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Virtual Event APJC • 1-2 April 2020

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Understanding Webex Calling Solution

2020 is Calling

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Agenda

- Introduction
- Station Types & Features
- User Experience
- Admin Experience
- PSTN Options



Introduction

Cisco calling portfolio overview



Unified Communications Manager (UCM)

- All business sizes
- On premises
- Feature-rich



Cisco UC-One¹

- SMB and basic UC
- Multi-tenant cloud
- Service provider-led and branded



Cisco Webex® Calling

- Mid-market and large enterprises
- Multi-tenant cloud
- Proven cloud PBX



UCM Cloud

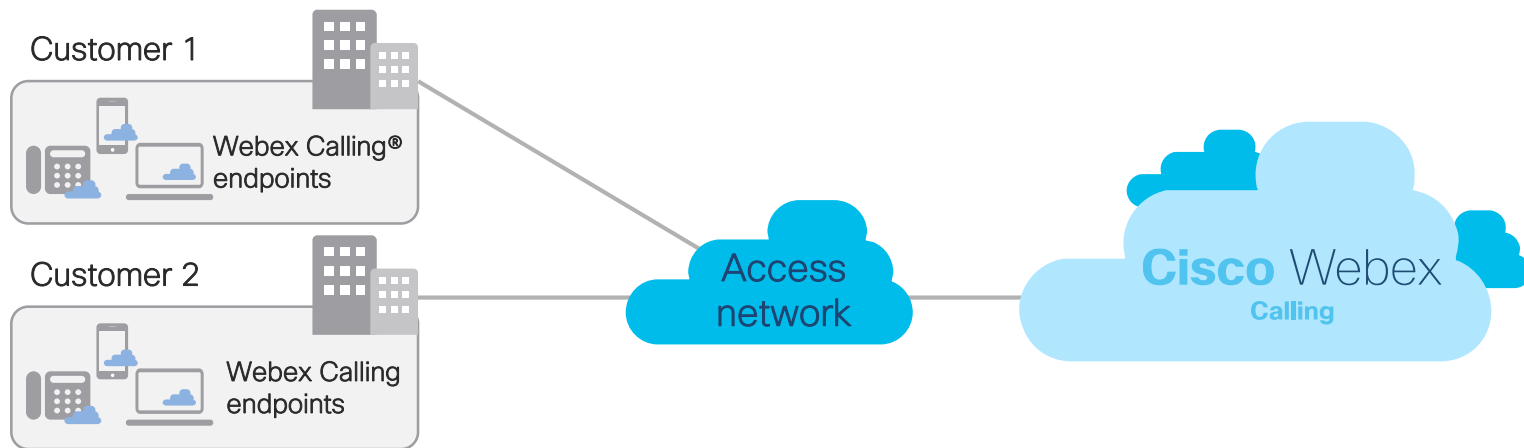
- Complex migrations
- Large enterprises and gov't agencies
- UCM/Jabber® features

New Webex Teams unified and modular client experience supports all platforms

Broad portfolio | All customer segments | Flexible deployment and migration

1. Working name for new simplified SMB bundle to replace UC-One brand, based on the Webex services, delivered and branded by Cisco service provider channel partners

The Cisco Webex Calling Platform



- Fully-featured cloud PBX powered by proven technology
- Deployed in geo-redundant Cisco® data centers
- Multi-tenanted solution
- Cisco owned, updated and managed

Delivered globally



- Three regional platforms – NA, EMEA, and APAC
- Offer services to multinational customers from a single region
- Secure data and traffic within chosen region

Data center committed expansion:

- Geo-redundant DC in Japan (2Q-CY2019)
- Data center in Canada (1Q-CY2019)

Data center considered expansion:

- Second data center in EU (Amsterdam, CY2019)
- Second data center in U.K. (CY2019)

