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The bridge to possible

Webex Contact Center Enterprise Solution Updates

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BRKCCT-1014



#CiscoLive

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 17, 2022.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-1014>



Agenda

- Webex Contact Center Enterprise Overview
- Capabilities added in Past Year
- Enhancements planned for 2nd half 2022
- WxCCE for Government
- Features planned for 2023
- Conclusion

Webex Contact Center Enterprise



Enterprise Scale

- Enterprise scale, supporting thousands of concurrent agents per tenant
- Based on the proven, market-leading Cisco Contact Center Enterprise (CCE) architecture



Cisco Backed

- Cisco owned, managed, and operated data centers and cloud infrastructure
- Full adherence to Cisco's market-leading security and privacy standards



Feature Rich

- Cloud delivery allows for flexibility, agility, and innovation
- Highly extensible and customizable via add-on options and APIs
- Comprehensive administration portal for management by contact center staff

A unique new model for cloud delivery

Multi-Instance for Control



Core Automatic Call Distribution (ACD)

Calling and voicemail

Integrated voice portal

Agent and supervisor desktops

APIs

Reporting

Team collaboration (IM&P based desktop chat)

Multi-Tenant for Velocity



Omnichannel*

Webex Experience Management

Workforce Optimization (WFO)

AI Agent Assistance

Conversational AI

CRM Connectors

Single pane of glass administration portal

Webex App for Endpoint

Self Service IVR



Captured data within IVR passed to agent



IVR Agent callback



Multilingual text to speech



Multilingual speech recognition



Voice bots



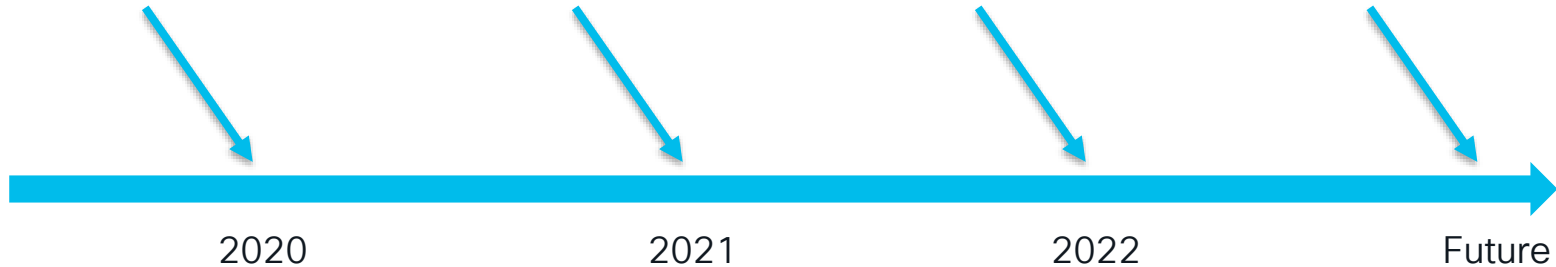
WxCCE Evolution

- Product introduction
- Incorporates best of HCS-CC & UCCE
- AI capabilities

- Hybrid deployment models
- Enhanced Orchestration

- VPN-Less Finesse
- Webex WFO/WFM
- FedRAMP IL3 ATO
- Improved Migration support
- Digital Channel Integration

- Support for 48000 agents
- Automated Migration
- Webex Calling/DI integration
- Customer Journey
- AI Enhancements
- Cisco managed CRM & Campaign Management



WxCCE customers can use new features with no additional upgrade/migration costs

Features common to WxCCE and UCCE/PCCE

- Majority of new features provided in WxCCE will be available in UCCE. Features include:
 - VPN-less Finesse
 - Webex Connect Integration
 - AI Capabilities
 - Customer Journey
 - Finesse gadget enhancement (multi-tab capability)
- Goal is to release features at same time

New feature implementation with WxCCE

New feature additions in WxCCE are coordinated with customer to minimize disruption

Feature implementation does not require customers and/or partner to dedicate resources (personnel and hardware)

