

The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are several large, semi-transparent, wavy shapes in similar color tones, giving the overall image a sense of motion and energy.

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The bridge to possible

Unifying Microsoft 365 with Webex Contact Center to empower your entire workforce for customer engagement.

Dan Mathews
Senior Architect, Customer Engagement
BRKCCT-1007

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Safe harbor statement

- This presentation contains “forward-looking” statements that involve risks, uncertainties and assumptions. If the risks or uncertainties ever materialize or the assumptions prove incorrect, our results may differ materially from those expressed or implied by such forward-looking statements. All statements other than statements of historical fact could be deemed forward-looking, including, but not limited to, any projections of financial information; any statements about historical results that may suggest trends for our business; any statements of the plans, strategies, and objectives of management for future operations; any statements of expectation or belief regarding future events, technology developments, or enforceability of our intellectual property rights; and any statements of assumptions underlying any of the foregoing.
- These statements are based on estimates and information available to us at the time of this presentation and are not guarantees of future performance. Actual results could differ materially from our current expectations as a result of many factors, including but not limited to: the unpredictable nature of our rapidly evolving market and quarterly fluctuations in our business; the effects of competition; and any adverse changes in our indirect channel relationships. These and other risks and uncertainties associated with our business are described in the company’s annual report on Form 10-K. The forward-looking statements in this presentation are made as of the date of the initial publication of this presentation, and we disclaim any obligation to update these statements at any time in the future.



Cisco Webex App

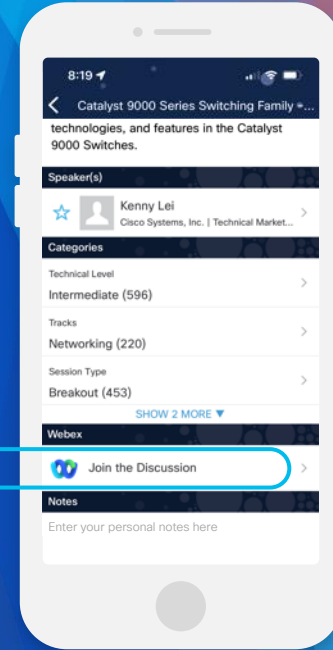
Questions?

Use Cisco Webex App to chat with the speaker after the session

How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 9, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-1007>

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#1670388



About Dan...



10 Years @ Avaya
14 Years @ Cisco



Global Collaboration
Strategy

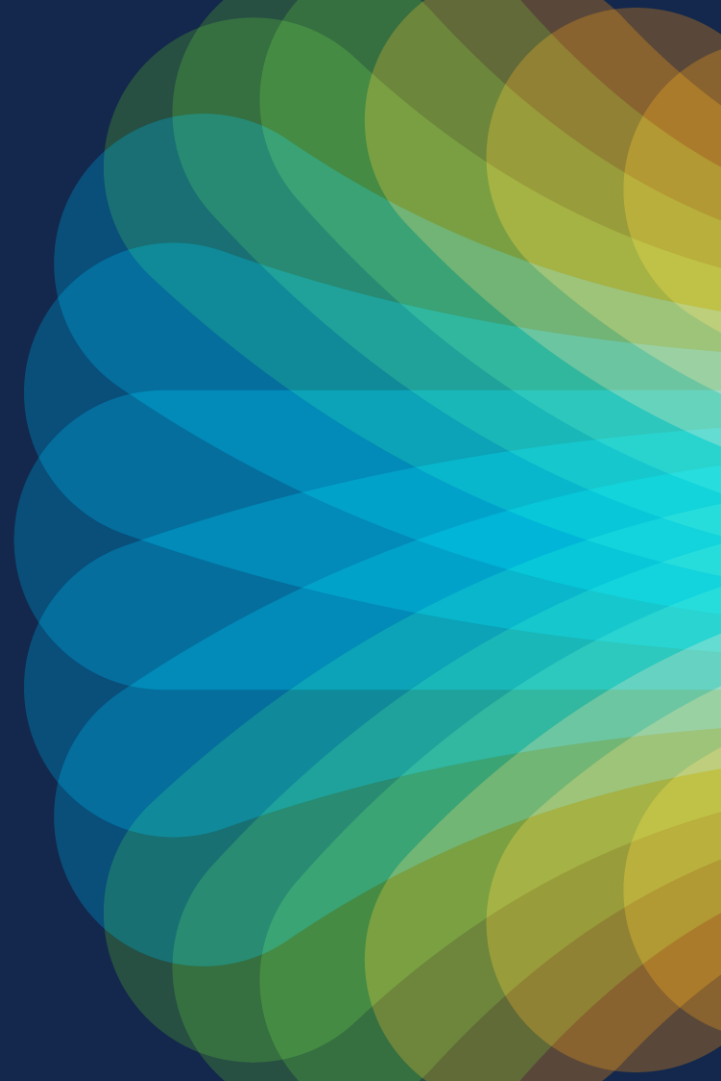


Agenda

- Demo!
- Microsoft Interoperability Use Cases
- Architecture for Microsoft Interoperability
- User Experience

Microsoft Interoperability Demo

What does
Microsoft
interoperability
mean?



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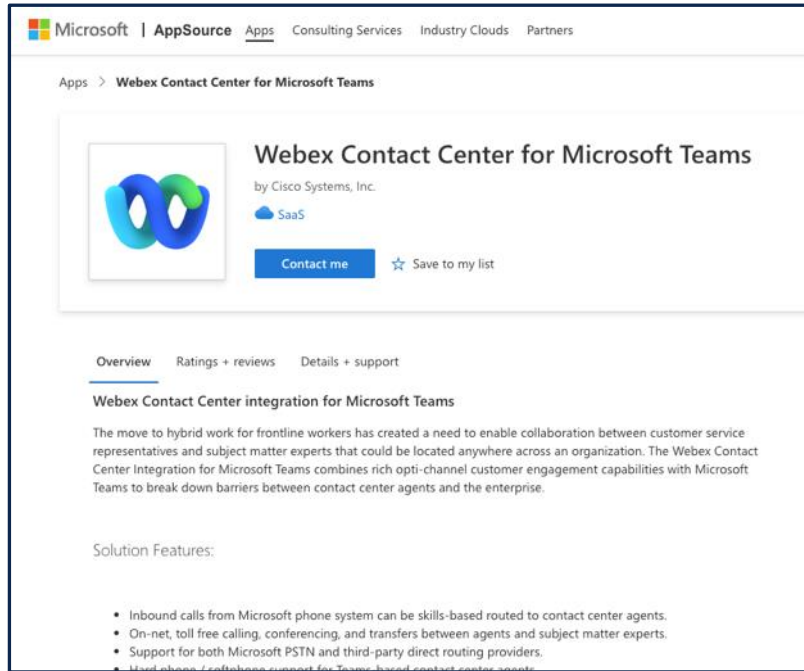
What is the most common use case you are seeing for Microsoft Interoperability with Customer Engagement?

- Agent <-> Knowledge Worker Collaboration
- Microsoft Phone System Integration
- Teams as an application hub
- Dynamics CRM integration

Microsoft interoperability use cases

- A wide range of Microsoft interoperability use cases exist, but the approaches for implementation vary.
 - On-net calling between agents and knowledge workers with Microsoft Phone System
 - Knowledge worker discovery and engagement
 - Consolidated application experience
 - Internal service and support
 - CRM Integration
 - M365 integration for Tasks and workflow

Webex Contact Center certification for Microsoft Teams



<https://appsource.microsoft.com/en-us/product/web-apps/cisco.webex-contact-center-microsoft-team?tab=Overview&exp=ubp8>

Customer Experience

Webex Contact Center Now Certified for Microsoft Teams

Mar 7, 2023 — Arvi Krishnaswamy



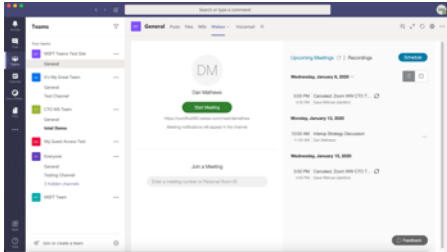
Twitter Facebook LinkedIn



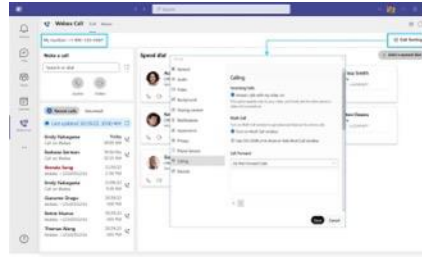
Solution certified for
Microsoft Teams

Why did we certify with Microsoft Teams?