Market availability

Contract and satellite countries



Sell In Countries			Branch Office Countries	Embargo Countries
Partner can sell and deploy here			Partner can only deploy here – not sell	Total Ban
<ul style="list-style-type: none"> • Australia • Austria • Belgium • Brazil • Bulgaria • Canada • Chile • Colombia • Costa Rica • Croatia • Cyprus • Czech Rep. • Denmark • Estonia • Finland • France • Germany 	<ul style="list-style-type: none"> • Greece • Hong Kong • Hungary • Ireland • Italy • Japan • Latvia • Lithuania • Luxembourg • Malta • Mexico • Netherlands • New Zealand • Norway • Panama • Peru • Poland 	<ul style="list-style-type: none"> • Portugal • Puerto Rico • Romania • Singapore • Slovakia • Slovenia • South Korea • Spain • Sweden • Switzerland • Taiwan • Thailand • Ukraine • United Kingdom • United States 	<ul style="list-style-type: none"> • Algeria • Angola • Argentina • Azerbaijan • Benin • Bosnia & Herzegovina • Indonesia • Macau • Malaysia • South Africa • Turkey • Vietnam 	<ul style="list-style-type: none"> • Crimea • Cuba • Iran • North Korea • Syria

Simplified all-in-one subscription

Cisco Webex® Calling Bundle in the Collaboration Flex Plan	
Cisco Webex Calling	<ul style="list-style-type: none">• Full-featured PBX replacement in the cloud• Unlimited group features – auto attendant, hunt groups, etc.• Shared Call Appearances (35)• Desktop and mobile client apps• Common area and standard station options
Cisco Webex Teams	<ul style="list-style-type: none">• Comprehensive team collaboration app• Synchronized calling interoperability with the Webex Calling app• Integration with third-party cloud apps (Office 365, G-Suite, etc.)
Suggested add-ons	
Cisco Webex Meetings	<ul style="list-style-type: none">• Adds full-featured business conferencing capabilities
Cisco® MPP phones and headsets	<ul style="list-style-type: none">• Wide range of desktop phones and wired/wireless headset choices for office and mobile users
Cisco video devices	<ul style="list-style-type: none">• Integrated video devices for every situation, including huddle spaces, conference rooms, and desktops



Station Types & Features

Three Webex Calling “station types”

Enterprise

- Full-featured business solution
 - Full set of PBX telephony features
 - Webex Teams™
 - Webex® Meetings (optional)
- Associated with a person



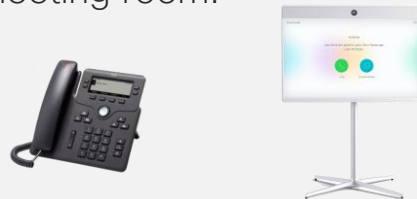
Basic

- For phone-centric office users
 - Full set of PBX calling features
 - Limited mobility features
 - Only “free” version of Webex Teams
- Appropriate for cubicles and shared desk locations
- Associated with a person or place



Common area

- Simple dial tone for common area phones
 - Limited telephony feature set
 - No Webex Teams or Meetings
- Appropriate for locations like lobby, breakroom, etc.
- Associated with a place / meeting room.



Alternate numbers	Analog hotline	Anonymous call rejection	Auto attendant	Barge-in exempt	Business continuity (CFNR)
Busy lamp monitoring	Call forwarding always	Call forwarding busy	Call forwarding no answer	Call forwarding selective	Call history
Call forwarding no answer	Call hold and resume	Call logs w/click to dial	Call notify	Call redial	Call routing and queuing
Call return	<div><div>All the enterprise features your business needs</div><div>Enables a seamless migration to the cloud</div><div>Addresses your RFP requirements</div></div>				Call waiting ID
Conferencing (site based)					Enterprise phone directory
Extension c					Bound caller ID
Main number outbound call ID					Way calling (6)
Office anywhere					Priority alert
Push-to-talk	Remote office	Schedules	Sequential ring	Receptionist client	Reports and metrics
Selective call acceptance	Selective call rejection	Shared line appearance		Simultaneous ring	Speed Dial 100
T-38 Fax support	Three-way calling	Unified messaging	Video (point to point)	Visual voicemail	Voice mail