All features in WxCCE will have penetration testing and be PCI compliant

Capabilities Added in Past Year

Improvements over the past year

Improve Migrations

Hybrid
Deployment

Simplify UCCE
migration

Reduce Customer Costs

Equinix Exchange

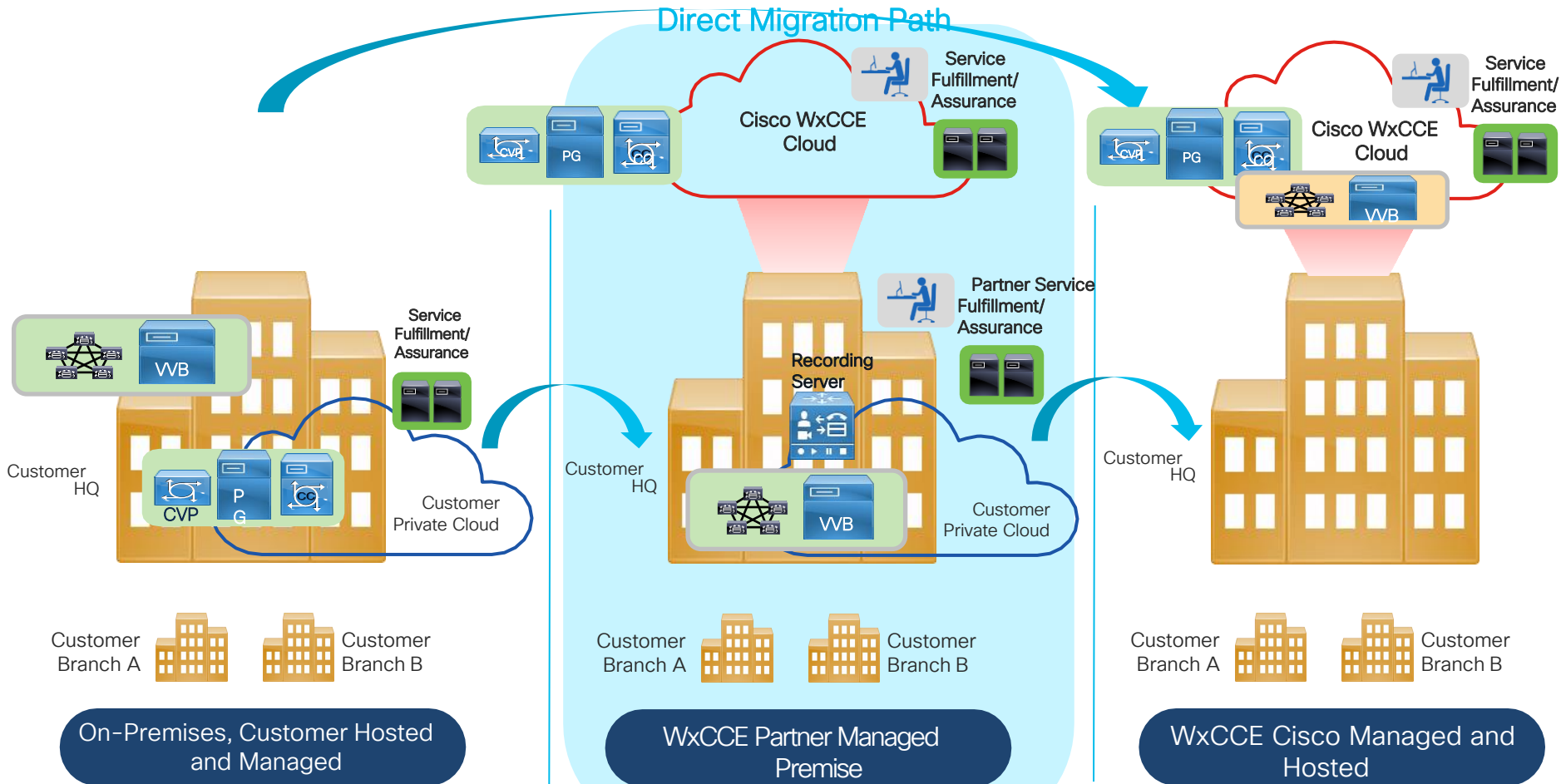
VPN-Less Finesse

New Capabilities

Voice Quality
Monitoring

CCAI CX support

Hybrid Cloud: Customers select cloud capabilities



Hybrid Cloud Benefits

- Eliminates need to hairpin voice RTP through WxCCE Cloud.
- Reduces Cost – Avoids voice over WAN link
 - CVP Local Edge Queuing – VVB in customer DC
 - Mobile Agents Support – Caller on Ingress premise gateway & Mobile Agent on Egress premise gateway.
 - Voice & Screen Recording for OpCo's etc.,
- Eases migration for customers more than 1 Premise CCE instances
- Government Regulatory & Recording compliance requirements.
 - Examples:
 - CA OSHPD requiring premise CUCM for telephony survivability
 - India Domestic OSP requiring local EPABX for device registrations
 - Voice & Screen Recording at edge locations for compliance (e.g. countries requiring all recording to be done in-country)

Enhancements planned for next 6 months

New Capabilities

Webex Connect Support

Virtual Agent Interaction
Transcript

Real Time Call
Transcription

Extend Cloud Features

Universal Harness
for AI

Hybrid AI features

Webex Connect Integration

Webex Connect Integration

- Digital Channel Support from the IMI acquisition
- Initial offer will be for Email, Chat, SMS,
- Facebook Messenger, WhatsApp and other channels to follow.
- Beta is expected in late Summer

Press Release

Cisco Completes Acquisition of IMI Mobile PLC



Feb 19, 2021

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News Summary:

- Cisco has completed the acquisition of IMI Mobile PLC.
- IMI Mobile brings key cloud communications software and communications platform as a service technology expanding the capabilities of Cisco Webex Contact Center to deliver a comprehensive Customer Experience as a Service (CXaaS) offer.
- The combined offering will enable businesses to deliver delightful customer experiences across the entire life cycle by incorporating cloud contact center, AI, experience management, collaboration, omnichannel communications and programmability for customization.

