

CISCO'S NEW CLOUD COLLABORATION

Six Reasons Enterprises Should Consider Adoption



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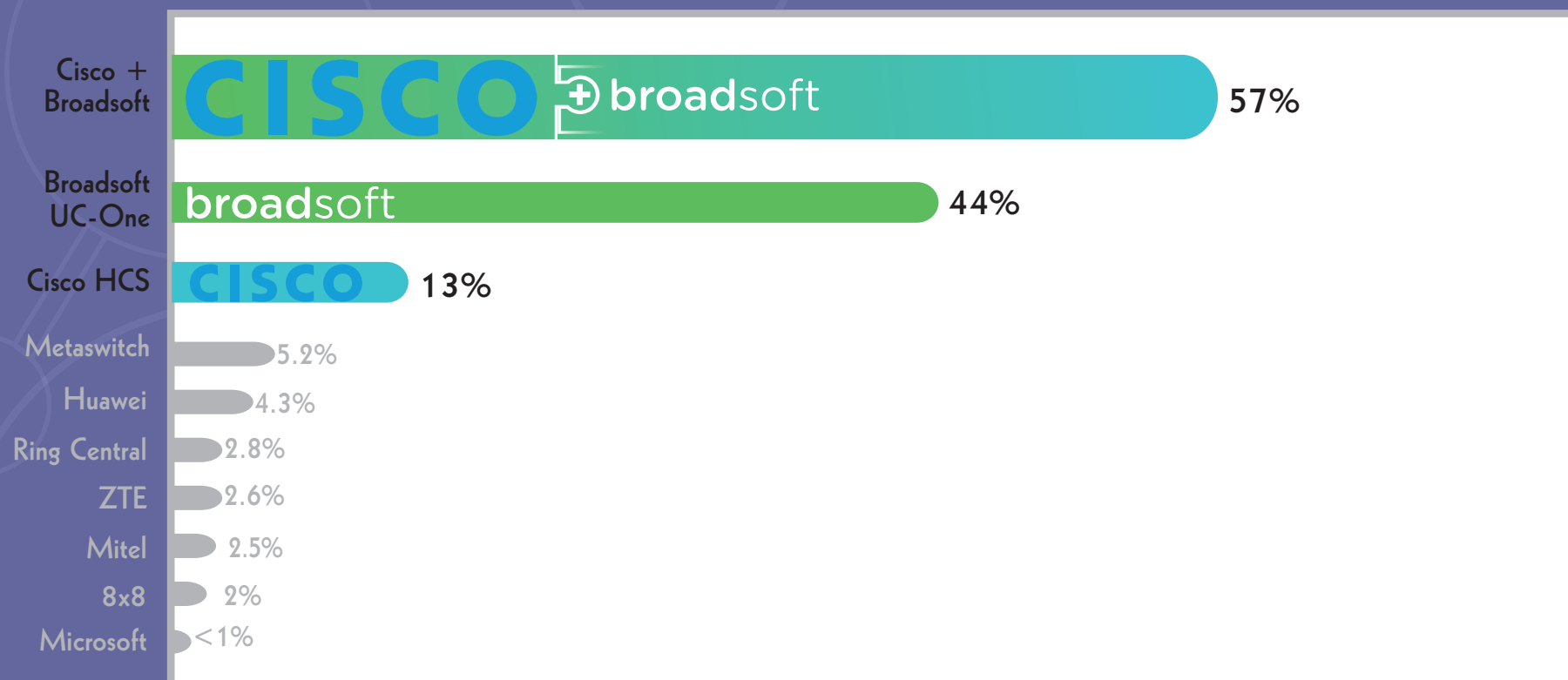
Six Reasons Enterprises Should Consider Adoption

1. The most complete portfolio for communicating and collaborating
2. Strong mobile integration and UC apps
3. Workflow application integration
4. Rock solid data security
5. Scalability
6. Flexible deployment models

CISCO + BROADSOFT FOREVER CHANGES THE UCaaS/CCaaS MARKETS

THE COMBINED COMPANY CREATES A POWERFUL, TRANSFORMATIVE FORCE IN THE CLOUD UNIFIED COMMUNICATIONS AND CLOUD CONTACT CENTER LANDSCAPE.

