Cisco Unified Communications

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To effectively excel in today's fast-paced world, employees must communicate and collaborate in every imaginable way, including mobile phones, PCs, pagers, personal digital assistants (PDAs), video conferencing, voicemail, instant messaging, and e-mail. Although these communications methods are all intended to make businesses faster, more efficient, and more responsive, their lack of integration can actually hinder rather than help business operations. Inefficient communications can slow down business processes, inhibit productivity and business agility, and drive customers away because of missed deadlines or delivery dates. They can also result in missed revenue opportunities by hampering your ability to react quickly to market changes.

Cisco® Unified Communications offers a new way to communicate. This comprehensive, integrated IP communications system of voice, video, data, and mobility products and applications lets you use your network as an intelligent platform for effective, collaborative, scalable, and secure communications to better run your business.

When your communications systems are closely integrated with an intelligent IT infrastructure, the network is transformed to a "human network" in which your business moves with you, security is everywhere, and your information is always available—whenever and wherever it's needed. It gives your company the ability to access information on demand, to interact with virtual teams all over the world, and to manage these interactions on the go, in real time—as if you were everywhere at once.

A New Way to Communicate

Cisco Unified Communications provides your employees with a more personal, timely way of communicating. It helps you streamline your most important business processes, enabling you to achieve unprecedented levels of collaboration, customer responsiveness, mobility, and security.

More than just a telephony solution, Cisco Unified Communications is a strategic investment that brings together voice, data, video, security, and mobility into a single, smart solution that works with the tools and processes you already have, to make your organization more agile and competitive—and improve your profitability.

A New Unified Communications Solution for Small Offices

For small offices that are looking to reach, serve, and retain customers, Cisco has introduced the Smart Business Communications System. This new affordable, complete system of voice, video, and wireless networking products extends Cisco Unified Communications to small offices. It makes anytime, anywhere secure access to information possible, enabling more effective, efficient ways of communicating with customers and employees. This purpose-built business communications solution is easy to deploy and use, while allowing for business growth. Award-winning support and easy financing, delivered through local partners, complements the solution.

Improved Collaboration, Mobility, and Productivity

Increasingly, mobile workers are playing a key role in businesses of all sizes. Cisco Unified Communications helps you increase the availability and productivity of workers on the go. Using the ubiquity and intelligence of the network to deliver presence, which detects where you are; preference, which contacts you where you prefer to be reached; and mobility, so that you never miss a call, a Cisco Unified Communications Solution lets people connect to the right resource the first time—using the most effective medium. Mobile phone and smart-phone users can coordinate conversations, collaborate with colleagues, and retrieve Cisco Unity® voicemail messages. Employees can see the presence status of colleagues to determine their availability, then securely view their personal and corporate directory information to select the best method to reach them. Designed for ease of use, Cisco Unified Communications enables users to access the people, communications tools, and content they need, wherever they are, with whatever device they are using right now—wired or wireless.

Cisco Unified Communications allows you to streamline communications and integrate them more closely with your business processes, ultimately connecting people to people instead of devices to devices. The solution integrates smoothly with your existing back-end applications and data, so you can deliver more information to employees each time they pick up the phone.

Ease of Deployment

For Information Technology

Cisco Unified Communications helps your IT staff take charge of their communications environment with simple, intuitive network management tools for telephony, routing, switching, and security. An intuitive browser-based system administration interface dramatically simplifies installation, support, and ongoing management of your unified network, ultimately lowering your total cost of ownership.

For Employees

Employees can easily update speed dials and other phone features to suit their needs—without relying on help from IT. 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—no rewiring or reprogramming is required. The phone retains its extension information and functions, regardless of where the employee moves. Simplified management lets your IT staff spend more time on strategic projects, instead of helping individual employees with phone maintenance and cumbersome moves, adds, and changes.