WxCCE will include Webex Connect Email and Chat with standard agents

Webex Connect and WxCCE in 2022

What to expect with initial release

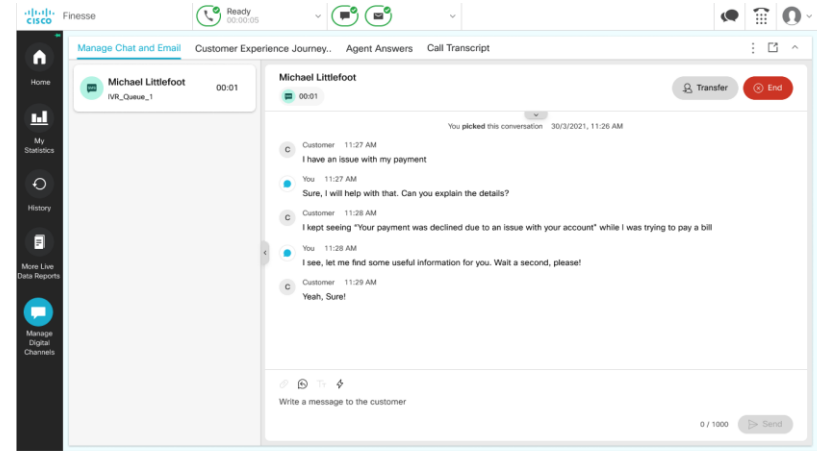
- Webex Connect with Agent Assist will have different capabilities from Webex Connect Stand-alone

- Email and Chat capabilities with Webex Connect are different from ECE

Please review capabilities before selecting the appropriate solution

- Initial release will support only ECE or Webex Connect – not both

Subsequent release will support ECE and Webex Connect together



AI Integration

Our Strategy to Enable and Augment Contact Center AI

1

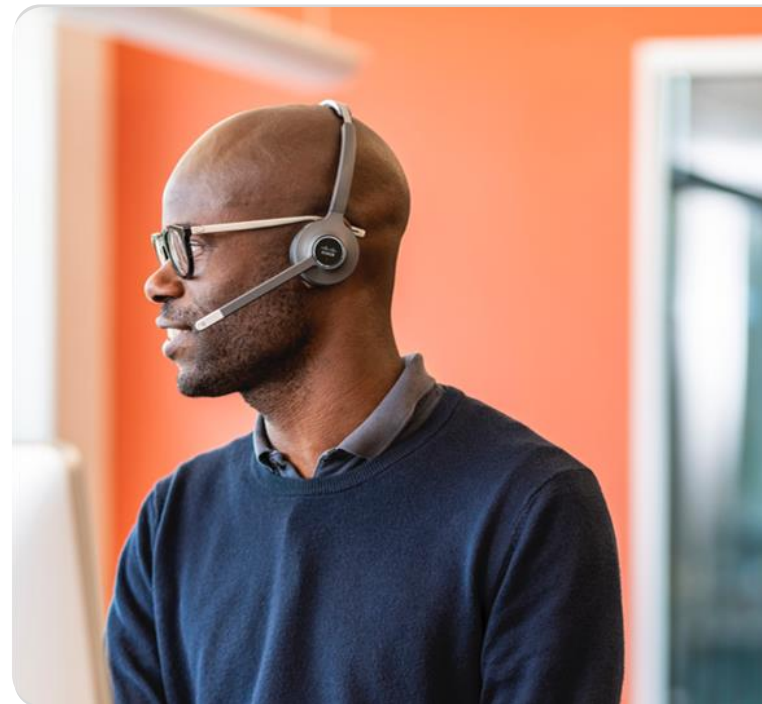
Provider agnostic architecture
unifies and simplifies experience
across AI providers

2

Invest in high-value AI capabilities
that augment customer experience
& contact center performance

3

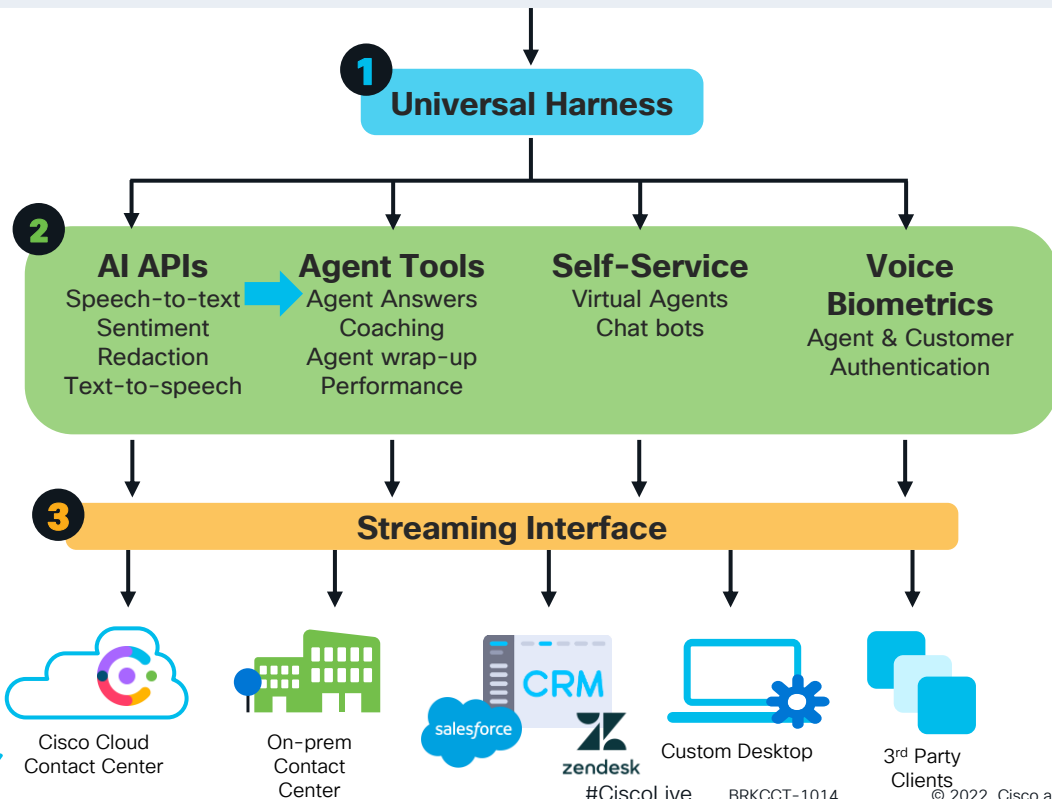
Benchmarking platform to measure
performance across AI providers