Included Features & Services

Location/Site Features	Services
<ul style="list-style-type: none">• Authentication• Call Park / Retrieve• Calling Plan Management• External Calling Line ID Delivery• Group Call Park / Pickup• Intercept Group• Intercept User• Internal Calling Line ID Delivery• Music on Hold• VLAN Tagging Support• Voice Portal	<ul style="list-style-type: none">• Auto Attendant• Call Queue• Group Paging• Hunt Group• Receptionist Client



User Experience

Webex calling device portfolio

Collaborate your way with MPP devices for any user, in any location

IP phones

6800, 7800, 8800 Series IP Phones



IP video phones

8845/8865 IP Video Phones



IP conference phones

7832/8832 IP Phones



Headsets

500 / 700 Series Headsets

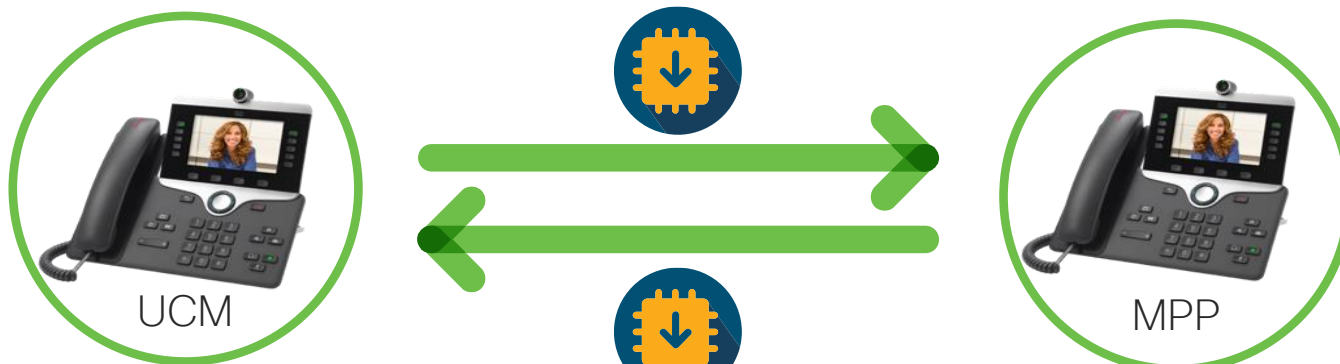


Wireless IP phones

6825/8821 IP Phones



Phone firmware migration



Migration firmware

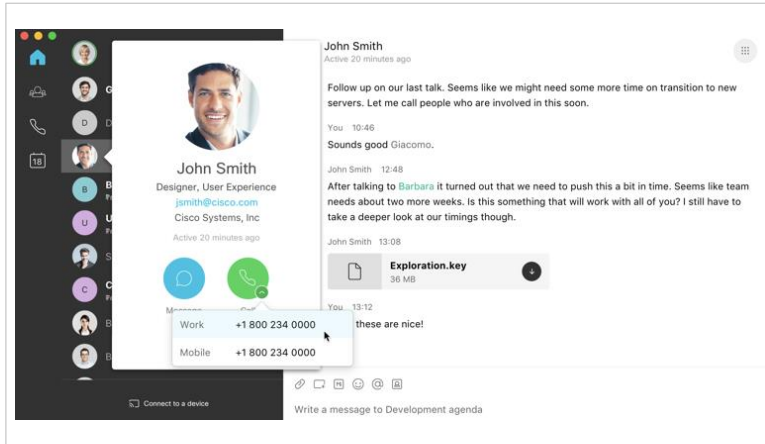
- All 7800s: Some hardware limitation (pre-CY2016)
- All 8800s except 8821, 8831, 8851NR, 8865NR
- KEMs do not require migration
- Partial data loss – call history, local contacts



