



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

In today’s fast-changing business environment, your customers are becoming more demanding, and the competition is growing more intense. Businesses are migrating their most important 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 enhance 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.

Today’s customers have high expectations, and expect immediate responses when they contact your business by phone or e-mail. The Cisco Business Communications Solution lets you improve voice and data communications by optimizing messaging, supporting intelligent phone applications, and making your employees more effective—even if they’re outside the office. By consolidating voice and data on a single Internet Protocol (IP) infrastructure, the Cisco Business Communications Solution lets 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, integrated voice, video, data, and wireless communications system that’s designed and priced for growing businesses. 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 when business needs change.

Improving Operations and Boosting Customer Satisfaction

The Cisco Business Communications Solution improves the efficiency of your operations by making it easier for your employees to connect to people and information they need. Intelligent call routing allows incoming customer calls to be routed to the employee most qualified to respond to their request. Unified messaging lets you prioritize voice mail or check e-mail from your computer or the 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 new productivity-improving business applications. With flexible, custom applications, Cisco 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 employees into call agents, providing customer information and enabling them to update customer records in real time, increasing customer satisfaction.

Cisco wireless phones let employees 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 voice mail, or even participate in a conference call—anywhere. Additionally, many third-party phone productivity applications let 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 branch offices or at their homes. Sales personnel can even check inventory from your field offices.

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 “telephone tag” for all 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 lets 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 stay put, even if the employee doesn’t. Even configuring the underlying network, including security and Poer over Ethernet ports, has never been easier with web based tools and templates based on Cisco networking best practices.

Proven Savings and Productivity

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

For example, City National Bank of West Virginia deployed a Cisco Business Communications Solution as part of its recent initiative to open branches in Wal-Mart retail locations. To support these branches and to provide customers and staff with a full array of banking services, the bank needed a cost-effective phone system that was reliable and easy to manage. Its Cisco Business Communications Solution provides cost-effective support for IP telephony, voice mail, automated attendant, data routing, switching, and security, and is easy to deploy and maintain.

“Some of our locations are six hours away from our headquarters, so the Cisco network’s remote administration is key for me,” says Laura Hudson, IT Manager for City National Bank. “It saves a lot of drive time, and gives me the ability to quickly see what’s going on in the network.”

The solution’s robust management capabilities have also helped City National Bank to save time and streamline network administration. The bank is now actively deploying the Cisco Business Communications Solution throughout its organization.

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.

“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

Based on industry standards, the Cisco Business Communications Solution provides the flexibility to let you cost-effectively deploy emerging applications and new devices as business needs change. With the Cisco Business Communications Solution, 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 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. Calls between offices will no longer incur long distance charges. Basic management functions like moves, adds, and changes become self-service. And Power over Ethernet (PoE) makes deployment of IP phones and network devices flexible and cost effective. An independent study by Sage Research found that organizations gain both significant cost savings and a significant reduction in repair time with a single-vendor strategy.

Minimize Disruption and Maximize Existing Investments

The Cisco Business Communications Solution can integrate smoothly with your existing PBX and voice mail, 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 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

One size does not fit all. That's why the Cisco Business Communications Solution offers a wide range of products, ranging from an intelligent network infrastructure and sophisticated call control to endpoint devices such as IP phones. The solution also includes several telephony and desktop applications that enable businesses to improve operational efficiency and enhance customer satisfaction. Examples include:

Scalable, Reliable Communications

- Cisco CallManager call processing with branch Cisco SRST
- Cisco Unity or Cisco Unity Connection for messaging and voice mail
- Cisco CallManager Express for small office or branch office call processing
- Cisco Unity Express for small office or branch office voice mail and auto attendant
- Cisco integrated services routers with conferencing, wireless, security, PoE, and switching services
- Cisco Catalyst® Express 500 Series or Catalyst 3560 Series, 3750 Series, or 4500 Series switches with PoE
- Cisco IP phones, including the new Cisco IP phones 7941G, 7961G, and 7985G
- Cisco VG224 for legacy analog voice support
- Cisco 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 IP Contact Center (IPCC) Express for customer care
- Cisco MeetingPlace® Express for voice and Web conferencing
- Cisco VT Advantage for rich media conferencing
- Cisco IP Communicator for “anytime, anywhere” access
- Cisco CRM Communications Connector for improved customer service
- InformaCast IP Phone Application via SolutionsPlus
- Custom and off-the-shelf IP phone applications



Experience, Service, and Support

Cisco Systems and its certified partners offer the technical expertise and customer services you need to successfully deploy and operate your network. Cisco service offerings range from day-to-day technical support to highly specialized advanced services that protect your network investment and help ensure operational reliability. Your networking solution will require support services to assist in all the phases of a network's lifecycle. The Cisco Lifecycle Services approach addresses needs at each stage of a network's lifecycle. So whatever phase you are in—preparation, planning, design, implementation, operation, or optimization—Cisco and its partners have a specific support strategy that can help accelerate the success of your technology deployments and ongoing support.

Cisco and its partners have a proven record of high customer satisfaction, and you can rely on Cisco and its partners' expertise in deploying and maintaining network solutions for large and small businesses worldwide. The Cisco SMB Support Assistant support program provides technical services tailored for businesses with less than 250 employees. The Cisco SMB Support Assistant supports Cisco CallManager Express and Cisco Unity Express products on select Cisco voice-capable integrated services routers. Cisco SMARTnet® and Cisco Software Application Support (SAS) offer support for businesses with more than 250 employees.

Leasing and Financing

When it comes to financing technology purchases, some companies prefer to make an outright purchase, but many 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



Corporate Headquarters

Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 526-4100

European Headquarters

Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: 31 0 20 357 1000
Fax: 31 0 20 357 1100

Americas Headquarters

Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-7660
Fax: 408 527-0883

Asia Pacific Headquarters

Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Cisco Systems has more than 200 offices in the following countries and regions. Addresses, phone numbers, and fax numbers are listed on the **Cisco.com Website at www.cisco.com/go/offices.**

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