1 Unify AI Services from Multiple Vendors



+ localized vendors



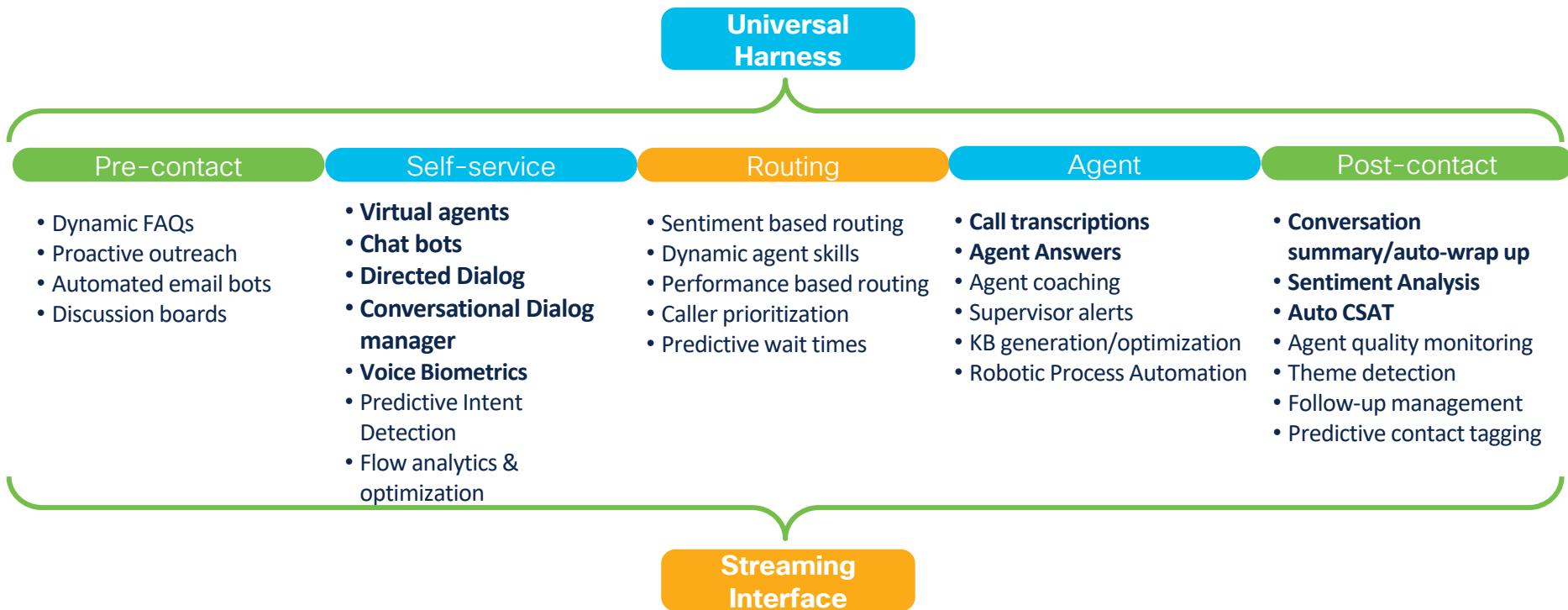
1 The **Universal Harness** is the single point of integration with selected AI services and vendors. Integrate with multiple AI vendors.

2 Mix and match best-in-class **AI Services** optimized for your business needs

3 Unlock **personalized self-service** experiences while **empowering agents** across the customer journey

2 Invest in high-value AI capabilities

'Universal Harness' enables Cisco AI or Partner powered AI capabilities to add differentiated value-added services across the customer journey



3

Benchmark Platform

Evolving from reactive to proactive



A/B Testing

Easily compare across various AI services to determine the optimal outcome



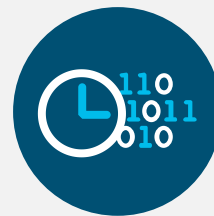
Deploy with confidence

No longer settle with trial & error AI deployments resulting in poor customer experiences