Cloud-Based Business Call Control Installed Seats



Source: Synergy Research Cloud & On-Premise IP PBX Market Share Report, July 2018
As of 1Q2018. Selected providers shown.

BroadSoft's 19 million cloud-based business telephony seats combined with Cisco's 5.5 million Hosted Collaboration Solution (HCS) seats makes Cisco the undisputed market share leader in the business communications-as-a-service market.

CLOUD COLLABORATION AND CONTACT CENTER MARKET DYNAMICS

DRIVERS, OPTIONS, RATE OF CHANGE

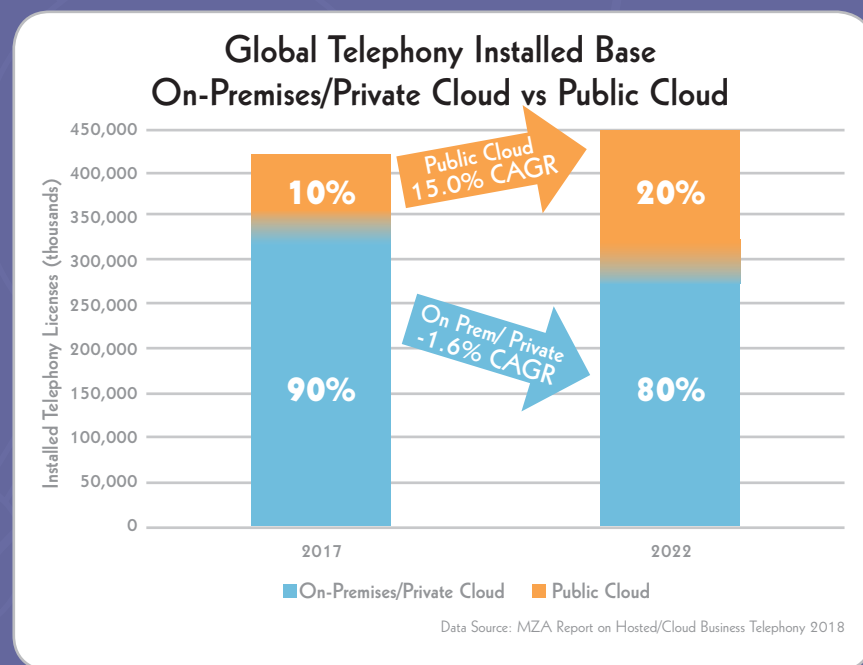


Drivers Toward Cloud	
Speed	Cloud deployments are generally much faster
Scalability	A cloud UC or CC service can be scaled up and down as needed.
Expertise	Many businesses do not have employees with the skill set to specify, install, operate, and upgrade complex UC and CC deployments.
Focus on Your Core Business	IT can shift its focus from UC/CC to projects that transform core business operations.
Reduced Complexity	Cloud deployments are simpler to deploy; most require no on-premises servers. Upgrades to functionality in both the cloud service and the UC/CC clients can be automatic.
OPEX versus CAPEX	Knowing that UC/CC operating costs are fixed helps organizations budget and plan better for the future. Plus, less capital is required up front.
Hybrid Deployments	Keep some capabilities on-premises while taking advantage of cloud collaboration and meeting capabilities. Transition to fully cloud when it makes sense.