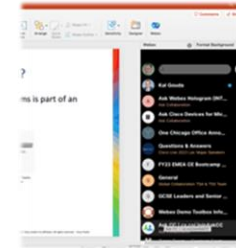
- Webex Contact Center's certification with Microsoft Teams is part of an ongoing journey.



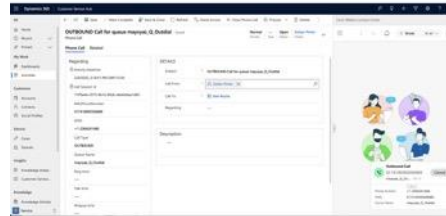
Webex Meetings for Microsoft Teams



Webex Calling for Microsoft Teams



Webex for Office 365



Webex Contact Center Microsoft Dynamics



Webex Microsoft Teams Room Devices

Key Concepts

- Microsoft Graph
- Cisco Unified Border Element (CUBE)
- Microsoft Phone System

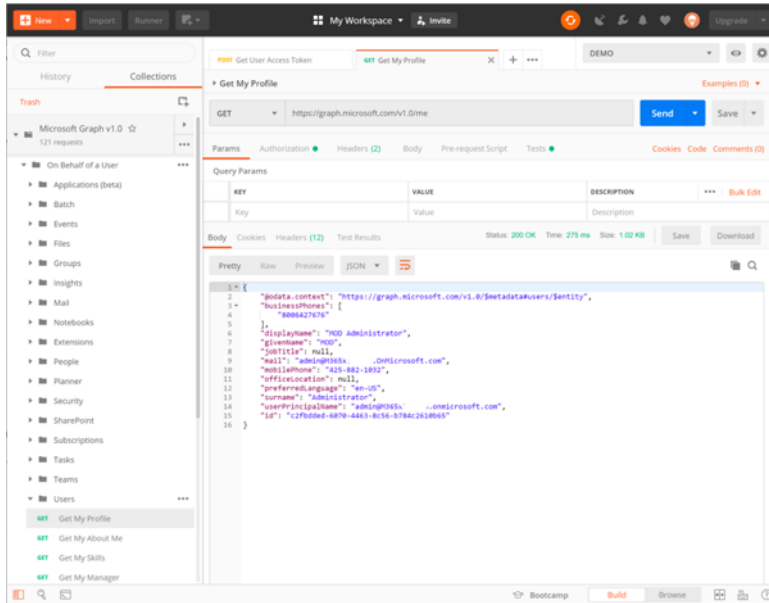
Key Concepts – Microsoft Graph



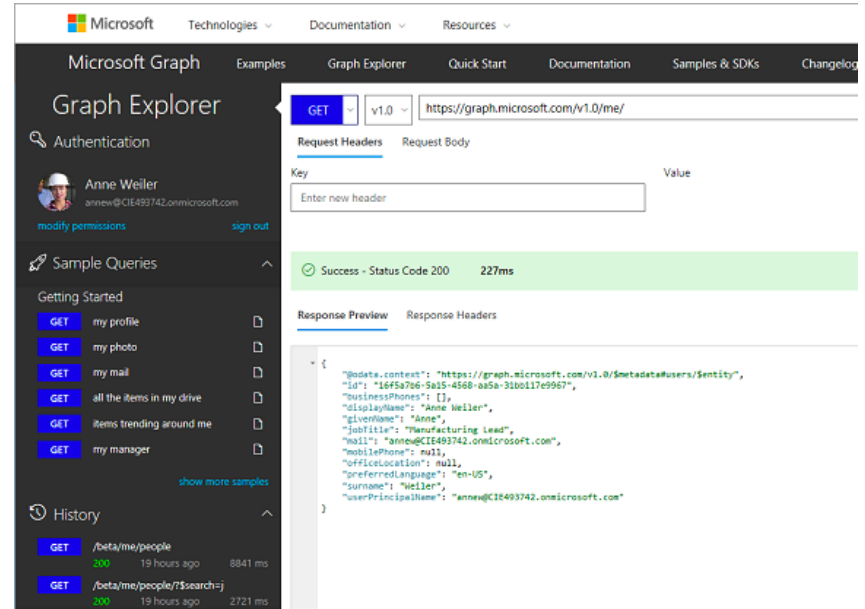
graph.microsoft.com



Key Concepts – Microsoft Graph



<https://docs.microsoft.com/en-us/graph/use-postman>



<https://developer.microsoft.com/en-us/graph/graph-explorer>

Key Concepts – Microsoft Phone System and Cisco CUBE

- Cisco CUBE provides SIP interworking between Microsoft Phone System and the Webex Contact Center media services.
- CUBE has been certified for several years and is a key part of the telephony architecture.

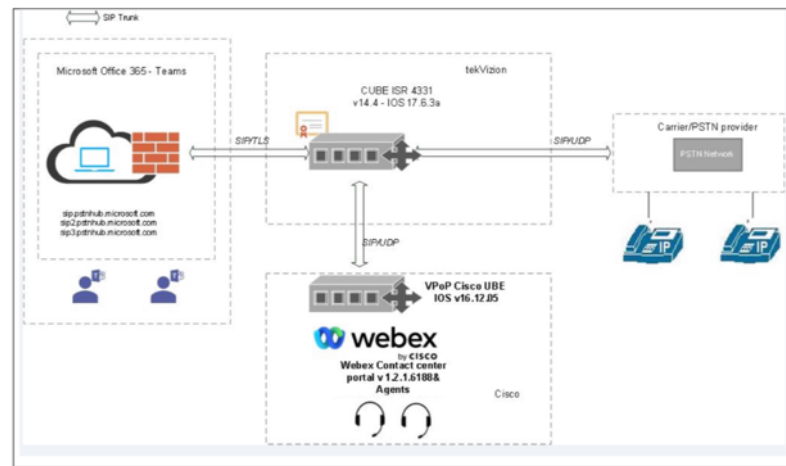


Figure 1: Microsoft® Open Interoperability Test Network

Architecture for Microsoft Interoperability

Telephony Integration

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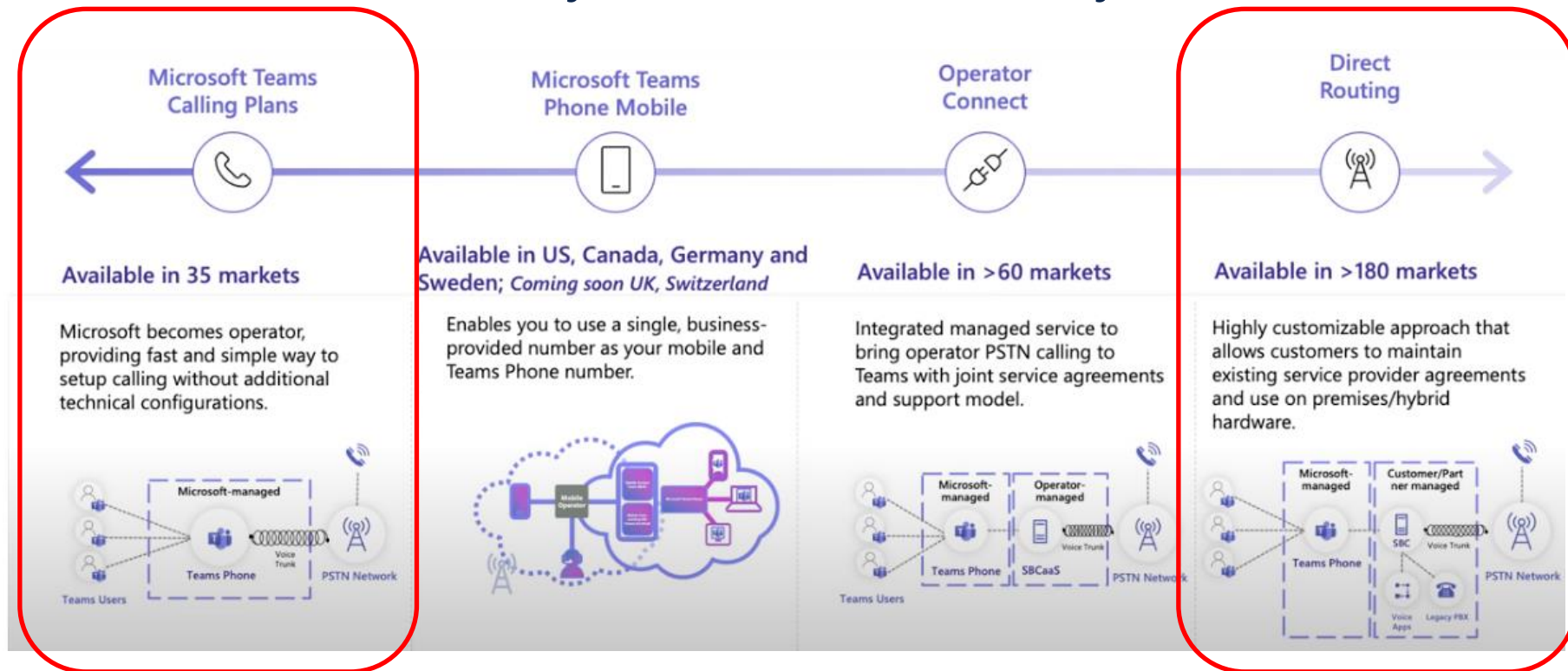