Save time and effort

Avoid costly and incomplete in-house analysis of AI services



Monitoring

Ongoing performance monitoring to identify and improve AI experiences

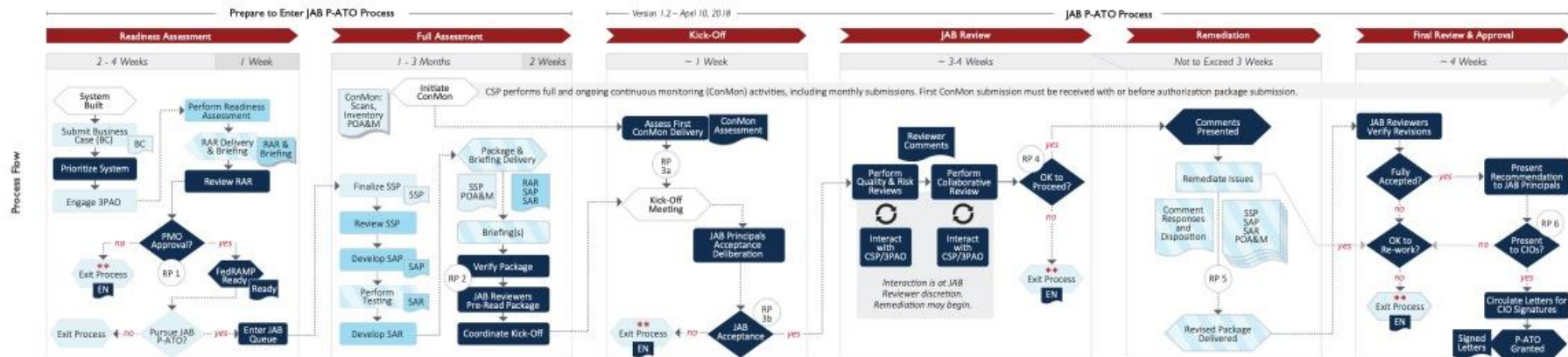
WxCCE for Government

FedRAMP JAB P-ATO Process

GOAL: Ensure an efficient and consistent experience for all cloud service providers (CSP) pursuing a FedRAMP Provisional Authorization to Operate (P-ATO) from the Joint Authorization Board (JAB).

COLOR LEGEND

Activity	FedRAMP	CSP	Assessor/3PAO	CSP and Assessor/3PAO
Artifacts	FedRAMP	CSP	Assessor/3PAO	CSP and Assessor/3PAO