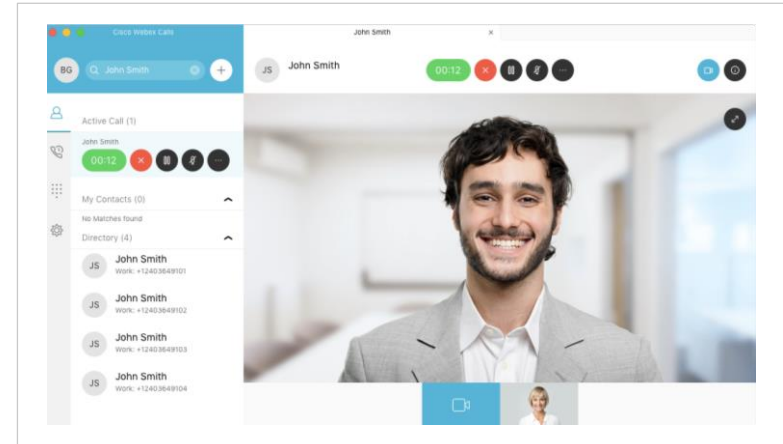
Migration license

- Flex plan includes 1 license per user
- Locked to MAC address
- One-way migration per license

App Options



OR



Webex Teams™ with
integrated calling



Standalone Webex® Calling
soft client app

Meeting Room Experience

- Webex Calling support for PSTN calling from Room Systems
- Make & receive calls from your Webex Room system
- Uses a Common Area license
- Allocate a phone number