Cisco Unified Communications can integrate smoothly with your existing private branch exchange (PBX) and voicemail systems, enabling you to replace components according to your own schedule and budget. You choose the pace of installation that works best for your operation, knowing that both systems will interoperate smoothly in the interim. A single, converged network is highly reliable. That's why so many small and medium-sized businesses have made the smart move to Cisco Unified Communications.

Competitive Advantage

Cisco Unified Communications helps you differentiate your business and services to deliver a true competitive advantage. With a more effective, agile communications solution in place, you can benefit from better, more natural collaboration; quicker decision making; reduced communications bottlenecks; and improved overall efficiency. And with more informed and responsive customer service, you can improve customer loyalty, increase sales, boost profitability, and ultimately manage costs more effectively. The Cisco Unified

Communications Solution is an investment in business success that can grow and develop to meet changing business needs well into the future. Studies confirm that migrating to a converged IP environment provides a substantial return on investment (ROI) and a reduced total cost of ownership (TCO).

> "Our old phone system was very basic and provided only a dial tone. Cisco Unified Communications can provide us with call management that can help our business and unify the company, including our remote sales people in North America and Europe."
>
> —Mark White, director of information technology Optio Software

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 also savings for technical support staff. 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 the following:

| Benefit	Percentage Realizing Benefit	Average Time Saved
Easier moves, adds, and changes	56 percent	1.6 hours per move
Improved mobile employee productivity	48 percent	4.3 hours per week per mobile employee
Improved remote-office employee productivity	46 percent	4.0 hours per week per remote-office employee
Less "back-and-forth" on the phone for employees	46 percent	3.9 hours per week per employee
Improved headquarters employee productivity	45 percent	3.9 hours per week per employee
Tech Support		5 or more hours per week in technical support for telephony applications

Sage Research also discovered other compelling user benefits in terms of productivity improvements, cost reduction, and improved customer responsiveness. The benefits realized by users of unified communications applications include the following:

- On average, current users of unified communications applications experience time savings of 30 to 55 minutes per day per employee as a result of using these applications.

- Additionally, conferencing and soft phones result in significant savings in out-of-pocket costs through lower travel expenses, cell phone charges, and long-distance bills.

- Users of presence-based applications saved 32 minutes daily by reaching workers on the first try, because they automatically knew the best way to reach them.

- Soft phones (such as Cisco IP Communicator) saved users $1,727 monthly by avoiding cell phone and long-distance charges; saved traveling employees 40 minutes daily; and saved 3.5 days per year by enhancing business continuity.

- Conferencing and collaboration benefits included a 30 percent reduction in conferencing expenses (due to in-house conferencing); $1,700 monthly savings due to travel avoidance; and 30 minutes saved per virtual conference set up through Outlook/Notes integration.

- Unified messaging saved each employee 43 minutes due to more efficient message management, and saved traveling employees 55 minutes per day. According to Sage Research, companies deploying unified communications can save more than 30 minutes per employee per day, on average, as a result of being able to reach coworkers

reliably on the first try. Additionally, employees save up to 43 minutes per day by being able to manage all their e-mail, voicemail, and faxes from a single inbox. Sage also found that, on average, users realize time savings of more than 51 minutes per day by escalating instant messaging chats into collaborative Web conferencing sessions, thus supporting the use of Cisco Unified Presence and Cisco Unified Personal Communicator.

Comprehensive, Integrated Communications

Industry-leading capabilities can be enabled only by a complete and fully integrated solution. Cisco and its partners are uniquely qualified to deliver this solution, which includes:
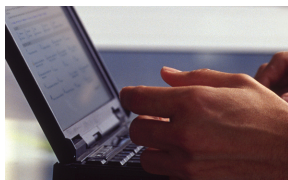
· **Unified communications**—Cisco makes communication more human and personal with a unified IP-based communications system of voice, video, data, and mobility products and applications.

· **Network infrastructure**—Cisco offers a proven, industry-leading foundation for wired and wireless voice, video, and data communications. Quality of service (QoS) and scalability are designed in instead of bolted on, to deliver consistently superior services that are highly reliable and scalable.

