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The bridge to possible

Evolving cloud and managed collaboration experience with Webex Edge and UCM Cloud



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Agenda

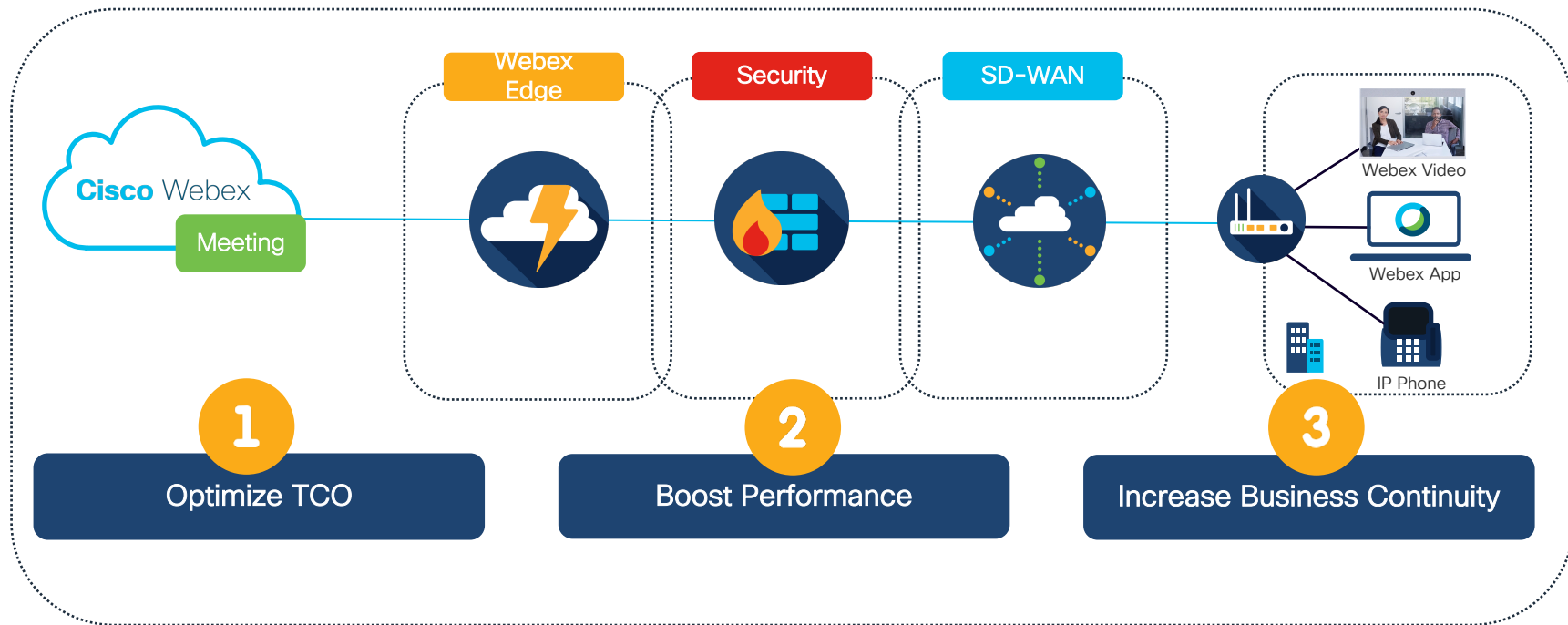
- Customer's top of mind
- The path to Cloud Collaboration
- Webex Edge Overview
- Webex Edge and UCM Cloud: A Use Case
- Summary