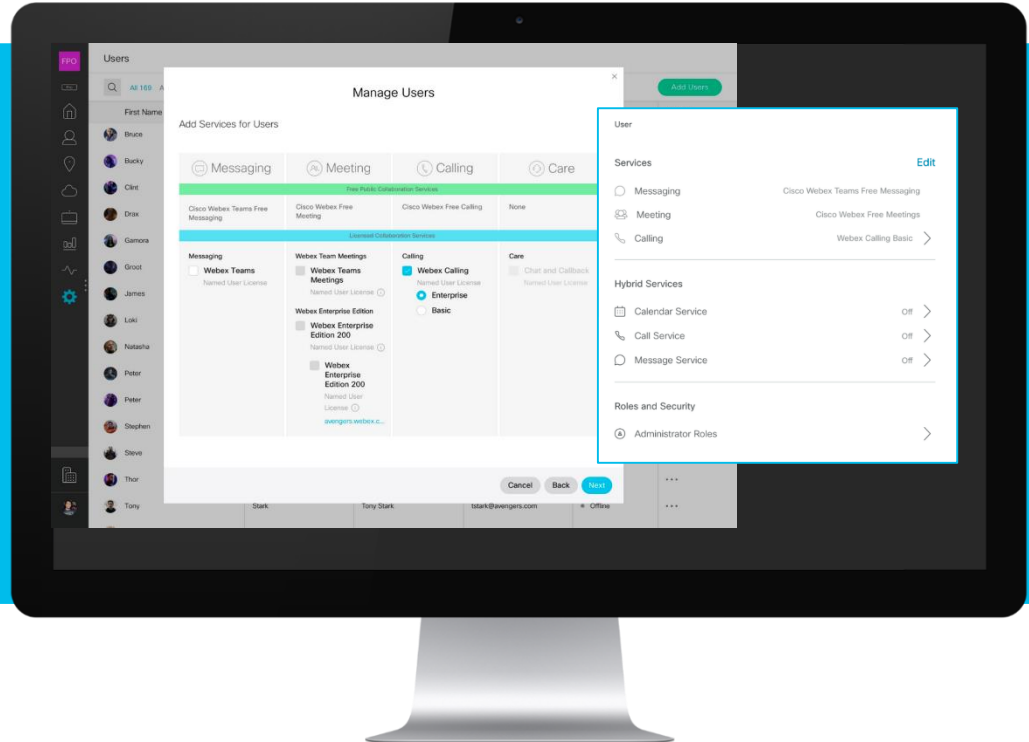




Admin Experience

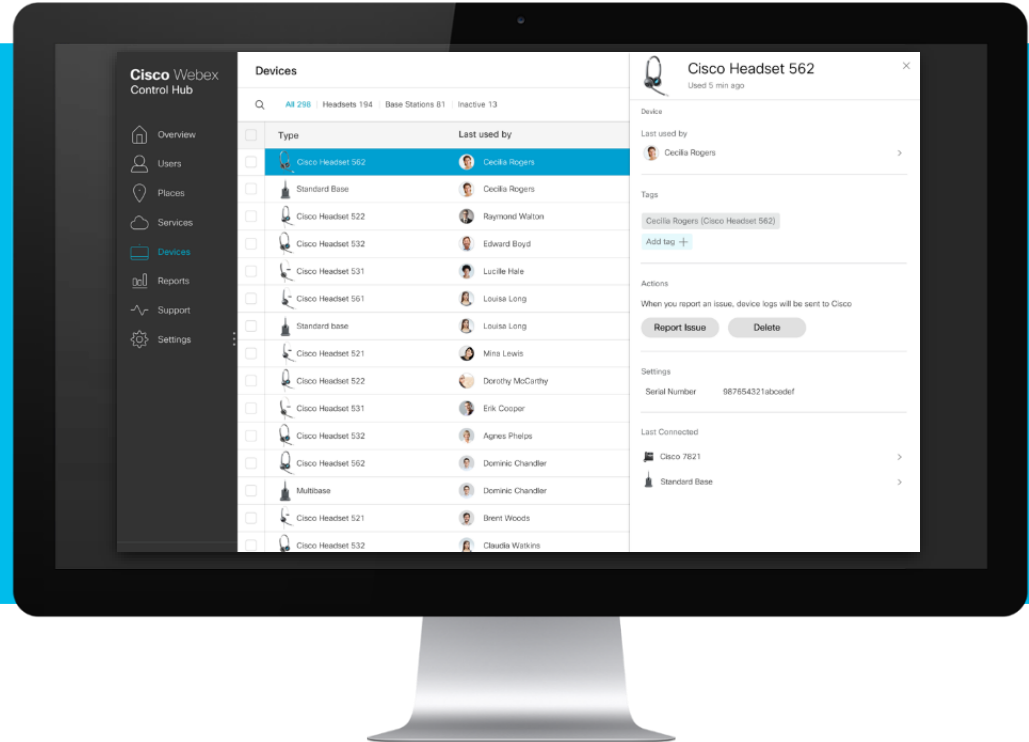
User Management

- Individual & bulk license management
- Number assignment
- Active Directory integration
- Single Sign-On



Feature & Device Management

- Assign and configure features
- Device assignment
- Set and configure PSTN options