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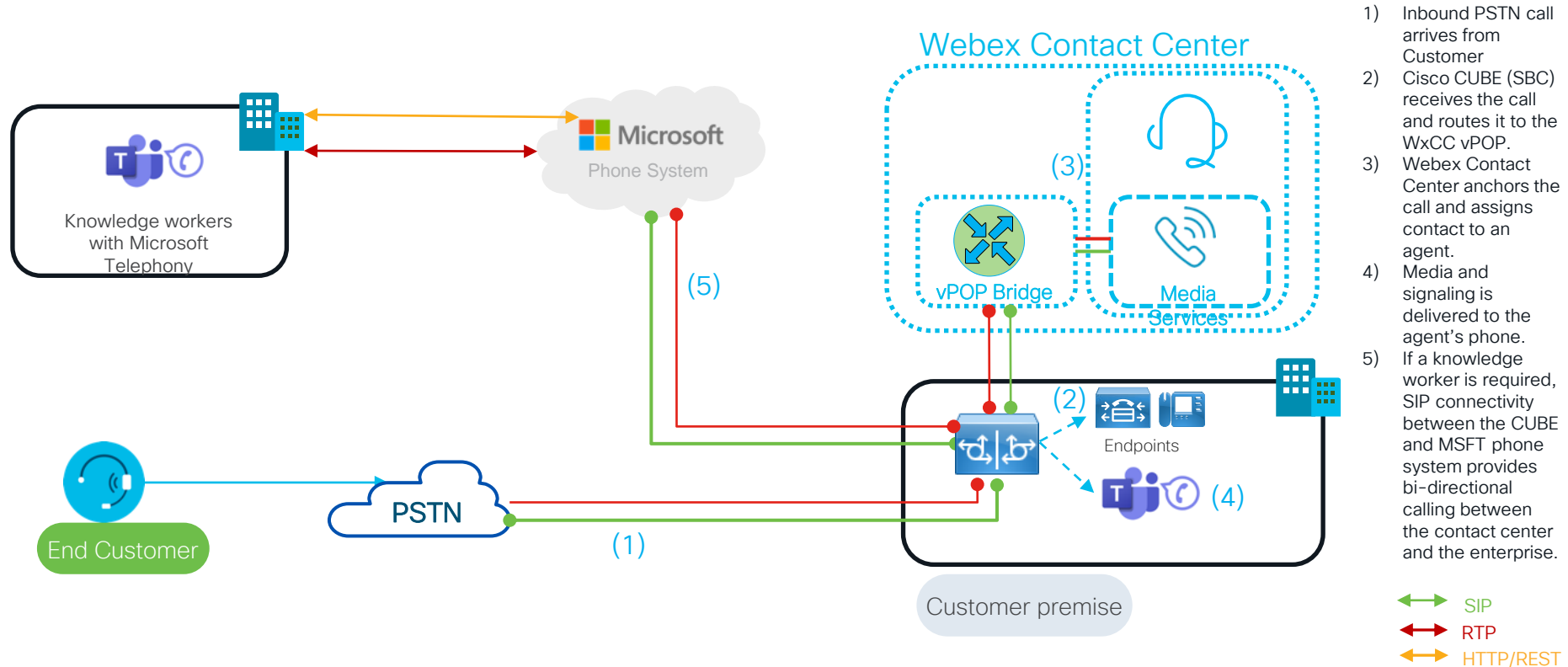
Over the next 18 months,
where would you choose to
deploy telephony?