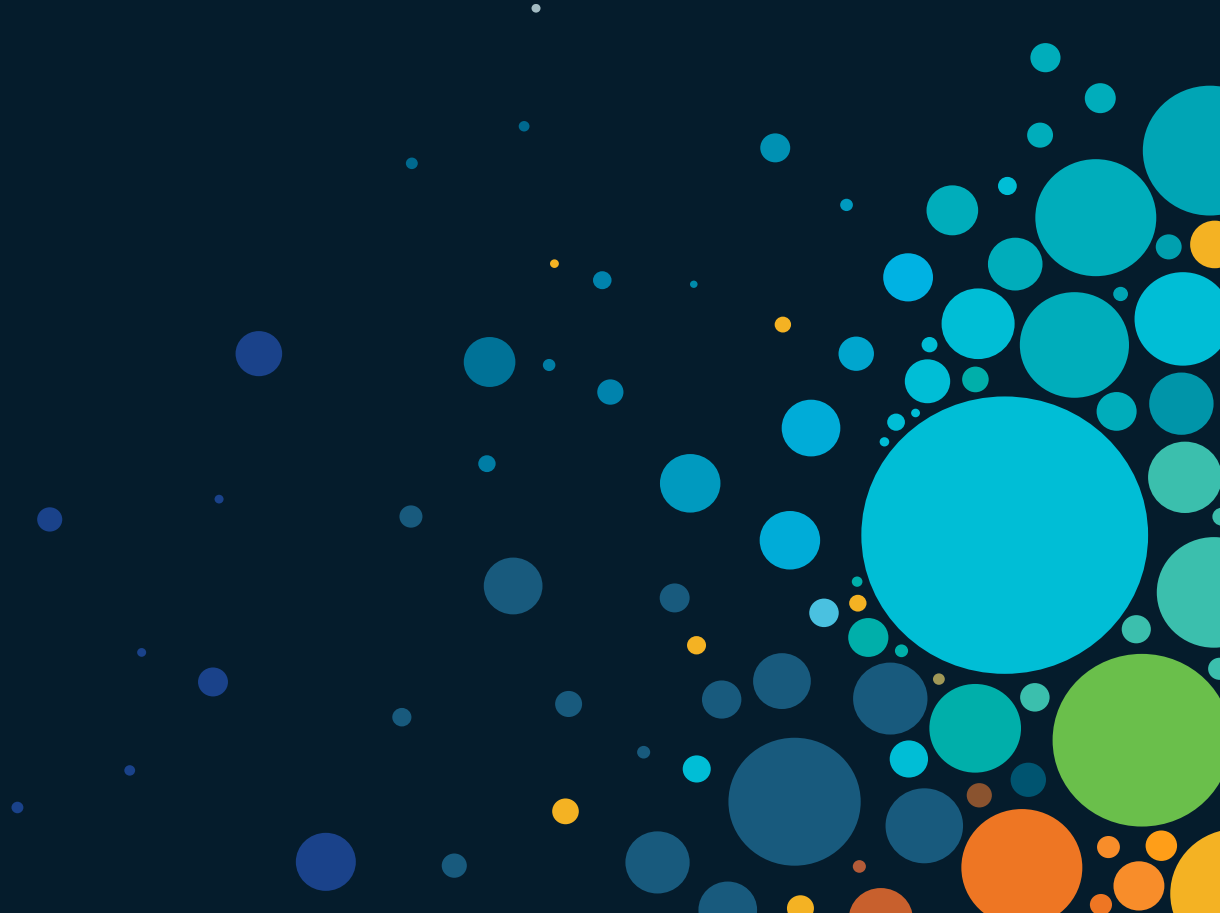
Purpose	<ul style="list-style-type: none"> The 3PAO determines whether a cloud service offering is sufficiently close to FedRAMP requirements to be likely to receive a P-ATO. 	<ul style="list-style-type: none"> The CSP initiates monthly continuous monitoring (ConMon) activities. The PMO ensures delivery of a complete authorization package. The PMO coordinates Kick-Off Meeting with JAB Reviewers, CSP, 3PAO, and PMO. 	<ul style="list-style-type: none"> The CSP and 3PAO provide the JAB Reviewers with an understanding of the cloud service offering and risk posture, sufficient to review the authorization package. 	<ul style="list-style-type: none"> The JAB Reviewers perform a quality review and risk analysis of the authorization package (SSP and Attachments, SAR, SAR, and POA&M). The PMO ensures the CSP and 3PAO have a clear understanding of the JAB Reviewers' findings. 	<ul style="list-style-type: none"> The CSP and 3PAO address all JAB Reviewer comments. 	<ul style="list-style-type: none"> The PMO ensures JAB Reviewer comments are appropriately addressed. The JAB Reviewers equip the JAB Principals and CIOs to make an informed P-ATO decision.
Outcomes	<ul style="list-style-type: none"> PMO decision to designate a CSP as FedRAMP Ready within five (5) business days. If deemed FedRAMP Ready, CSP decision to apply for JAB P-ATO or Agency ATO. 	<ul style="list-style-type: none"> CSP and 3PAO have submitted a complete authorization package to the FedRAMP PMO. PMO decision to proceed with CSP in JAB P-ATO process. If approved, PMO schedules CSP kick-off meeting. 	<ul style="list-style-type: none"> CSP begins monthly ConMon Submissions JAB Principals decision to accept CSP into the P-ATO process. CSP designated "FedRAMP Ready". 	<ul style="list-style-type: none"> JAB Reviewers provide a set of formal comments on the entire authorization package. 	<ul style="list-style-type: none"> JAB Reviewer comments have been addressed and represented in the revised authorization package. 	<ul style="list-style-type: none"> All comments are appropriately addressed. Certification and Authorization letters are signed by the GSA, DHS, and DoD CIOs.
Description	<ul style="list-style-type: none"> Once operational, the CSP determines demand, notifies the FedRAMP PMO of their intention to pursue a FedRAMP Ready status, and engages an accredited third-party assessment organization (3PAO) to perform a readiness assessment. When the 3PAO believes the system's security capabilities will satisfy FedRAMP requirements, they deliver a Readiness Assessment Report (RAR) and briefing to the PMO. The PMO renders a FedRAMP Ready decision. The CSP may then elect to pursue a JAB P-ATO. 	<ul style="list-style-type: none"> The CSP ensures the system security plan (SSP) is fully up-to-date. The 3PAO performs an in-depth review of the SSP for compliance, then plans and performs assessment testing. Finally, the 3PAO develops the SAR. The CSP/3PAO deliver the full authorization package plus briefings to the FedRAMP PMO, who then verifies the package and coordinates a Kick-Off Meeting. The CSP also submits first ConMon delivery. 	<ul style="list-style-type: none"> If the first ConMon delivery is acceptable, the CSP and 3PAO deliver an in-depth briefing and question/answer session on the system architecture and risk assessment to the JAB Reviewers. The JAB Principals then decide whether to accept the CSP into the P-ATO process. The FedRAMP PMO facilitates the Kick-Off Meeting. 	<ul style="list-style-type: none"> The JAB Reviewers individually perform quality and risk reviews as well as a collaborative risk analysis. The PMO ConMon Team provides an analysis of the CSP's first ConMon delivery to the JAB Reviewers. While not required, the JAB Reviewers will typically provide feedback throughout their review period, allowing the CSP and 3PAO extra remediation time. At the conclusion of the review, the JAB Reviewers formally deliver a consolidated comment set to the CSP and 3PAO. 	<ul style="list-style-type: none"> As necessary, the CSP and 3PAO remediate issues, re-test, update documents, and respond to comments. The CSP and 3PAO then deliver a revised package as well as responses to all comments. 	<ul style="list-style-type: none"> JAB Reviewers ensure the revised package and responses to comments are appropriately satisfied, then present recommendations to their agencies' JAB Principals, who each decide whether to recommend the system for JAB CIO approval. If each JAB CIO agrees, a system P-ATO is effective on the date the final JAB CIO signs the Authorization letter.
Who	<ul style="list-style-type: none"> CSP 3PAO FedRAMP PMO 	<ul style="list-style-type: none"> CSP 3PAO FedRAMP PMO 	<ul style="list-style-type: none"> CSP / 3PAO FedRAMP PMO JAB Principals, Reviewers 	<ul style="list-style-type: none"> CSP / 3PAO FedRAMP PMO & PMO ConMon Team JAB Reviewers 	<ul style="list-style-type: none"> CSP / 3PAO FedRAMP PMO JAB Reviewers 	<ul style="list-style-type: none"> CSP / 3PAO FedRAMP PMO JAB CIOs, Principals, Reviewers

Cisco WxCCE FedRAMP solution

Full-Featured Contact Center Capability

- Certified FedRAMP Ready Solution
- Prioritized for FedRAMP JAB authorization
- Located in IL-2 Certified Data Center
- Supports
 - Voice
 - Chat
 - Email
 - WFO
 - ASR
 - CRM
- Planned External Authorized components (via ISA) include:
 - FedRAMP CCAI
 - Pega
 - ServiceNow