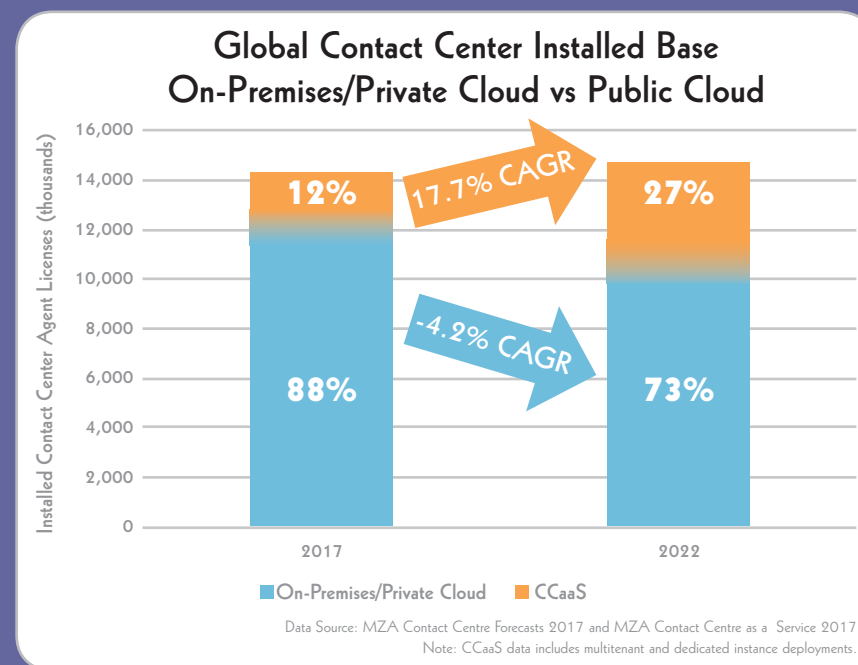


CLOUD COLLABORATION AND CONTACT CENTER MARKET GROWTH TRENDS

UCaaS

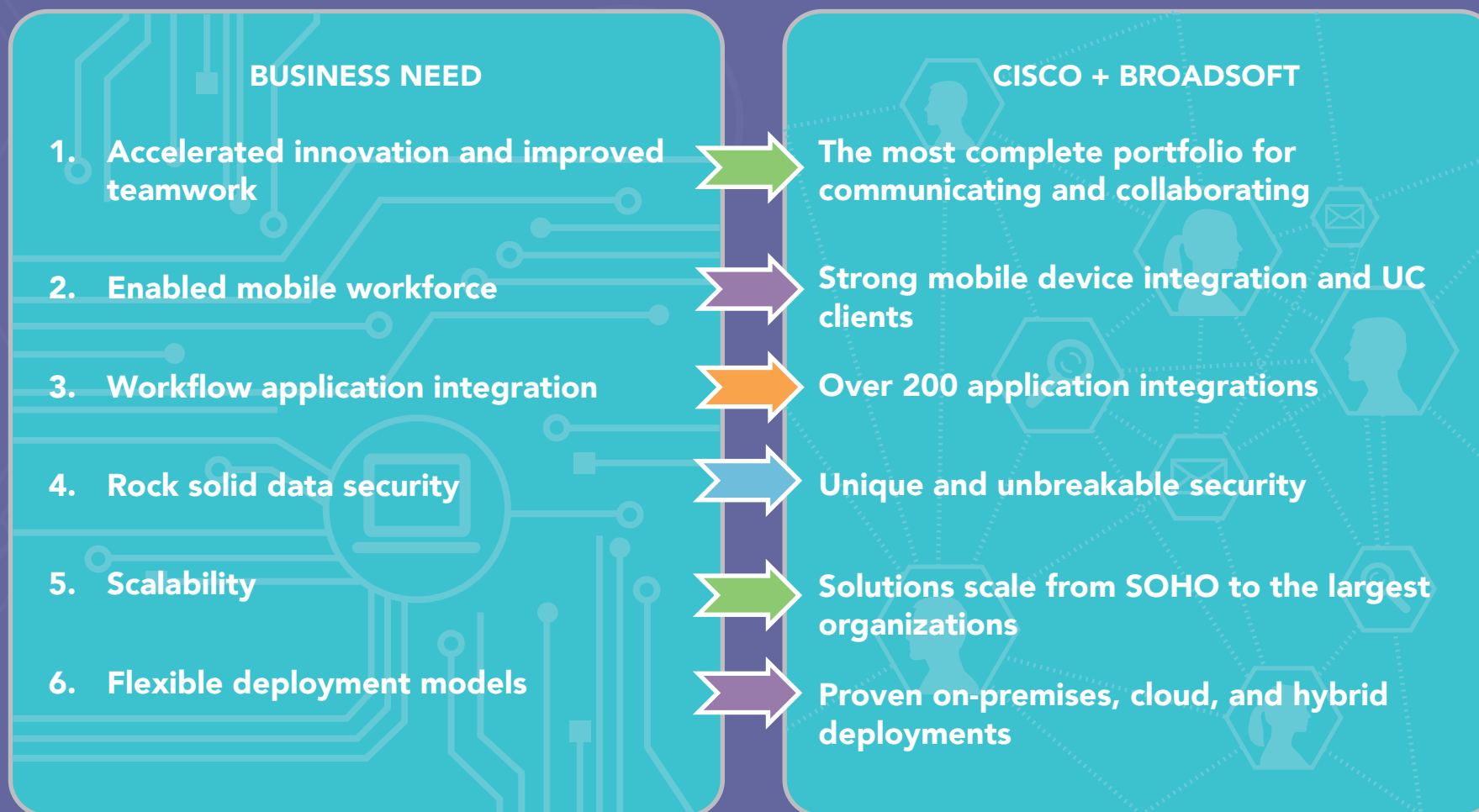


CCaaS



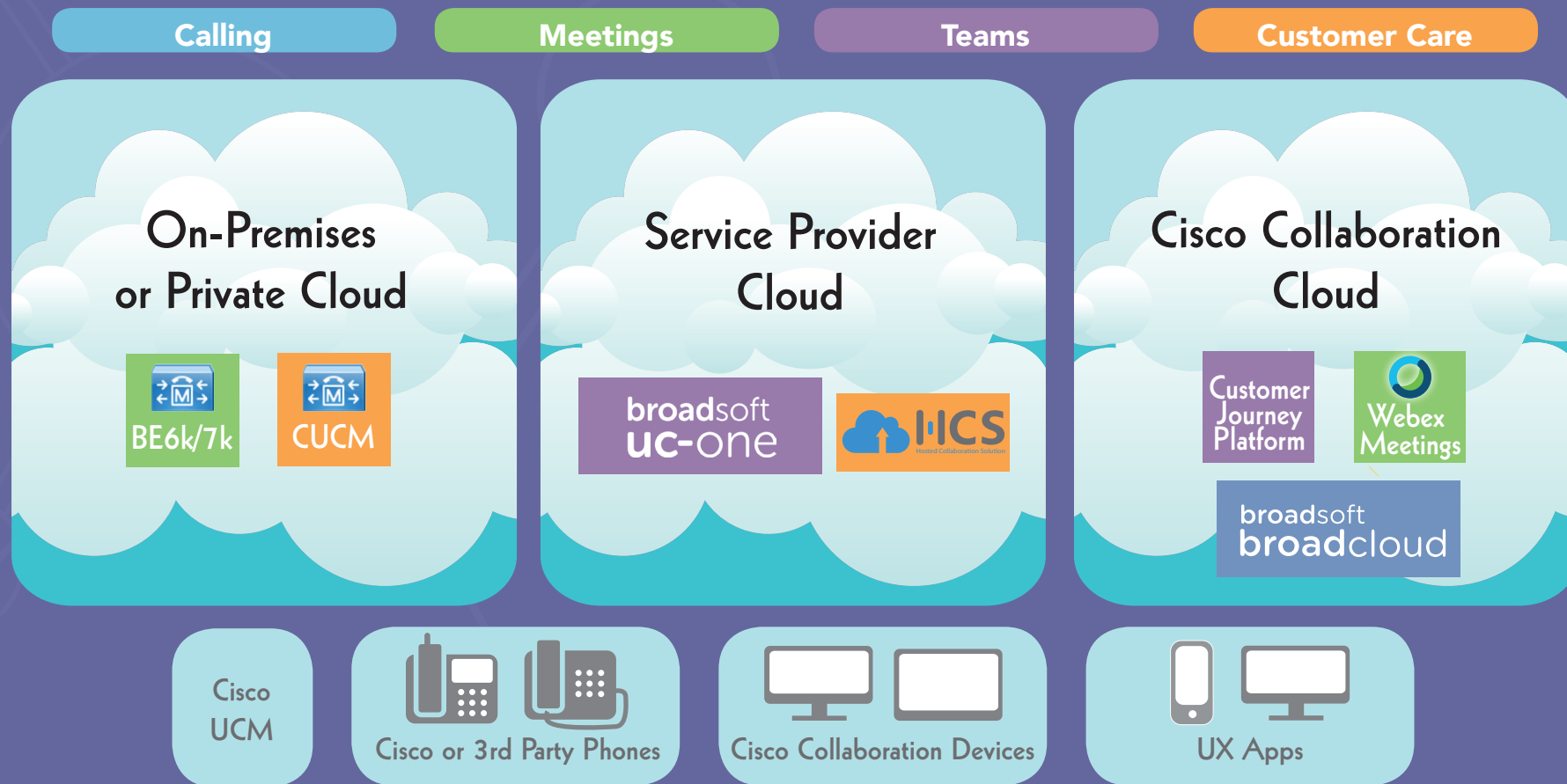
- Globally, cloud-based deployments for both telephony call control and contact center are expected to increase significantly.
- Cisco's acquisition of BroadSoft gives it an excellent growth platform in the Unified Communications as a Service market.
- Customer Journey Platform, also acquired from BroadSoft, provides Cisco with a full-featured Contact Center as a Service offering to take advantage of the projected growth in cloud-based contact center services.
- Hybrid deployments for UC or CC are available for any sized organization.