- Private Cloud (Premise)
- Hybrid
- Public Cloud

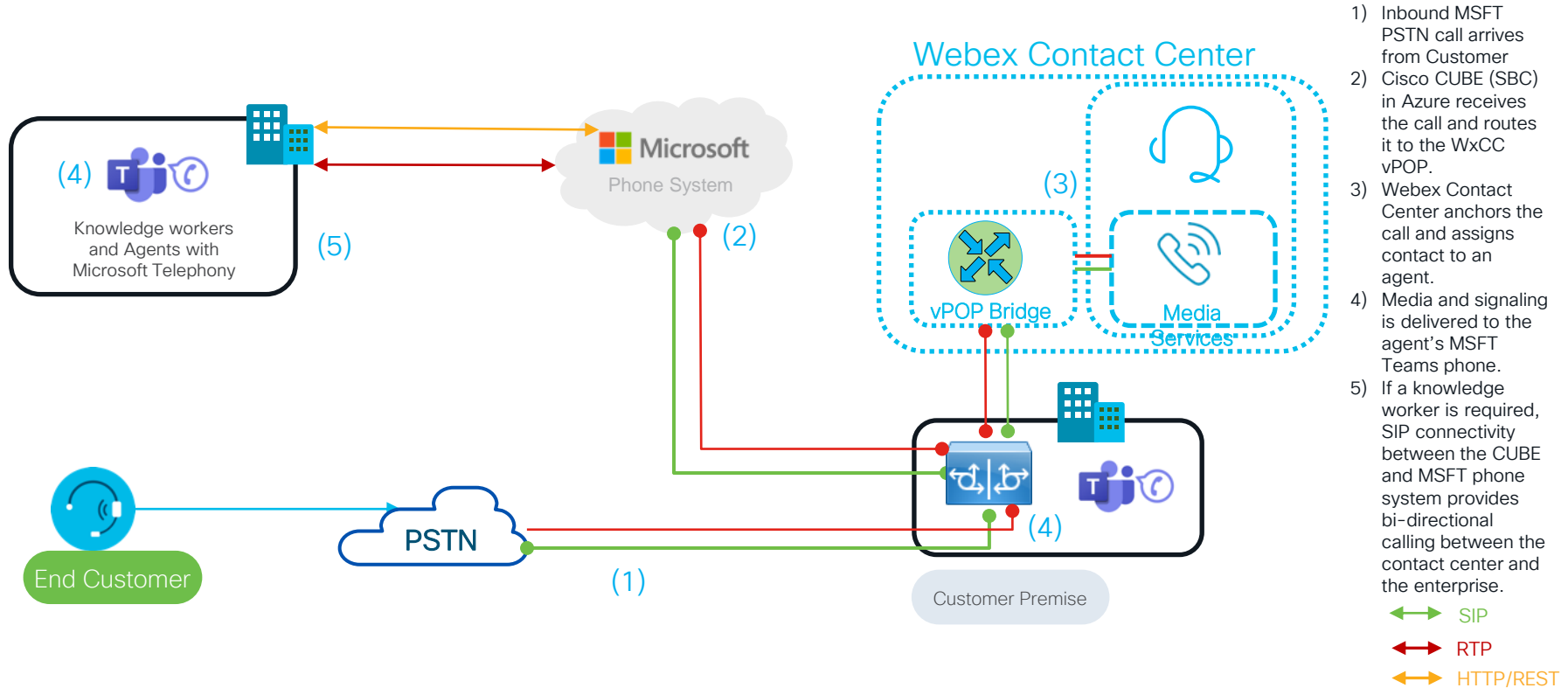
Microsoft Phone System Connectivity



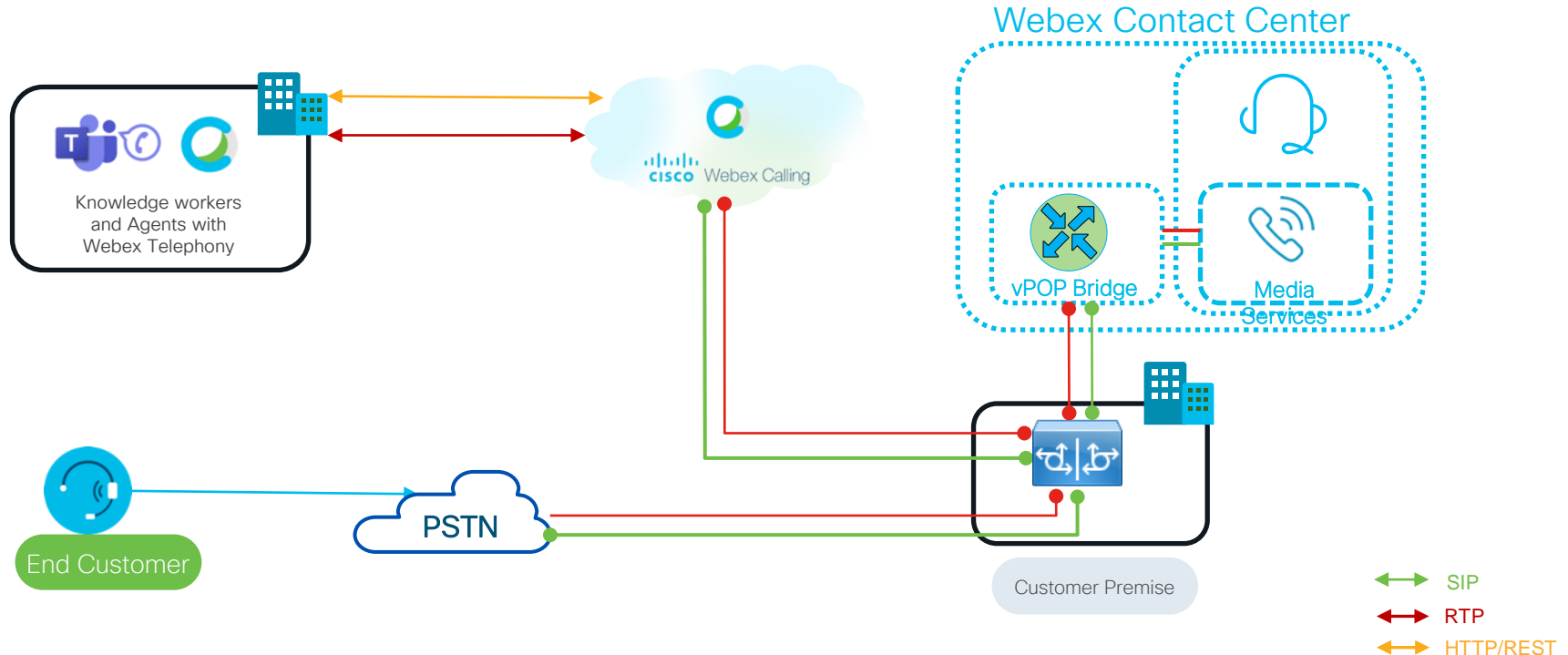
Telephony Integration – Private Cloud (Premise) Endpoints



Telephony Integration – Microsoft Cloud Endpoints



Telephony Integration – Webex Cloud Endpoints



Webex Agent and Calling in Microsoft Teams

Call Tab

Access dial pad, contact search and speed dials and more

My Number

See allocated work number

Dialpad

Access to Dialpad to key in numbers

Call/Search Input

Enter a number, SIP address or type a name to search for a Azure AD/Outlook contact

Contact Search

Search for personal and corporate contacts

Azure AD Contacts

Outlook 365 Contacts

Contact Resolution

Resolves the incoming call identifier to Azure AD

Call

History

See history of incoming/outgoing /missed calls

Voicemail

Access and play back the voicemail

Call Settings

Launch Call Settings

Add Speed dial

Click to add up to 25 speed dial cards

Speed dial

Pin frequent contacts as speed dials for easy access.