Customer's top of mind

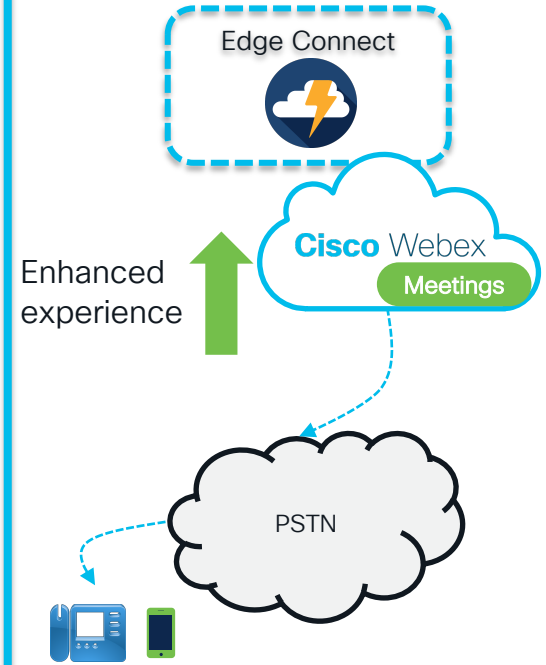
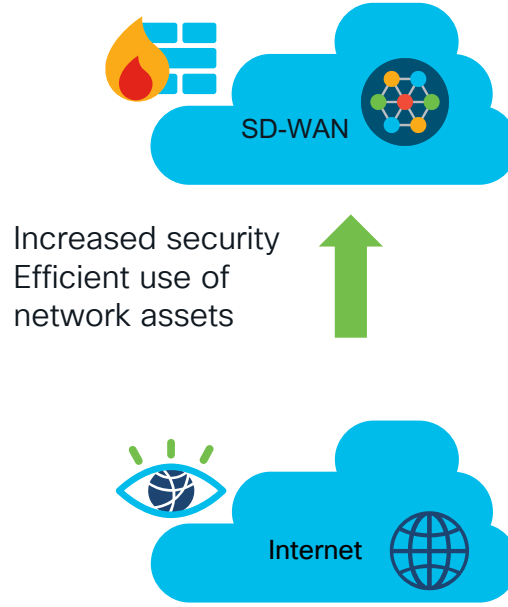
- How do I control my PSTN costs surging due to pandemic?
- How can I increase performance and bypass global PSTN and Internet congestion due to WFH?

