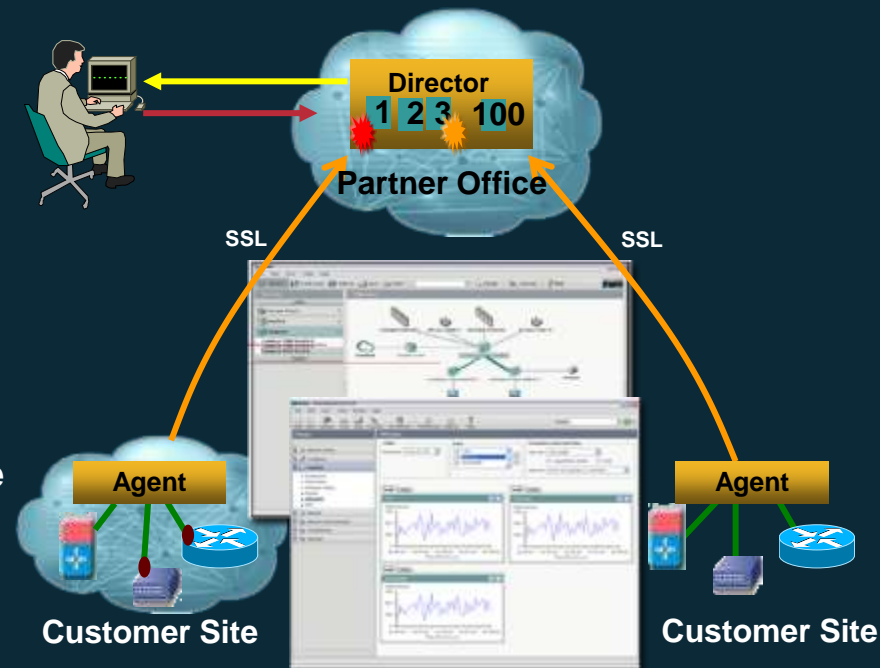
***CCA 1.6 available 4/8/08 –
supports CCA 1.5 features
plus Cisco Unified IP 500
Series Phones**

www.cisco.com/go/configassist

Cisco Monitor Director Overview

Remote Monitoring of SMB Networks & IT Infrastructure

- Enables Recurring Revenue and Profit for Partners from Remote Monitoring Services
- Auto-Discover multi-vendor SMB Networks
- 24 x 7 Real-Time Remote Monitoring of VoIP & Data Network, Servers, Printers, Workstations
- Customizable SNMP & WMI Monitoring Templates
- Color-coded Network Maps showing Real-Time Network Status for quick identification of problems
- Alerts pro-actively identify issues before they occur
- Monitoring of VoIP deployments provides real-time alerts of issues via email or pager
- Comprehensive Automated Reporting in local Language
English, Spanish, German, French, Italian, Japanese and Simplified Chinese
- Back-end Integration with Trouble-Ticketing Systems ... ConnectWise, AutoTask, etc.



Cisco Monitor Director Release 2.0

Remote Monitoring of SMB Networks & IT Infrastructure

July
2008

Feature	Description
Remote Agent Administration	<ul style="list-style-type: none">- Agent UI migrated to web-UI, accessible from Partner without VPN from Partner to customer. Agent UI is integrated into CMD UI- Ability to update agent software & license from partner location- Simplified agent deployment- Linux readiness test for the agent
Monitoring Templates and Customization	<ul style="list-style-type: none">- Migration of monitoring features into a template/profile based approach- Customizable profiles- SNMP and WMI based templates- A template design center (tool) to create templates (internal use only in 2.0)
New Device Support	<ul style="list-style-type: none">- Support for SBCS 1.2 Devices and Unified 500 Series IP Phones
Cisco CM, CU, CUC, CUCMBE, RMA	<ul style="list-style-type: none">- Support for Cisco Unified Communications Manager, Cisco Unity, Cisco Unity Connection, Cisco Unified Communications Manager Business Edition through SNMP & WMI templates
Server Monitoring	<ul style="list-style-type: none">- Support for Windows server monitoring through WMI based templates
WebEx Report integration	<ul style="list-style-type: none">- Cisco MD will provide WebEx usage reports and monthly summary
Miscellaneous Enhancements	<ul style="list-style-type: none">- Increased scalability of agent (to 100 devices)- Improved Topology- Ability to offload SSL handling- Agent support on Vista- Remote Device access from Partner location (w/o VPN)- Re-defined agent to MD communication protocol- Config Archive enhancements