Call

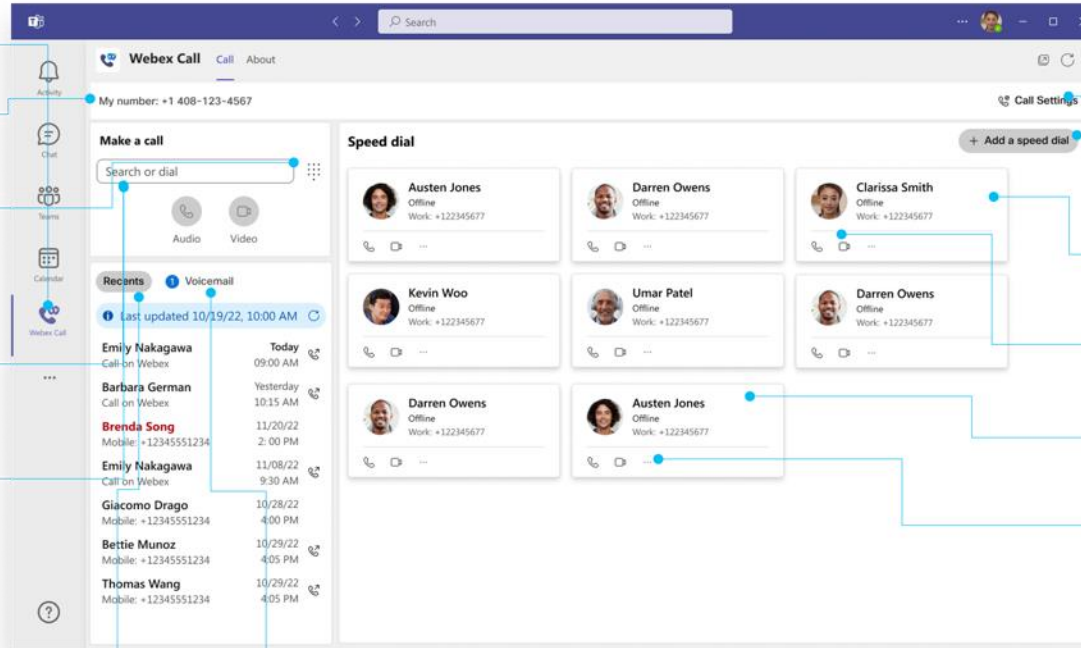
Select number and call contact

Reorder

Drag and drop cards to organize them

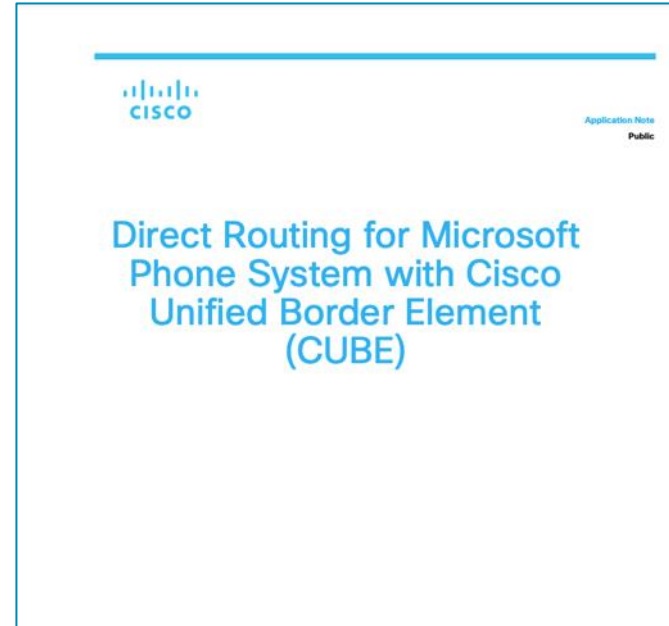
Delete

hover over the card and click delete icon to remove speed dial



Telephony configuration considerations

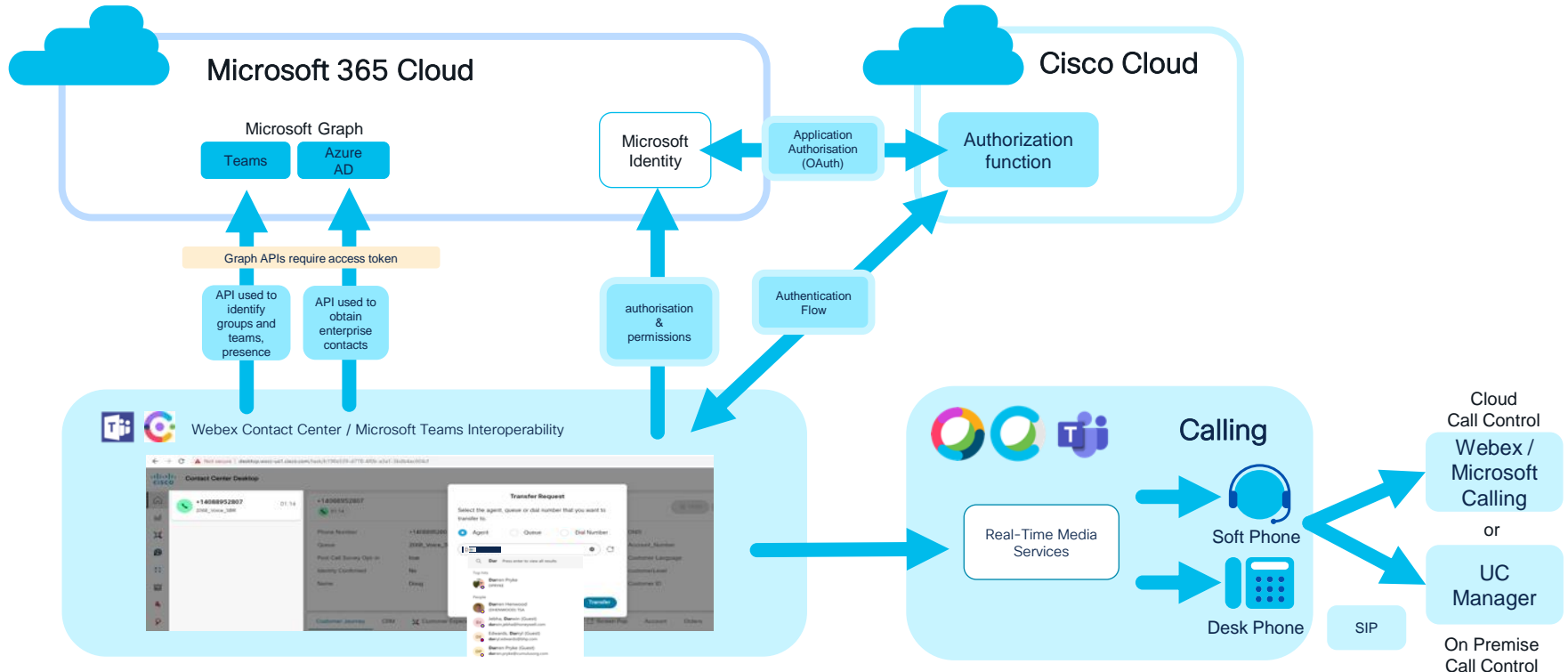
- CUBE configuration for connectivity to Microsoft Phone System:
 - <https://www.cisco.com/c/dam/en/us/solutions/collateral/enterprise/interoperability-portal/direct-routing-with-cube.pdf>
- CUBE configuration for Webex Contact Center point-of-presence integration:
 - https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cust_contact/contact_center/webexcc/Voiceonboarding1/wcc_b_voiceonboarding/wcc_b_voiceonboarding_cube.html



Application Integration



Microsoft Graph integration architecture



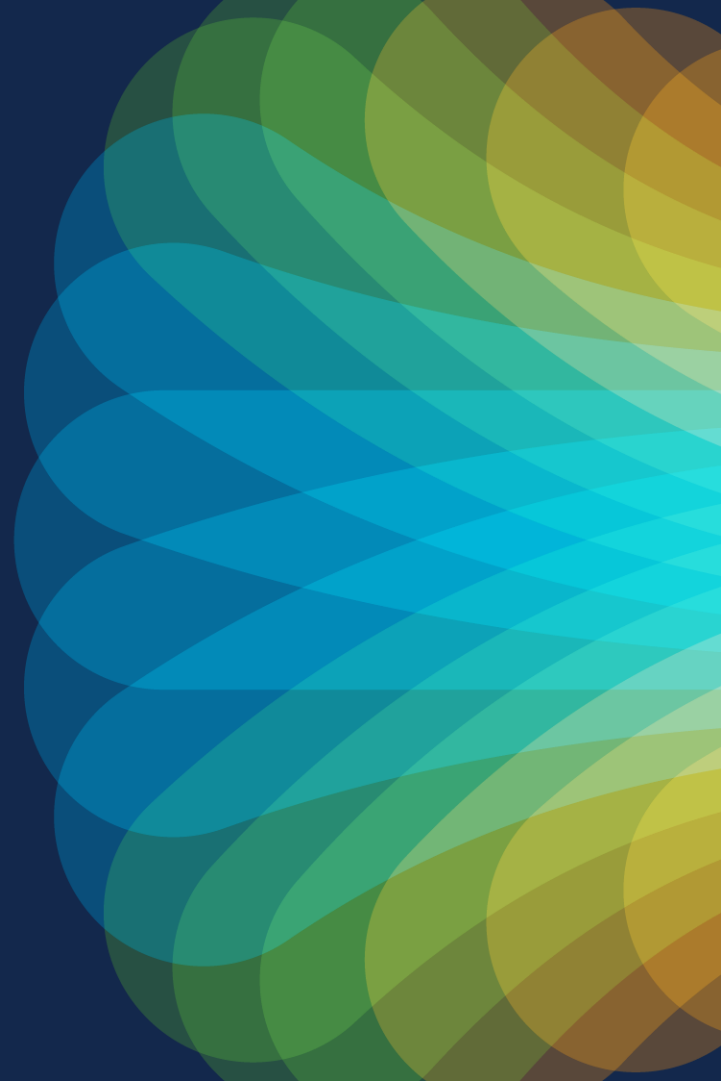
Graph endpoints that power the solution

Microsoft Graph Endpoint	Key Methods	Description
User	Get User, List contacts, List joinedTeams	Represents an Azure Active Directory (Azure AD) user account. (https://docs.microsoft.com/en-us/graph/api/resources/user?view=graph-rest-1.0)
Team	List members, Get member	A team in Microsoft Teams is a collection of channel objects. A channel represents a topic, and therefore a logical isolation of discussion, within a team. (https://docs.microsoft.com/en-us/graph/api/resources/team?view=graph-rest-1.0)
Presence	Get presence, Get presence for multiple users, Set presence, Clear presence.	Contains information about a user's presence, including their availability and user activity. (https://docs.microsoft.com/en-us/graph/api/resources/presence?view=graph-rest-1.0)

Architectural considerations

- Azure Active Directory should be the single source of truth for user contact information!
- Resource discovery only works if agents know where and who to go to for help.
 - Azure AD organizational structure
 - Teams structure combining agents and support resources.
- Will agents have access to Teams or just the agent desktop?

User Experience



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Will you provide contact center agents the Microsoft Teams client?

- Yes
- No
- Not Sure

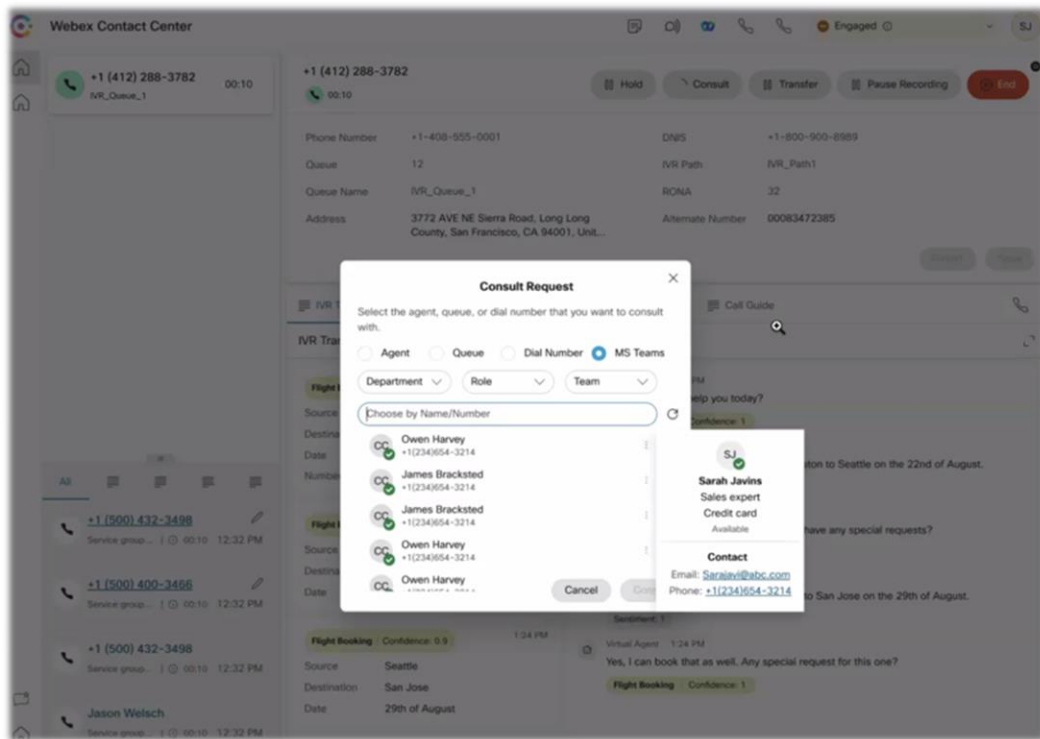
Important questions to consider...