Cisco Webex Edge

The Path to Cloud

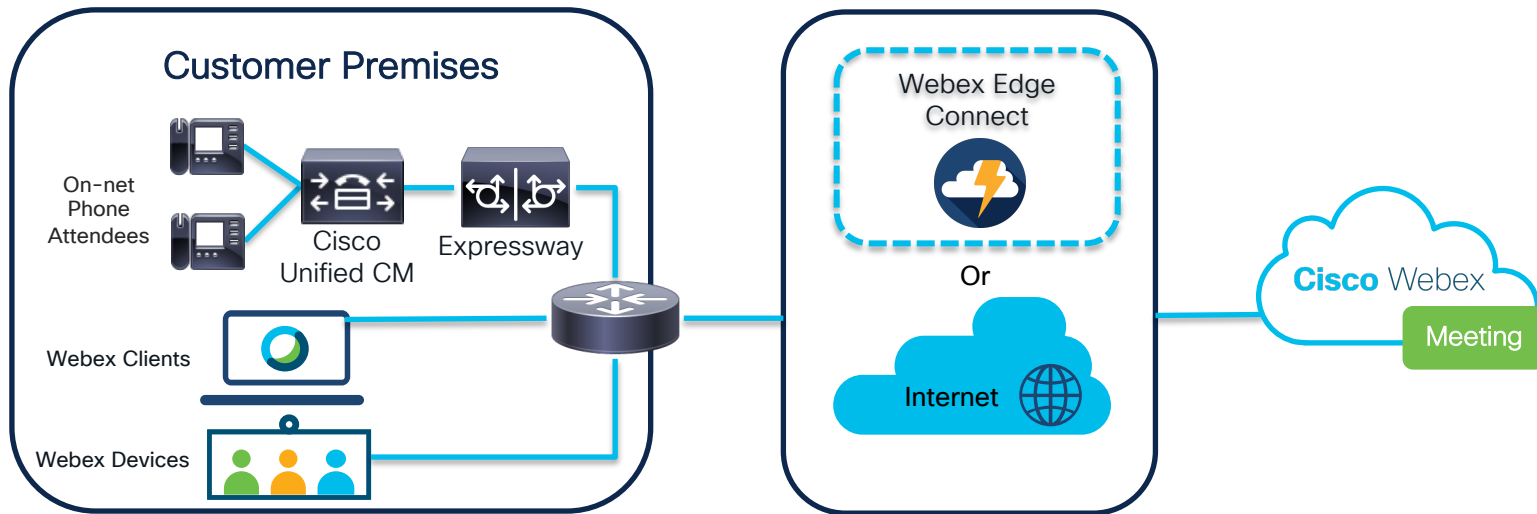


Evolution



Webex Edge Audio

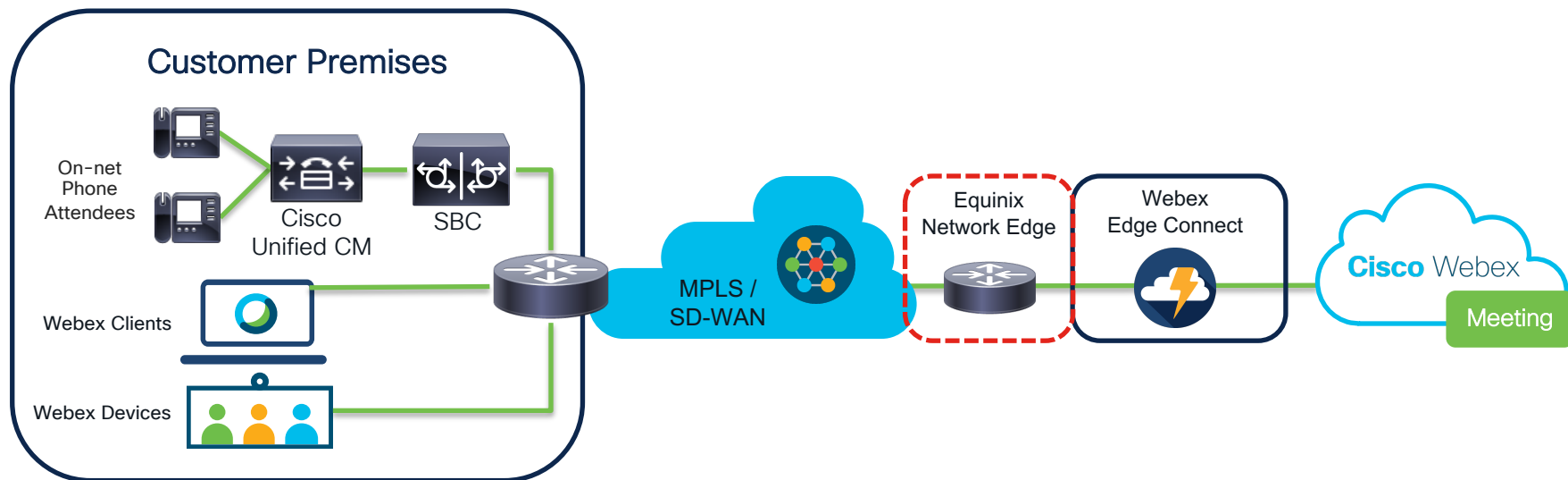
Best of Enterprise Call Control & Webex Meetings



- Applicable to any size business
- Integrating Webex Meetings with Cisco Unified CM or 3rd party UC
- Expressways, CUBE, or 3rd Party SBC support
- Geo-country code configurable
- Supports Webex Meetings, Events, Training
- Included in Collaboration Flex Plan with Webex PSTN and CCA-SP