· **Security**—Cisco is the only vendor that provides systemic, end-to-end security. This comprehensive security starts in the network itself and extends all the way to call control, endpoints, and applications, using industry-standard technologies. Independent tests have demonstrated that Cisco's integrated systems approach to security is the most secure solution available today. "Cisco proved it can build a voice over IP (VoIP) network that sophisticated hackers were not able to break or even noticeably disturb. Cisco's 'secure' rating was the highest among all of the vendors who participated," said Ed Mier, president of Miercom, a leading network consultancy and product test center.

· **Mobility**—With the industry's most comprehensive portfolio of mobile solutions, Cisco helps you extend your communications where employees need them most, so they can do their jobs wherever they are.

· **Robust network management products**—The network management products for Cisco Unified Communications provide reduced total cost of ownership, easier management of all communications components, and better reliability and uptime.

· **Flexible deployment options**—Cisco Unified Communications can be purchased and deployed from Cisco channel partners with a building block approach that works with an organization's existing network and business needs.

· **Outsourced management options**—For those organizations that prefer to have their unified communications managed by a trusted service provider, Cisco Powered Network member service providers deliver around-the-clock, reliable service.

· **Third-party communications applications**—Solutions from a broad array of IP communications application developers and vendors been tested for interoperability with the Cisco network infrastructure.

Designed to Evolve

Small and medium-sized businesses need to ensure that the technology solutions they buy today are flexible enough to grow with a rapidly evolving business environment. The Cisco Smart Business Roadmap gives you a structured, planned evolutionary path to help you take advantage of today's business opportunities and maximize the long-term potential of your technology investments. It offers technology planning advice that brings together tailored technology solutions, a lifecycle services approach delivered through local specialized partners, and innovative and flexible financing options from Cisco Capital™—all designed specifically for businesses like yours.

Akraya, a professional services firm providing IT solutions to Global 2000 companies, experienced a dramatic ROI after migrating to the Cisco Unified Communications Solution and employing the Cisco Smart Business Roadmap. In early 2005, the company moved its headquarters to a new location in San Jose, California, where it deployed a converged IP network. The company has doubled its sales volume, thanks in large part to the network's voice capabilities. The network enables direct dialing for each workstation in the office, as well as easy integration with its customer relationship management (CRM) application. The company has been able to increase its outbound call volume by 20 to 30 percent. Employees can easily receive voicemail, e-mail, and even faxes anywhere, even away from the office.

"The Cisco solution lets us take our resort to the next level, delivering the services guests want and giving us a competitive edge over other properties in our market."

—James Bina, director of information technology, Rosen Hotels and Resorts

Cisco is the only company with the breadth of solutions and the knowledge to map technology to address your business challenges and optimize your business. Cisco understands small and medium-sized businesses and the challenges they face, and provides solutions that can meet those challenges.

By choosing Cisco Unified Communications, you can take the first step toward making your communications more effective and secure. Every interaction is more valuable, and everyone is more efficient. Cisco Unified Communications enables you to excel in today's fast-paced world and delivers the agility your business needs to continuously innovate and quickly adapt.

Lifecycle Services

Using the Cisco Lifecycle Services approach, Cisco and its partners offer a broad portfolio of end-to-end services to support the Cisco Unified Communications system. These services are based on proven methodologies for deploying, operating, and optimizing IP communications solutions. Initial planning and design services, for example, can help you meet aggressive deployment schedules and minimize network disruption during implementation. Operations services reduce the risk of communications downtime with expert technical support, and optimize services enhance solution performance for operational excellence. 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.

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 Capital 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 Unified Communications Solution, helping you conveniently replace your outdated PBX system. With straightforward, flexible leasing options, competitive rates, and fast credit processing, Cisco Capital can help any business acquire the solution it needs to both be successful now and accommodate new business needs in the future.

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