- Will agents use the Microsoft Teams client?
- Will service functions be organized as logical Teams?
- What is the typical escalation experience?
- Do the agents primarily work in the CRM application?
- Do agents also need to be discovered by knowledge workers?

*Scenario: Agent Team or Skill group
is only leveraging the Webex
Contact Center Agent.*

Microsoft Graph integration inside Webex Contact Center

- Ability to discover Azure Active Directory users and experts.
- Presence Integration.
- Consult / Transfer / Conference for engaging knowledge workers with customers.



*Scenario: Agent Team or Skill group
is defined as a Microsoft Team.*

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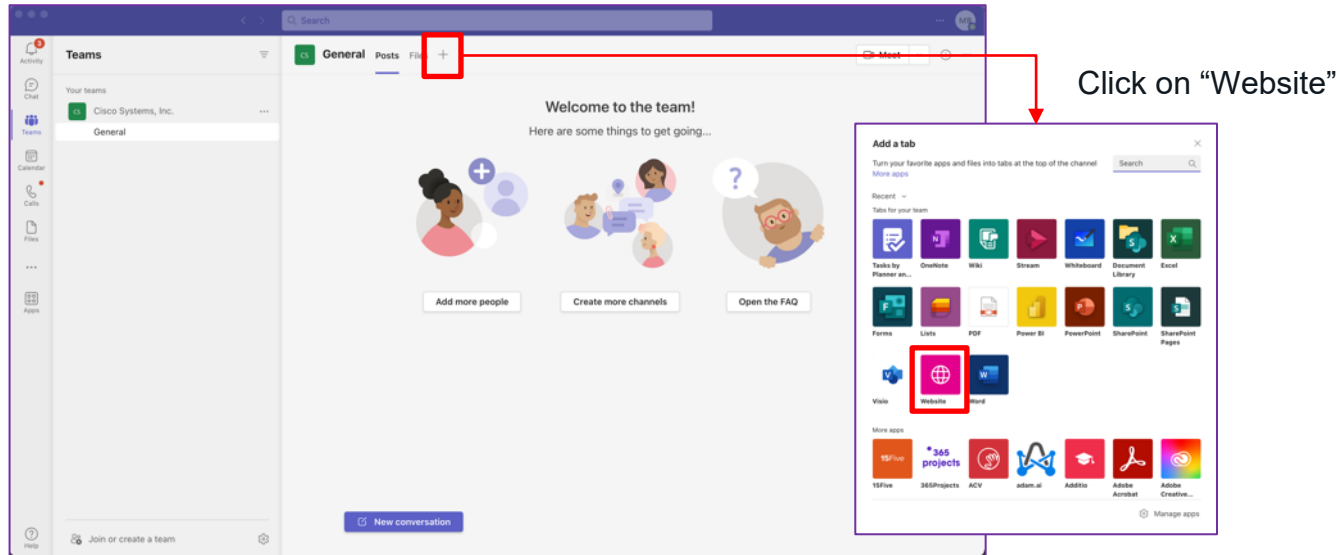


Event Code #1670388

How ready is your Azure AD to support Customer Engagement?

- It has all the information an agent would need to find help!
- Getting there...
- Needs some work.

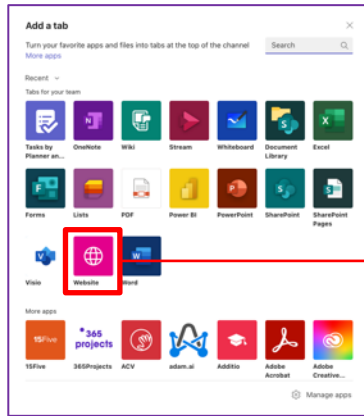
Adding Webex Contact Center to a Team



The screenshot shows the Cisco Teams application interface. On the left is the 'Teams' sidebar with a list of teams, including 'Cisco Systems, Inc.' and a 'General' channel. The main area displays the 'General' channel with a 'Welcome to the team!' message and options to 'Add more people', 'Create more channels', and 'Open the FAQ'. A red box highlights the '+' icon in the top navigation bar. A red arrow points from this icon to a 'Add a tab' dialog box on the right. The dialog box has a search bar and a grid of app icons. The 'Website' icon, which features a globe, is highlighted with a red box. A text label 'Click on "Website"' points to this icon. Other visible icons in the dialog include OneNote, Wiki, Stream, Whiteboard, Document Library, Excel, Forms, Lists, PDF, Power BI, PowerPoint, SharePoint Pages, Visio, and Word. Below these are sections for 'More apps' including Salesforce, SAP Projects, ACP, adobe.ai, Addio, Adobe Acrobat, and Adobe Creative Cloud.

Click on "Website"

Adding Webex Contact Center to a Team

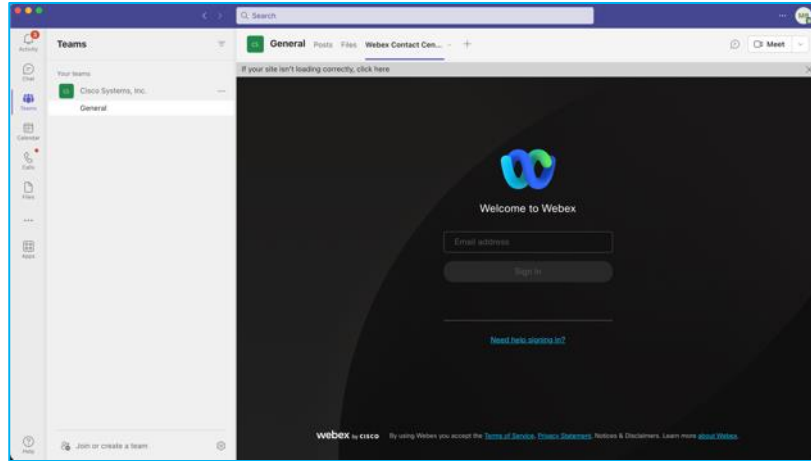


Name the Tab

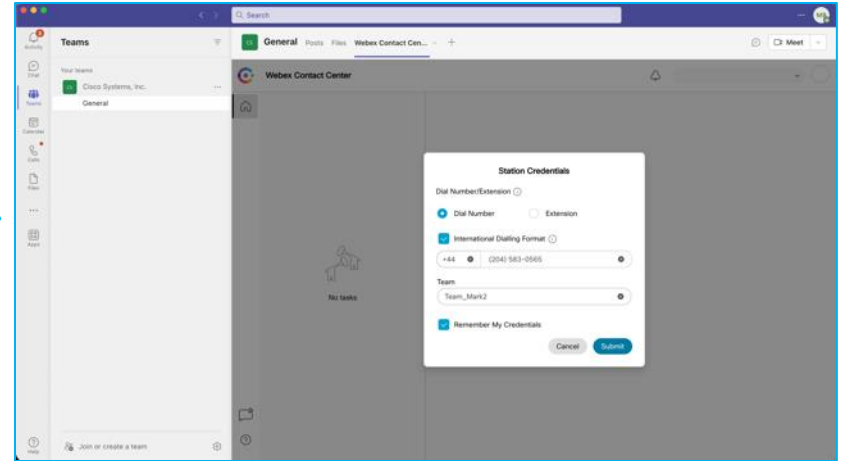
The screenshot shows the 'Website' tab configuration dialog. It has a title bar with a globe icon, the word 'Website', and an 'About' button with a close icon. The dialog contains two input fields: 'Tab name' with the text 'Webex Contact Centre Agent' and 'URL*' with the text 'https://desktop.wxcc-eu1.cisco.com/'. Both fields are highlighted with red rectangles. Below the URL field is a note: '*Make sure you're only linking to sites that start with "https://" and contain trustworthy web content. That way, you and your team can stay secure.' At the bottom, there is a checkbox labeled 'Post to the channel about this tab' which is checked, and two buttons: 'Back' and 'Save'. A red arrow points from the 'Name the Tab' text to the 'Tab name' field, and another red arrow points from the 'Add the Agent Desktop URL' text to the 'URL*' field.