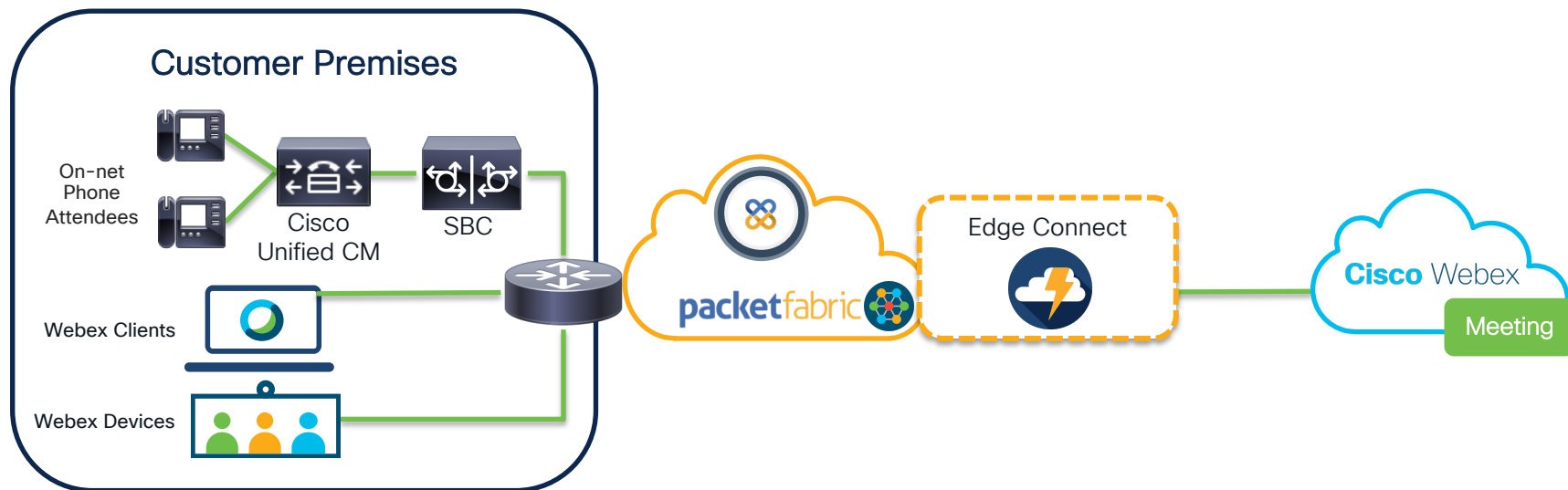
Webex Edge Connect 1.5

Simple Direct Peering Solution with Equinix Network Edge



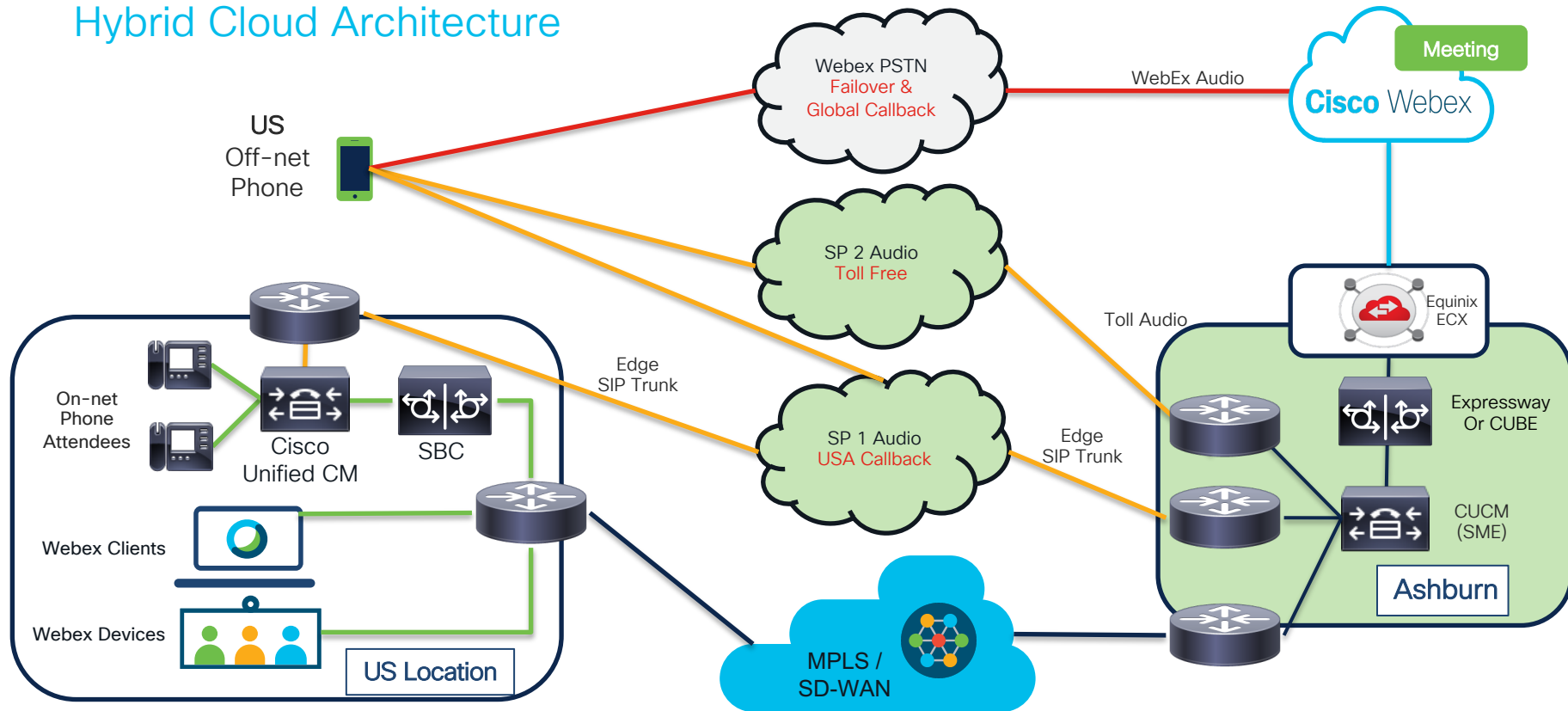
Webex Edge Connect & PacketFabric