System Applications

*Unified Communications,
Productivity, and Business
Operations Applications*



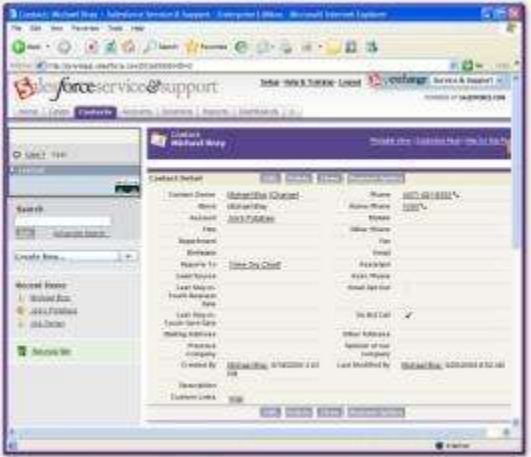
SBCS Optional Applications



Presence & Collaboration



Attendat Console



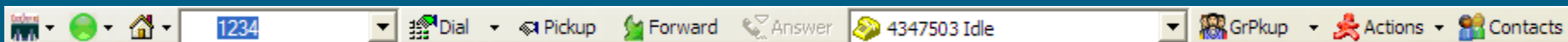
Customer Service



Sample

Business Operations Vertical
Legal, Medical, Retail

Optional - Cisco Unified Call Connector Personal Productivity Enhancement



- Cisco Unified CallConnector Personal Suite

- CallConnector (Toolbar) for Outlook or Internet Explorer

Tool bar for call control (dial, answer, transfer, park, pickup)

Personal + Corporate dialing directory

Screen pop on inbound call with CLID/Name

Quick dial from toolbar or highlight number from any application

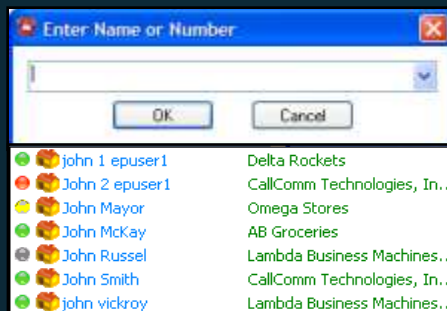
- Add CallConnector Server for Presence Features

Display Location, availability and phone status of users

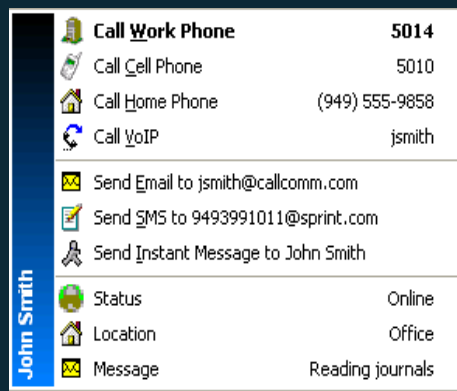
Change own status using toolbar

Quick Message (IM) Client Included

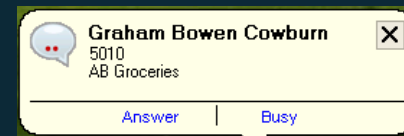
Quick Search to Find Status or Click to Dial



Click to Call Any Contact Number



Inbound Screen-Pop



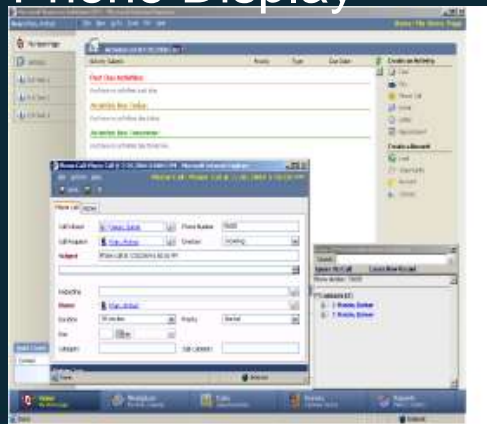
Directory/Status of Users

Display Name	Comp...	Work	Cell
Adrienne Norbury	Cisco Systems	3013	555-67
Angela Gerber	Cisco Systems	3036	555-09
Amanda Scarfie	Cisco Systems	3027	555-49
Allison Whiffey	Cisco Systems	2030	555-25
Alizon Causton	Cisco Systems	3042	555-46
Alex Hartill	Cisco Syste		
Davis Beckk	Cisco Syste		
David Warner	Cisco Syste		
Danny Maar	Cisco Syste		
Cindy Lopez	Cisco Syste		
Ann McDonald	Cisco Syste		
John Russel	Cisco Syste		
John McKay	Cisco Syste		
Emma Cameron	Cisco Syste		
Elaine Senz	Cisco Syste		
Dawn Russell	Cisco Syste		
Keith Whitehead	Cisco Syste		
Keith Lewis	Cisco Syste		
Keith Buxton	Cisco Syste		
Kathryn Ford	Cisco Syste		
Karen George	Cisco Syste		
Sarah Thompson	Cisco Syste		
Peter Applebee	Cisco Syste		
Peter Allsop	Cisco Syste		
Mike Rogers	Cisco Syste		
Marie Williams	Cisco Systems	2045	555-90
Yvonne Fulton	Cisco Systems	3012	555-45
Vieri Gucci	Cisco Systems	6001	555-12
Toni Lambert	Cisco Systems	6004	555-87