MEETING THE BUSINESS NEEDS



Cisco plus BroadSoft together meet the needs of both IT and end users by providing powerful, flexible, and secure calling, collaboration, and meeting solutions that are straightforward for IT to deploy and manage, enable smooth transitions from on-premises to cloud, and accelerate team and organizational performance.

CISCO COLLABORATION STACK



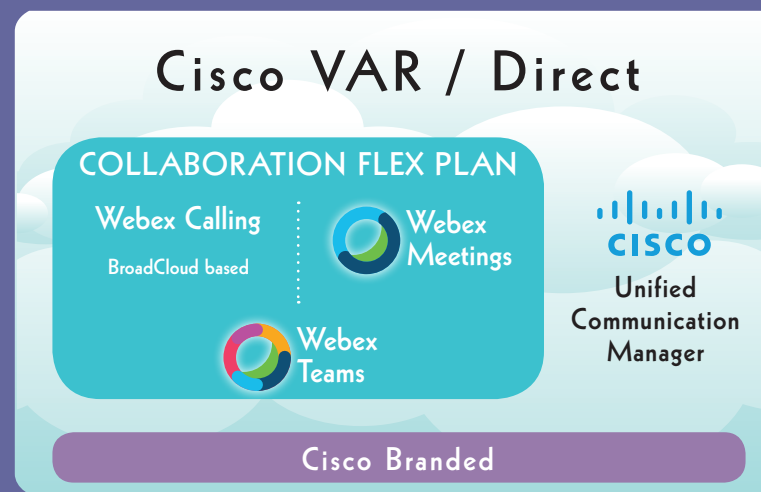
Organizations can consume Cisco's communications, collaboration, and contact center capabilities how they wish: from within a private cloud, from a service provider's public cloud, from Cisco's own Collaboration Cloud, or as a hybrid from all three.