Simple Direct Peering Solution without heavy CapEx Investment



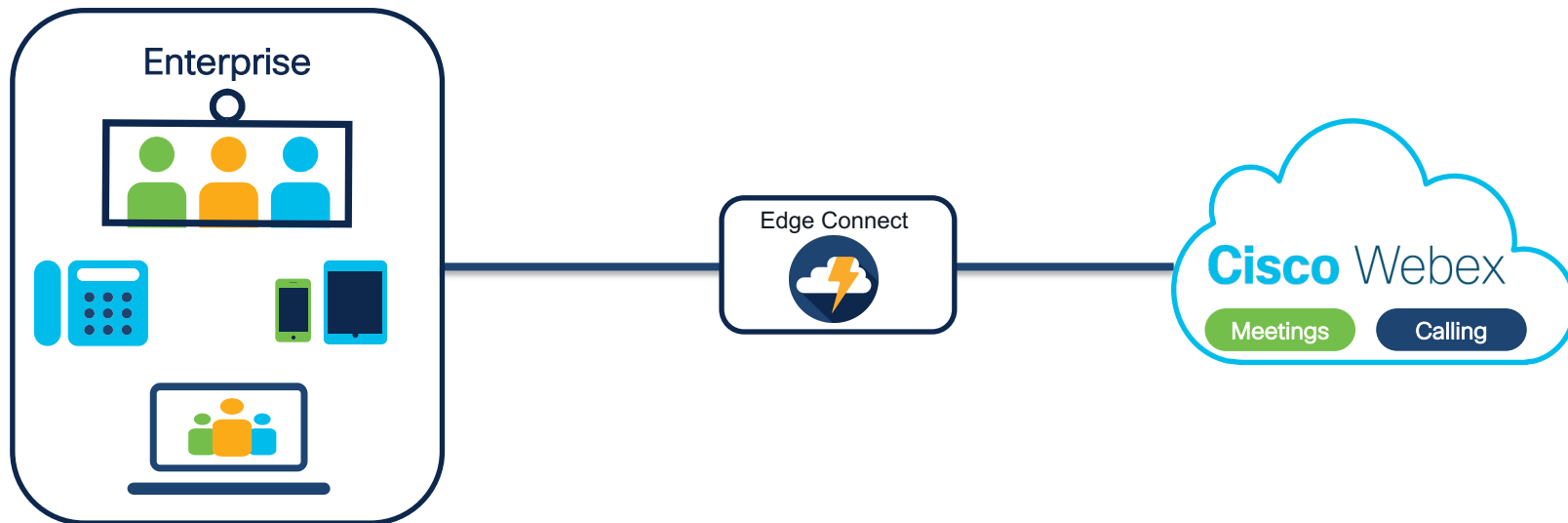
Art of the Possible with Webex Edge

Hybrid Cloud Architecture



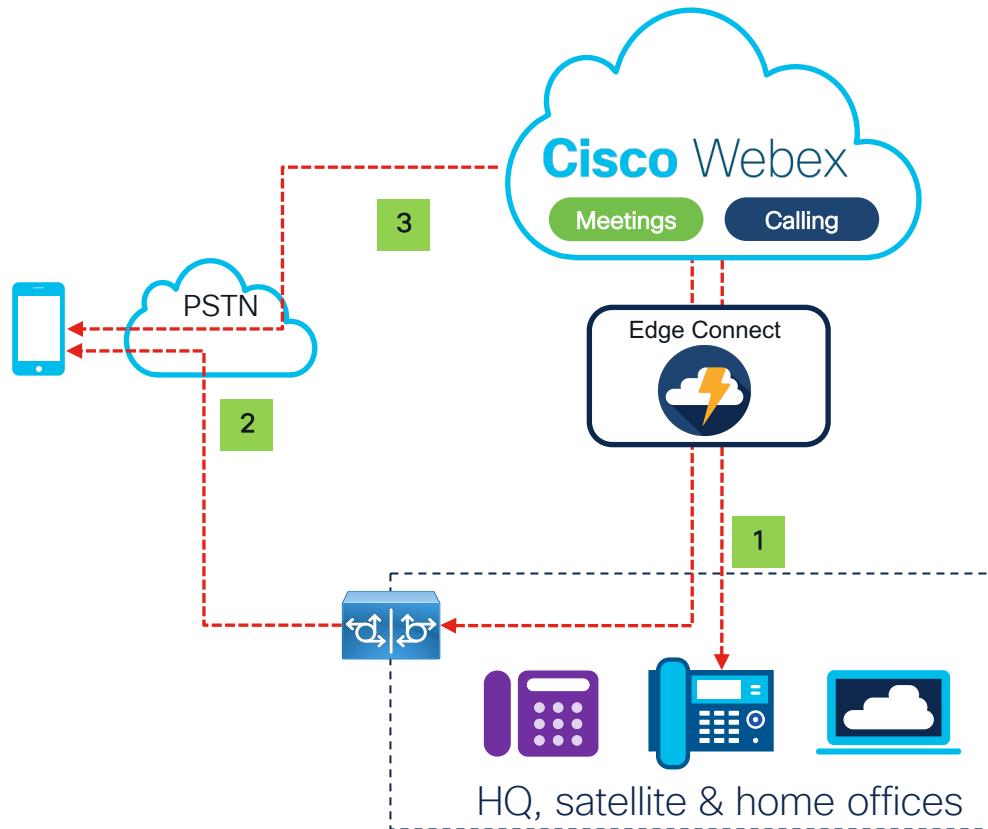
Calling and meetings through the Webex cloud

UCM Cloud supports this today; Webex Calling will in CYQ32021



- Optimizes use of on-net routing to reduce PSTN cost
- Improves media quality with dedicated, QoS-enabled direct peering
- Requires no additional customer equipment