Add the Agent Desktop URL

Adding Webex Contact Center to a Team

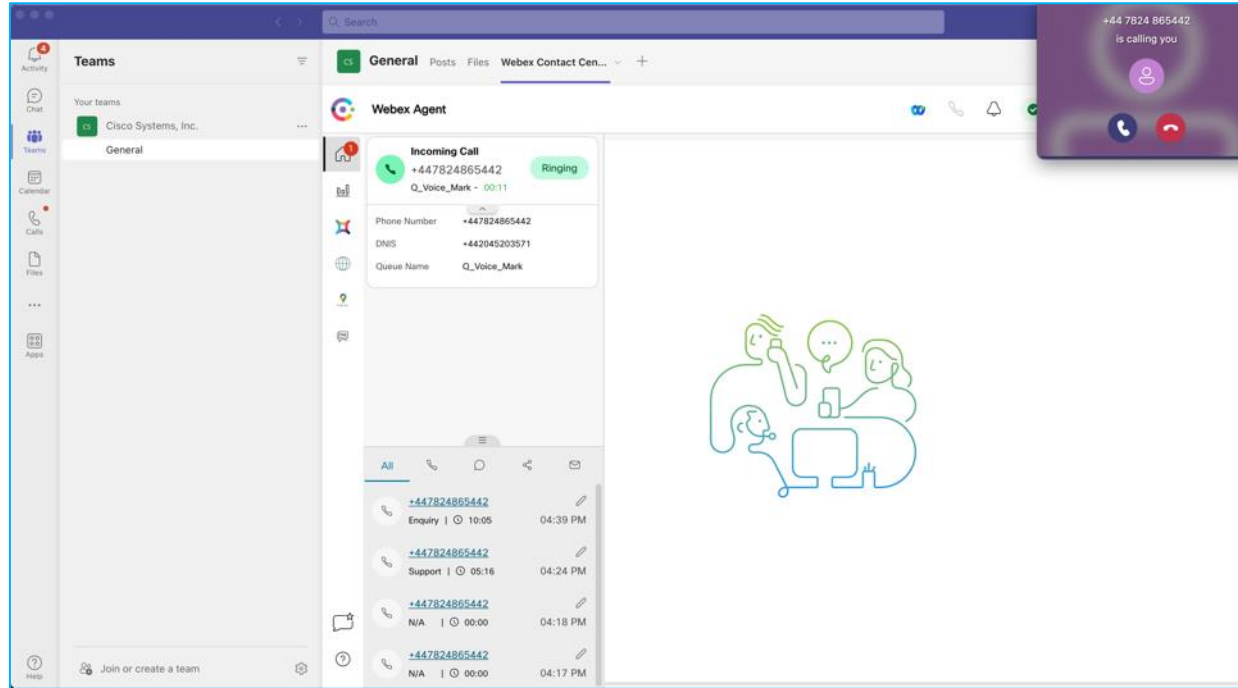


If prompted, Log in..



Enter the agent's contact information..

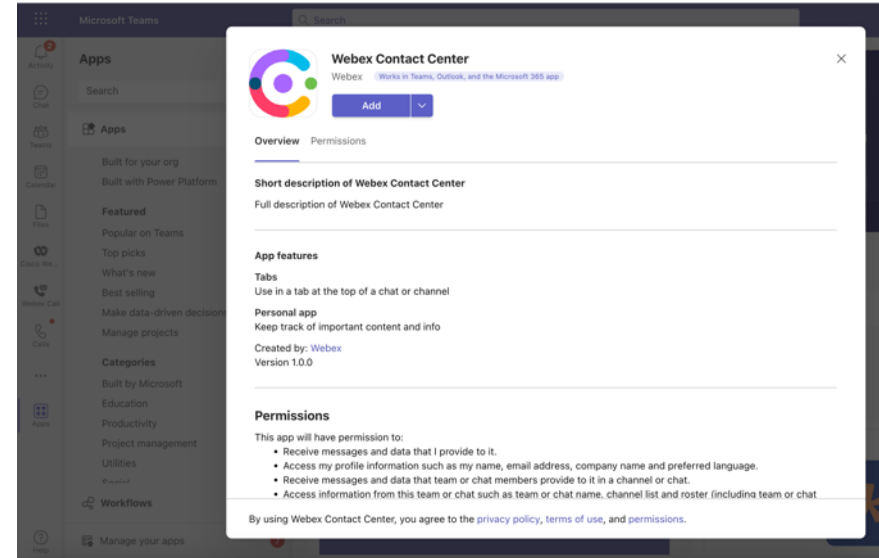
Adding Webex Contact Center to a Team



Scenario: Webex Contact Center as a Embedded Application

Webex Contact Center App for Teams

- Dedicated Webex Contact Center application pinned to the left rail of the Microsoft Teams client.
- Single click to access the agent desktop.
- Personalization of the agent service environment.



Webex Contact Center App for Teams

The screenshot displays the Microsoft Teams admin center interface. On the left, a navigation pane lists various settings categories, with 'Setup policies' currently selected. The main content area is divided into two sections: 'Installed apps' and 'Pinned apps'. The 'Installed apps' section includes toggle switches for 'Upload custom apps' and 'User pinning', both set to 'On'. Below these, there's a box to 'Add apps that you want to install' with an 'Add apps' button. The 'Pinned apps' section allows choosing the order of apps pinned in messaging extensions and the Teams app bar, with a list of 5 items: Activity, Chat, Teams, Calendar, and Files. On the right, a modal window titled 'Add installed apps' is open. It features a search bar with the text 'webex contact center' and a dropdown menu showing 'Webex Contact Center' as a result. At the bottom of the modal are 'Add' and 'Cancel' buttons.

Webex Contact Center App for Teams

Add installed apps

Search based on this app permission policy ⓘ

None

Search for apps you want to add or to see a list of apps go to [Manage apps](#).

webex contact center

Webex Contact Center

To add apps, search by their name above.

Add Cancel



Microsoft Teams admin center

Search - Preview

- Dashboard
- Teams
- Users
- Teams devices
- Teams apps
- Manage apps
- Permission policies
- Setup policies
- Customize store
- Meetings
- Messaging policies
- Voice
- Locations
- Enhanced encryption
- Policy packages
- Planning
- Analytics & reports
- Notifications & alerts

Installed apps

Choose which apps and messaging extensions you want installed in your users' personal Teams environment and in meetings app store. [Learn more](#)

+ Add apps - Remove 1 item selected

✓	Name	App ID	Publisher
✓	Webex Contact Center	e5567040-e2e0-488a-9b9e-8f6597b57c3b	Webex

Pinned apps

Choose the order apps are pinned in messaging extensions and the Teams app bar. [Learn more](#)

+ Add apps ↑ Move up ↓ Move down - Remove 6 items

✓	App bar ⓘ	Messaging extensions ⓘ
1	Activity	No pinned apps
2	Teams	
3	Calendar	
4	Files	
5	Chat	
6	Webex Contact Center	

Save Cancel

Scenario: Agent is a Microsoft Dynamics User

Webex Contact Center for Dynamics

The screenshot displays the Cisco Webex Contact Center for Dynamics interface. The left sidebar contains navigation options: Home, Recent, Pinned, My Work (Dashboards, Activities), Customers (Accounts, Contacts, Social Profiles), Service (Cases, Queues), and Insights (Knowledge analyt..., Customer Service ...). The main content area shows the contact details for Avery Howard, a CEO at Trey Research. The contact is saved and has a status of Available. The interface is divided into two main sections: GENERAL INFORMATION and TIMELINE. The GENERAL INFORMATION section includes fields for First Name (Avery), Last Name (Howard), Account Name (Trey Research), Mobile Phone (918095506689), Fax (567-555-0138), Contact Method (Any), and Address 1: Street 1 (123 Red Oak Lane). The TIMELINE section shows a list of events, including a meeting from Jeremy Johnson on 1/9/2022 2:30 PM and a meeting from Jeremy Johnson on 1/18/2022 7:30 PM. The right sidebar shows the contact's phone number (+918095506689), DNS (+12064241486), and Queue (ayankovs_Q). The bottom right corner of the interface shows the contact history.

CONTACT: Avery Howard - Saved
CEO | avery@treysresearch.net | Zoltan Pinter (Owner)
Job Title | Email

SUMMARY | Details | Conflicts Tab | Related

GENERAL INFORMATION

First Name	Avery
Last Name	Howard
Account Name	Trey Research
Mobile Phone	918095506689
Fax	567-555-0138
Contact Method	Any
Address 1: Street 1	123 Red Oak Lane
Address 1: Street 2	---
Address 1: Street 3	---

TIMELINE

Timeline

Search timeline

Enter a note...