2023 and Beyond

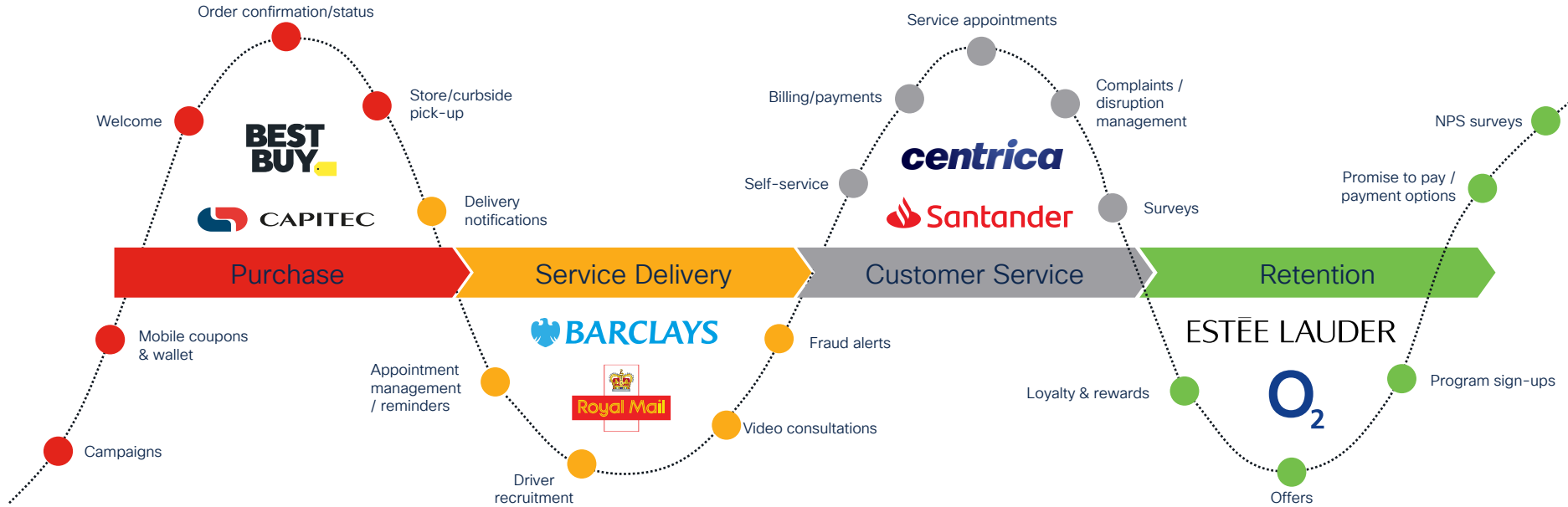


2023 Features planned

Features will enable the power of the cloud for faster, more cost-efficient integration

- Nuance AI (with Nuance Mix)
- Customer Journey Data
- WebRTC
- Improved deployment times
- Visual IVR
- Voice Biometric Solution

Customer Journey Vision



Summary



Cisco is expanding and investing in our WxCCE solution.
Look for increased cloud to cloud integrations

Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!
- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.
- These points help you get on the leaderboard and increase your chances of winning daily and grand prizes.



Cisco Learning and Certifications

From technology training and team development to Cisco certifications and learning plans, let us help you empower your business and career. www.cisco.com/go/certs

Pay for Learning with
Cisco Learning Credits

(CLCs) are prepaid training
vouchers redeemed directly
with Cisco.



Learn

Cisco U.

IT learning hub that guides teams
and learners toward their goals

Cisco Digital Learning

Subscription-based product, technology,
and certification training

Cisco Modeling Labs

Network simulation platform for design,
testing, and troubleshooting

Cisco Learning Network

Resource community portal for
certifications and learning



Train

Cisco Training Bootcamps

Intensive team & individual automation
and technology training programs

Cisco Learning Partner Program

Authorized training partners supporting
Cisco technology and career certifications

Cisco Instructor-led and Virtual Instructor-led training

Accelerated curriculum of product,
technology, and certification courses



Certify

Cisco Certifications and Specialist Certifications

Award-winning certification
program empowers students
and IT Professionals to advance
their technical careers

Cisco Guided Study Groups

180-day certification prep program
with learning and support

Cisco Continuing Education Program

Recertification training options
for Cisco certified individuals

Here at the event? Visit us at **The Learning and Certifications lounge at the World of Solutions**



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

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#CiscoLive

Contact Center Track (CCT)

- Cloud / Breakout Sessions

Webex CC

PSOCCT-1000
The Future of Customer
Experience, today, with
Webex Contact Center

PSOCCT-1010
Proactive, contextual customer
engagement with Webex
Contact Center and Webex
Connect

BRKCCT-2025
Re-imagining Customer
Engagement with Webex
Contact Center

BRKCCT-1016
Webex Contact Center
Solution Updates

BRKCCT-2954
Integrating Digital Channels to
Cisco Contact Center
Enterprise and Webex
Contact Center