PSTN Options

Webex Calling: PSTN quick facts



Cisco never supplies the PSTN



PSTN required for all off-net calling and between enterprises

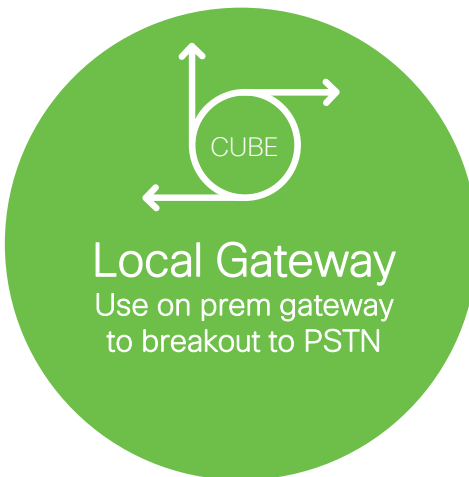


PSTN dial plan supports the E.164 format



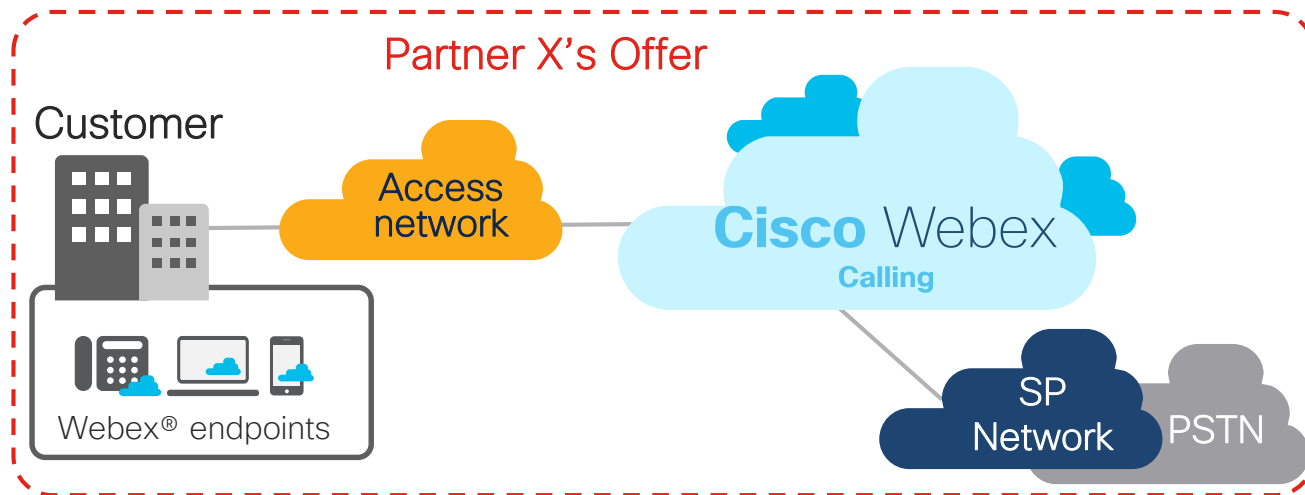
Emergency calls and lawful intercept are the responsibility of the PSTN provider