Meeting from Jeremy Johnson
Discussion on the Service Warranty Trey Research is entitled to
Closed 1/9/2022 2:30 PM

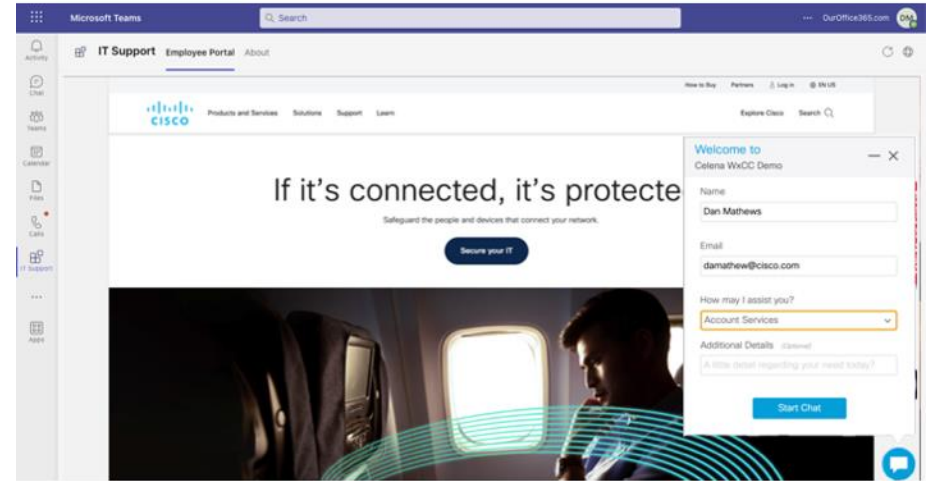
Meeting from Jeremy Johnson
Review the final quotation for 50 Café A-100 Automatic espresso machines
Hi Alex, Setting up an appointment with you to meet you and review the final quot...
Overdue 1/18/2022 7:30 PM

CONTACT HISTORY

Microsoft Teams as a Contact Channel

Microsoft Teams as an internal Channel

- Leverage Microsoft Teams for what it was meant for... sharing content and knowledge.
- Dedicated application for FAQ, Knowledge base, and Self-Service.
- Integrated contact channels, bots
- Faster, easier adoption
- Avoid the Contact Center escalation!



Where do we go from here?

- Lots of use cases and integrations are being considered..



Azure
Communication
Services



Power BI



Power
Automate



Azure IoT



Copilot

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Which Microsoft interoperability
use cases / integrations would
you like to see?

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Additional resources..

- CUBE configuration for connectivity to Microsoft Phone System:
 - <https://www.cisco.com/c/dam/en/us/solutions/collateral/enterprise/interoperability-portal/direct-routing-with-cube.pdf>
- CUBE configuration for Webex Contact Center point-of-presence integration:
 - https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cust_contact/contact_center/webexcc/Voiceonboarding1/wcc_b_voiceonboarding/wcc_b_voiceonboarding_cube.html
- Webex Contact Center @ AppSource
 - <https://appsource.microsoft.com/en-us/product/web-apps/cisco.webex-contact-center-microsoft-team?tab=Overview&exp=ubp8>

Fill out your session surveys!



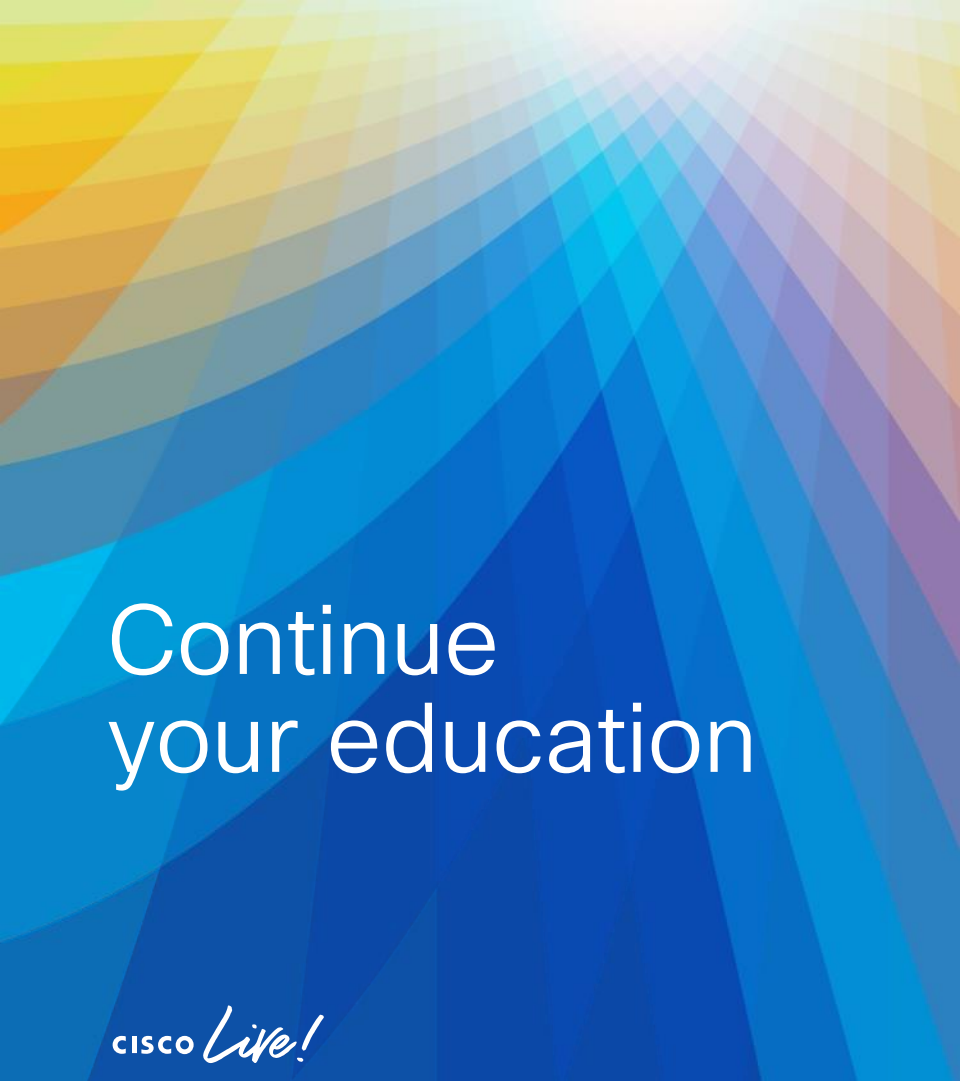
Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!



Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.



These points help you get on the leaderboard and increase your chances of winning daily and grand prizes



Continue your education



- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand



The bridge to possible

Thank you

CISCO *Live!*

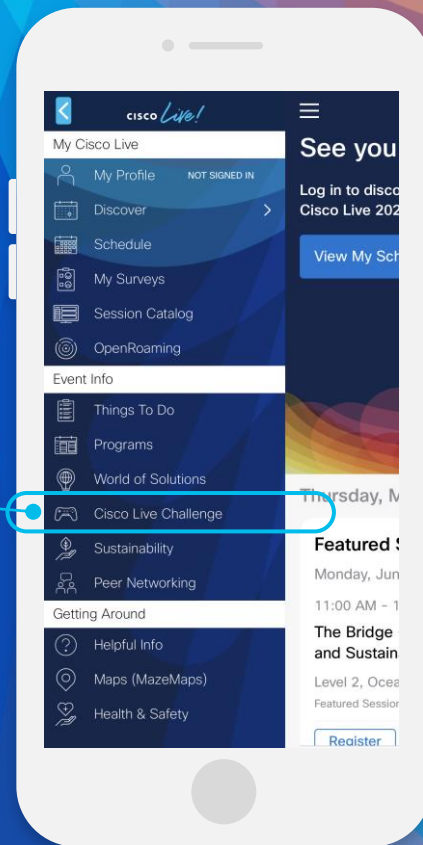
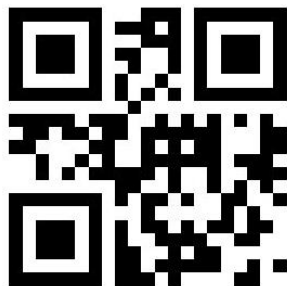
#CiscoLive

Cisco Live Challenge

Gamify your Cisco Live experience!
Get points for attending this session!

How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



The background is a vibrant, abstract graphic featuring a spectrum of colors from red and orange on the left to blue and green on the right. The colors are arranged in a series of overlapping, wavy bands that create a sense of movement and depth. A bright, white, starburst-like light source is positioned on the right side, from which rays of light emanate across the entire scene, enhancing the dynamic and energetic feel of the design.

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Let's go

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