Optional – Additional Cisco Unified Call Connectors

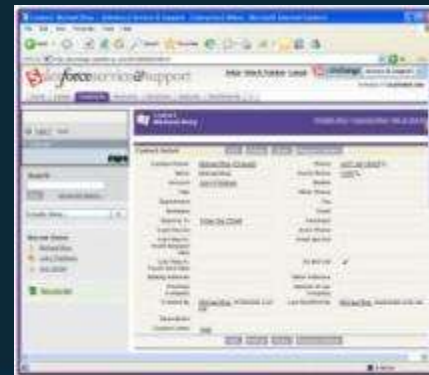
For Microsoft Dynamics CRM

- Screen pops
- Click to Dial
- Call duration tracking
- Call information capture
- Customer record creation
- XML Service for IP Phone Display



For Salesforce.com

- Screen pops, Click to dial
- Call duration tracking
- Call information capture
- Customer record creation
- Call Control buttons integrated in Salesforce.com user interface
- Uses TAPI, no Server required
- No Phone XML Service



Smart Business Communications System Pricing



Cisco Unified Communications 500 Series Pricing

- Cisco Unified Communications 500 Series for Small Business
(8/16 user version) Launched April 2007
Shipping June 2007
(32/48 user version) Launched October 2007
Shipping October 2007
(24 user version) Launched March 2008
Shipping March 2008
- If you are Express-UC or Advanced-UC:
Look for training sessions online or near
your location
Your CAM can help identify these resources
- Ordering/Pricing Guide






http://www.in.cisco.com/marketing/unified/resources/uc6_playbook.shtml#coa



Cisco Unified Communications 500 Series Positioning



Cisco Is the Only Vendor that Can Deliver Complete Solution to SMBs

Switching	Unified Communications	Mobility	Routing	Security
 CISCO	 CISCO	 CISCO	 CISCO	 CISCO
HP	Avaya	Aruba	Juniper	Juniper
3COM	Shoretel	3COM	Huawei	Sonic Wall
Nortel	Mitel	D-Link	Adtran	
	Nortel BCM	Buffalo		
	NEC	Netgear		

... and Provide a Single Tool to Deploy and Manage

ISR and UC500 Positioning

ISRs	Unified Communications 500 Series
ISRs are designed, priced and positioned as Routing platforms with Security, UC, WLAN, WAN Optimization options	UC500 is designed, priced, positioned as an IP Communications System with Switching, Basic VPN / FW, and optional Wireless LAN
If customers want integrated WAN (T1, DSL, Cable), UC, Security and WLAN lead with ISRs	If a Small Business (SMB) wants an IP Communications platform with limited data / Internet connectivity lead with UC500
ISRs offer flexible WAN, LAN, Voice, Security, and WLAN Options	UC500 has fixed LAN, Ethernet Uplink, limited WLAN and voice modularity
Cisco Communications Manager and CME support	No CCM / SRST support. UC500 Series supports networking with CME / CUE.
Consistent CME, CUE, IOS Voice Capabilities across both product families	
Sold by UC Express and UC Advanced Partners	Sold by UC Express, UC Advanced and SMB Specialized Partners
1 Year – 90 Days HW Warranty, SMARTnet, SMB-SA	1 Year HW Warranty, SMARTnet
VIP, OIP, CTMP, Flat Pricing on 2821 CME SKUs only	VIP, OIP, Flat Pricing

...and Enables Small Businesses to Reach, Serve and Retain Customers

A New Way of Communicating



- Enables anytime, anywhere, secure access to information
 - Business Communication Systems
 - Collaborate with customers and employees
 - Easy to install, manage and allows for business growth
 - Award-winning support, easy financing, delivered through local partners
-
- Purpose built for SMB – improves operational efficiencies, easy to install, troubleshoot
 - Enables partners to deliver managed services and develop annuity services
 - Enables 3rd party applications to provide broader business solutions
 - Reduces pain from proliferation of disparate tools, partner programs

Q & A





CISCO