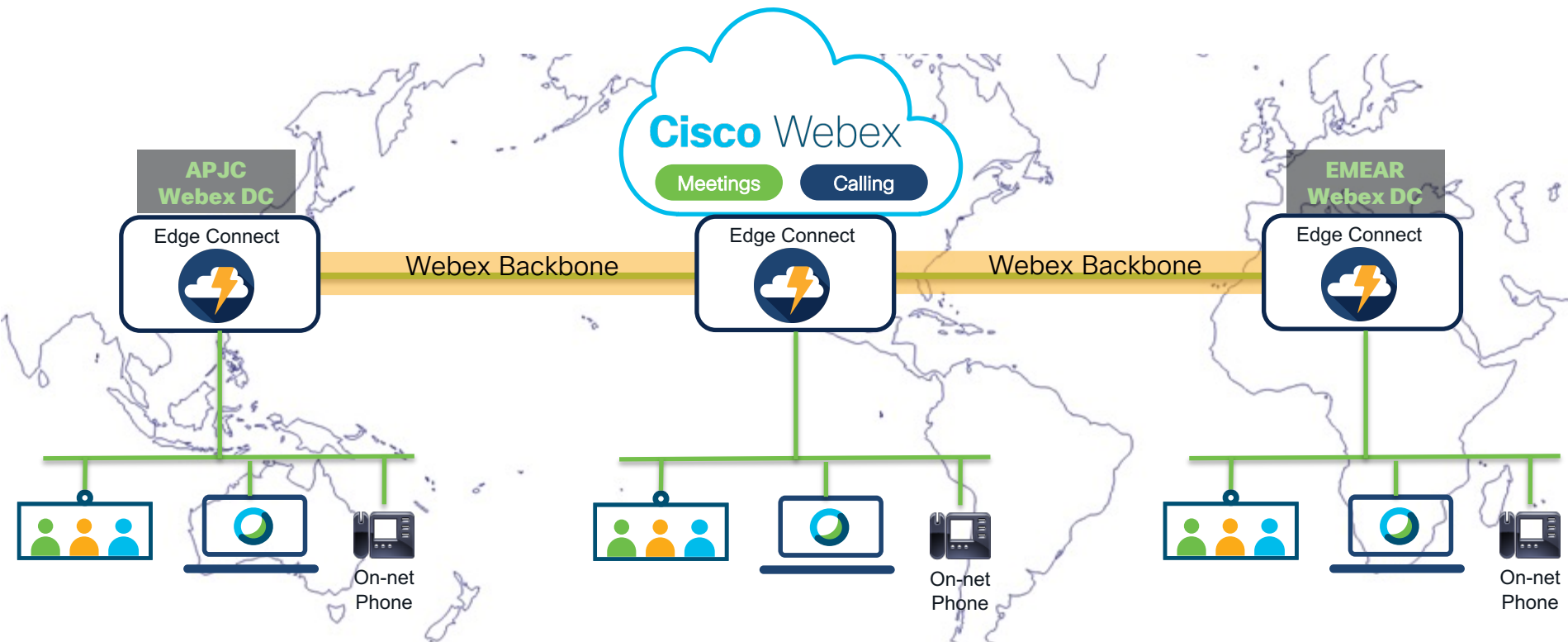
Call Back Use Case Examples



1. Meeting on-net call back sent as free VoIP call to IP Phone / Softphone app
2. Meeting off-net call back sent to customer provided SIP PSTN trunk
3. Meeting off-net call back sent directly out of Webex cloud to off-net destination without traversing customer network

* All UCM Cloud connection options supported; Webex Edge Connect preferred

Webex Global Media Flow



Webex Edge Summary

1

Focus on
Experience + TCO

*Leverage Flex to
modernize the Webex
experience*

2

Deliver IP Audio
Optimization

*Utilize Webex Edge
Audio with Webex PSTN
or CCA-SP*

3

Build the Bridge

*Deliver secure direct
peering to Webex cloud
with Webex Edge
Connect*

Continue your education



Demos in the Cisco campus



Meet the engineer 1:1 meetings



Walk-in labs



Related sessions



Recommended sessions

BRKCOL-2033	Webex Cloud-Connected UC
BRKCOL-2039	Collaboration and security cross architecture
BRKCOL-2046	Webex Calling deployment and media path optimization
BRKCOL-2047	Webex Calling call routing design update
BRKCOL-2048	Local Gateway design and deployment for Webex Calling
BRKCOL-2049	Edge for Devices: migration, hybrid and troubleshooting
BRKCOL-2050	Meeting flexibility and improvements within Webex and Edge for Meetings



The bridge to possible

Thank you

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