Cisco Webex Calling PSTN Options



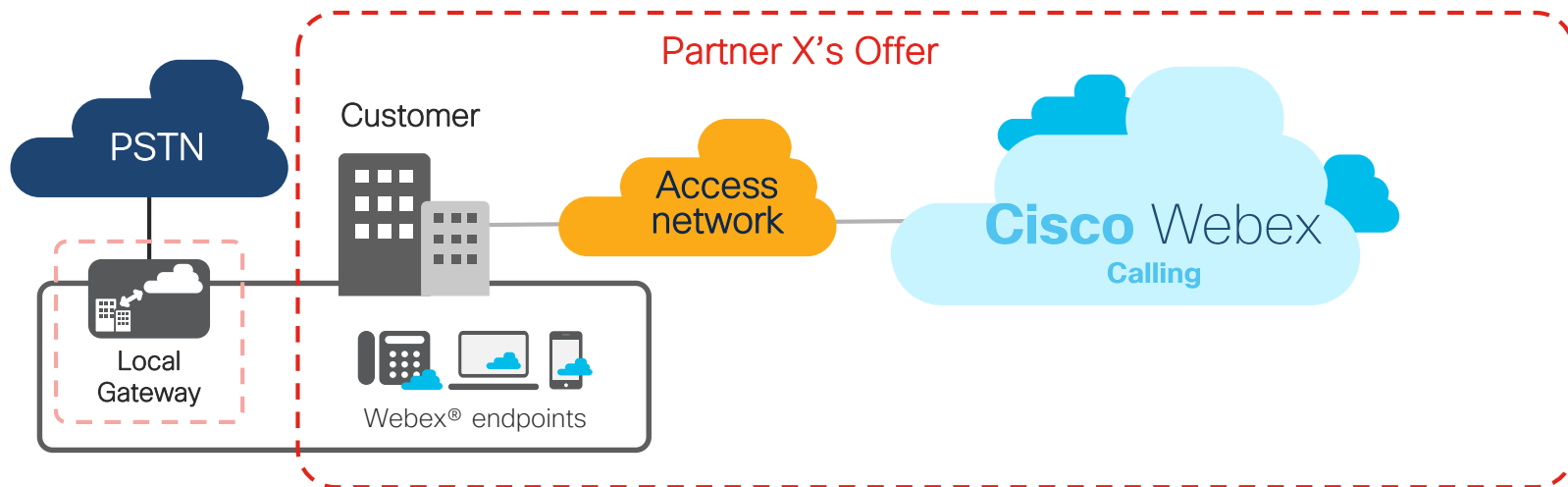
Bring your own carrier

Webex Calling PSTN option: Bundled PSTN



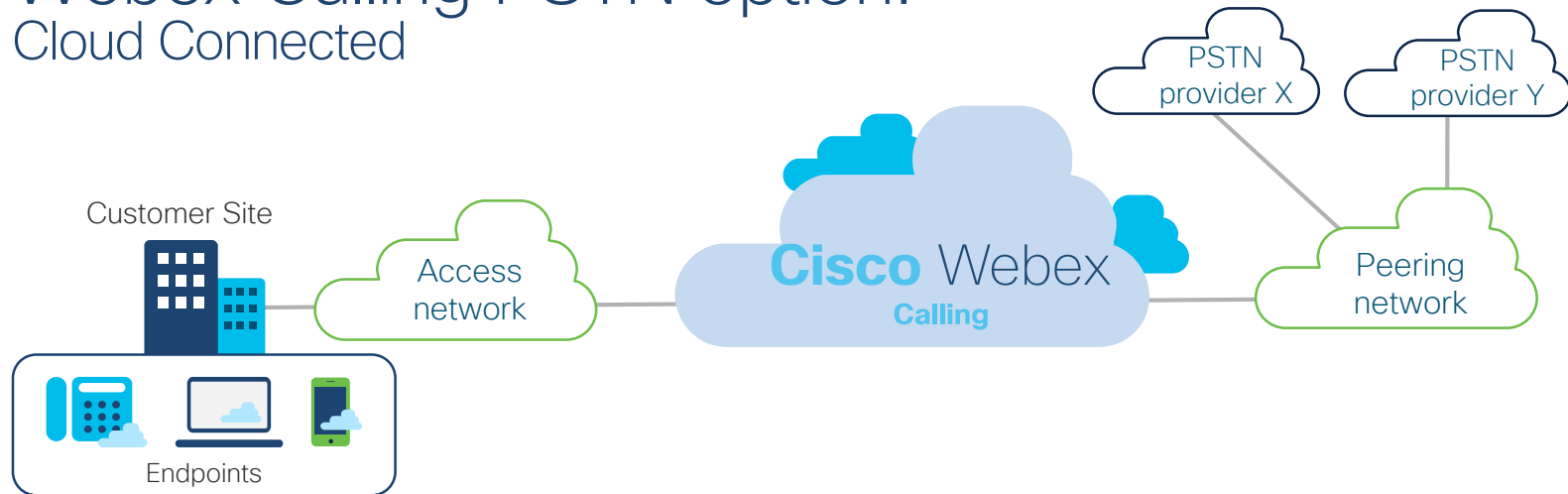
- PSTN access through the **Service Provider's network**
- PSTN service is **bundled** with the Cisco® Webex Calling service

Webex Calling PSTN option: Local Gateway PSTN through customer premises



- PSTN access through a **Local Gateway** device at the customer site and the customer's PSTN service (SIP Trunk, PRI, etc.)
- PSTN service **decoupled** from Cisco® Webex Calling service

Webex Calling PSTN option: Cloud Connected



- PSTN access through **peering** with a selection of Cloud Connected partners **integrated** into the Cisco Webex® Calling cloud
- Partner helps enterprise procure and provision PSTN

Webex Edge for Calling

Use Webex Calling to unify enterprise calling across UCM, HCS, UCM Cloud and third-party PBX platforms



- Extension dialing between Webex Calling & Premise, and On-Network DID Calling.
- Support for “mixed” location (premise/cloud) user to user extension dialing
- Media routed over Webex backbone
- Fast, reliable and secure
- Save costs on MPLS

Summary

- Full-featured PBX
- Multiple station types to suit your business needs
- Wide range of headsets & phones
- Flexible PSTN options



Thank you





You make **possible**