CISCO CHANNEL OPTIONS

SERVICE PROVIDER-HOSTED OR CISCO-HOSTED TELEPHONY OPTIONS



- All in one UC-One collaboration offer branded by the service providers
- For very large enterprise, HCS - Cisco branded but from a service provider
- BroadCloud Calling branded by the service provider
- BroadCloud Calling is part of the Collaboration Flex Plan which also includes Webex Teams
- Webex Meetings and CJP are optional add-ons



- Webex Calling (powered by BroadCloud) is hosted and branded by Cisco
- Webex Teams included at no extra charge
- Webex Meetings and CJP are optional add-ons
- UCM is still available from VARs
- Webex Calling is available through Flex Plan Subscriptions

OFFER AND SEGMENT ALIGNMENT

Small Business

Mid-market

Enterprise

Service Providers

Cisco VAR / Direct

- Low-touch/digital
- One step cloud transition
- Simple/off-the-shelf BPI
- Integrated collab bundle
- Open SIP phones
- Public cloud



- High-touch
- Hybrid/phased cloud transition
- Extensive/custom BPI
- Mix/best-of-breed apps
- Highly integrated phones
- Managed broadband
- Private/hybrid cloud

UC-One
SP Branded

SP Collaboration Flex Plan
Co-branded

Collaboration Flex Plan
Cisco Webex
Cisco HCS

CLOUD CONTACT CENTER OFFERS

- Customer Journey Platform is a full-featured contact hosted in Cisco's own Collaboration cloud.
- Organizations with any Cisco cloud or on-premises platform can purchase Customer Journey Platform
- CJP has tight integration with Salesforce and other CRM platforms.
- CJP was built for cloud, and is easily deployed and scaled.
- CJP supports omni-channel and customer analytics.
- Customers can get CJP from either VARs or Service Providers as part of the Flex Plan

salesforce



Cisco Collaboration Cloud

Customer
Journey
Platform

- Built in
- Scalable
- Made for cloud



Service providers selling HCS will continue to sell hosted versions of Cisco's Unified Contact Center, and they are adding CJP to their portfolio.

MOBILITY OPTIONS

Full Application Mobile Support



Webex Meet



Teams



UC-One

Mobile Worker Options

- Full suite mobile device clients including Cisco Webex Meetings, Webex Teams, and UC-One Communicator.
- Offers 720p video, native screen sharing, hands free joining, simple meeting scheduling, wherever you are.

Native Mobile Network Integration

BroadWorks can be embedded in a mobile providers' IMS core.

This gives mobile devices PBX call functionality including:

- Hold
- Transfer
- Short digit dialing
- Hunt groups
- Many more...



NETWORKS AND SECURITY

CISCO AND ITS SERVICE PROVIDER PARTNERS COMBINE TO CREATE BEST IN CLASS OFFERS

Service Provider

AVAILABILITY
CoS
99.9%+

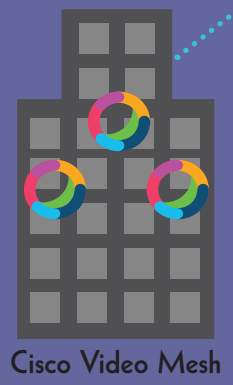
PTSN Cellular

Cisco Value Adds

AVAILABILITY
CoS
99.9%+

Security

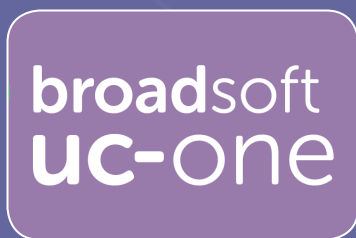
- Cisco Service Providers offer**
- PSTN and Cellular Network connectivity is a core capability
 - Experience in delivering high availability and quality of service
 - Global network access
 - Reliable and secure



- Cisco offers**
- Platform security
 - Experience in delivering high availability networks
 - Highly secure systems
 - Video solutions
 - Cisco Video Mesh, which is a private network used for Webex voice and video so that these don't have to traverse public networks.

EXTENSIVE DEVICE AND USER EXPERIENCE SUPPORT

END-USER EXPERIENCE FOCUS WITH OPEN ARCHITECTURE SUPPORT FOR THIRD-PARTY HARDWARE



Open SIP Phones

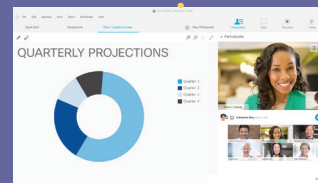


Cisco SIP and Dedicated Phones



Cisco phones have tighter integration with HCS and UC-One

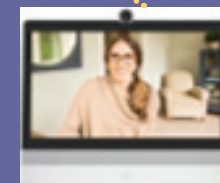
Collaboration Devices



Webex Client (PC/Mac/Mobile)



Webex Boards



Cisco Video Devices

- Webex Meetings supports both Cisco-branded and third-party branded video devices.
- UC-One maintains the open SIP approach that allows all of the third-party phones.
- Cisco phones have tighter integration with HCS and UC-One

CISCO COLLABORATION FLEX PLAN SUBSCRIPTIONS

CONSUME SOLUTIONS HOW YOU WANT: ON-PREMISES, IN THE CLOUD, OR AS A HYBRID DEPLOYMENT. MIGRATE TO CLOUD AT YOUR OWN PACE.



Calling

Flex Plan Calling subscriptions allows you to use any Cisco calling option:

- Cisco Webex Calling
- Cisco BroadCloud
- Cisco Hosted Collaboration Solution
- Cisco Unified Communications Manager
- Named User or Enterprise Agreement



Meetings

The Flex Plan Meetings subscriptions gives the user access to:

- Webex Meetings
- All Webex Centers
- Webex Edge Audio Integration
- Cisco Meeting Server (if supported by the partner)
- Named User, Active User, or Enterprise Agreement Options



Contact Center

The Flex Plan Contact Center concurrent subscription lets you choose which Cisco contact center the agent uses. Choose between:

- CCE
- CCX
- Customer Journey Platform

Webex Teams is included in all subscriptions.

SUMMARY

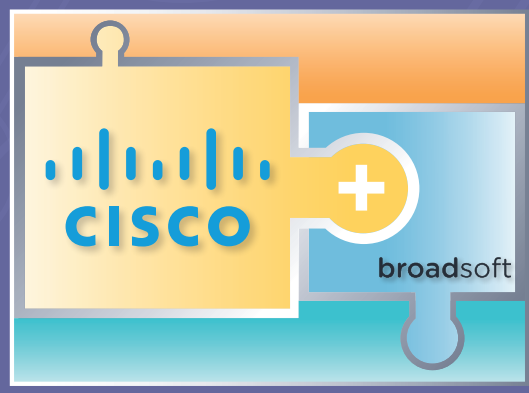
CISCO + BROADSOFT NOW HAVE THE MOST COMPREHENSIVE COMMUNICATIONS AND COLLABORATION OFFERING IN THE MARKET.

#1 On-premises voice platform in CUCM

#1 SMB and LMB cloud-based voice platforms in UC-One and HCS

#1 Cloud-based meeting and collaboration service in Webex

#1 Video endpoint and infrastructure solution



- A multitenant cloud-based contact center, Customer Journey Platform, that competes well with competitive cloud-based contact centers.
- A mobile operator offering that can enable PBX functionality for mobile phone users as part of their mobile telephony service.
- Compelling cloud-based telephony functionality via Webex Calling, which will be far more functional than anything competitors can offer.
- A partner ecosystem that knows how to sell cloud solutions. Among these are some of the world's biggest tier 1 and tier 2 fixed, mobile and converged service providers, who all have tremendous reach into the business communications market segment.
- Flexible subscriptions that allow organizations to move their calling and contact center to the cloud at their own pace.

better together



Cisco + BroadSoft:
the most comprehensive collaborative communications offering with
solutions for any sized organization