BRKCCT-2023
Understanding your PSTN
options for the Cisco Webex
Contact Center

BRKCCT-2000
New Webex Contact
Center Analyzer -
Data, Analytics, &
Insights

CPaaS

PSOCCT-1007
Orchestrating &
automating customer
interactions with Webex
Connect

BRKCCT-2956
Implementing Customer
Interaction Automation Using
Webex Connect

DevNet-1850
Introducing Webex Connect
and CPaaS APIs

DevWKS-2262
Webex Connect and
CPaaS Workshop

Migration to the Cloud

BRKCCT-1013
Migrating the Premise
Contact Center to the
Cloud

BRKCCT-2026
Contact Center Digital
Channels Architecture and
Design Workshop

On demand
library

Live in-
person

Contact Center Track (CCT)

- Webex CCE, Premise, & Migration / Breakout Sessions

Webex
CCE &
UCCE

BRKCCT-1014
Webex Contact Center
Enterprise Solution
Updates

BRKCCT-2915
Work From Home Contact
Center Agents Using VPN-
less Agent Desktop

BRKCCT-2914
Managing and Monitoring
Contact Center Enterprise
Using AppDynamics

BRKCCT-1012
Contact Center security

BRKCCT-2024
Hyper-Personalization with
Cisco Cloud Contact Center
Services

On demand
library

Live in-
person

Contact Center Track (CCT)

- Paid Content (Techtorials & Instruction Led Labs)

TECCCT-3001

Webex Contact Center
Workshop: Differentiating your
Customer Experience

TECCCT-3827

Contact Center Digital
Channels Architecture and
Design Workshop

LTRCCT-2011

New Webex Contact Center
Analyzer - Data and Analytics
Lab

LTRCCT-2012

Webex Contact Center Flow
Designer: Orchestrating
Customer Experiences

LTRCCT-3000

Building Next-Gen
Integrations with the All New
Webex Contact Center APIs

LTRCCT-2013

Dip into NEW Digital Channels
for Contact Center

LTRCCT-3001

Webex Contact Centre New
Digital Channels Bot
Capabilities

LTRCCT-2017

Cisco Webex Contact Center
& Contact Center Enterprise
New Feature Deep Dive Lab

Contact Center Track (CCT)

- Walk-in Labs

LABCCT-1045

Webex Contact Center Digital Channels powered by Webex Connect

LABCCT-1956

Webex Contact Center: Introduction to Reporting & Analytics Concepts

LABCCT-2320

Using Webex Experience Manager (WxM) into the Webex Contact Center (WxCC)

LTRCCT-1047

Customer Journey as a Service and Contact Center

LABCCT-2978

Contact Center Artificial Intelligence - Agent Answers and Transcripts

LABCCT-2392

AppDynamics - Monitoring Contact Center platform and application performance

LABCCT-2004

End to End Security for Contact Center Enterprise

LABCCT-2002

Contact Center VPN-less Agent Desktop - Finesse

LABCCT-1555

Finesse Agent Device Selection

Schedule



Sunday June 12th

TECCCT-3001

Webex Contact Center Workshop: Differentiating your Customer Experience
Sunday Jun 12
9:00AM – 1:00PM

TECCCT-3827

Contact Center Digital Channels Architecture and Design Workshop
Sunday Jun 12
2:00PM – 6:00PM

LTRCCT-2017

Cisco Webex Contact Center & Contact Center Enterprise New Feature Deep Dive Lab
Sunday Jun 12
9:00AM – 1:00PM

LTRCCT-2012

Webex Contact Center Flow Designer: Orchestrating Customer Experiences
Sunday Jun 12
2:00PM – 6:00PM

Monday June 13th

Morning

PSOCCT-1000

The Future of Customer Experience,
today, with Webex Contact Center
Monday Jun 13
9:30AM – 10:00AM

PSOCCT-1007

Orchestrating & automating customer
interactions with Webex Connect
Monday Jun 13
10:30AM – 11:00AM

PSOCCT-1010

Proactive, contextual customer
engagement with Webex Contact
Center and Webex Connect
Monday Jun 13
11:30AM – 12:00AM

Afternoon

DevNet-1850

Introducing Webex Connect and
CPaaS APIs
Monday Jun 13
12:00PM– 12:45PM

BRKCCT-1016

Webex Contact Center Solution
Updates
Monday Jun 13
1:00PM– 1:45PM

BRKCCT-1013

Migrating the Premise Contact Center
to the Cloud
Monday Jun 13
2:30PM– 3:15PM

BRKCCT-1014

Webex Contact Center Enterprise
Solution Updates
Monday Jun 13
2:30PM– 3:15PM

BRKCCT-2023

Understanding your PSTN options for
the Cisco Webex Contact Center
Monday Jun 13
4:00PM– 4:45PM

Tuesday June 14th

BRKCCT-2954

Integrating Digital Channels to Cisco
Contact Center Enterprise and Webex
Contact Center
Tuesday Jun 14th
10:30AM-11:15AM

BRKCCT-2956

Implementing Customer Interaction
Automation Using Webex Connect
Tuesday Jun 14th
1:00 PM – 1:45 PM

BRKCCT-2000

New Webex Contact Center Analyzer
– Data, Analytics, & Insights
Tuesday Jun 14th
2:30 PM – 3:15 PM

DevWKS-2262

Webex Connect and CPaaS
Workshop
Tuesday Jun 14
2:00PM- 2:45PM

LTRCCT-2013

Dip into NEW Digital Channels for Contact Center
Tuesday Jun 14th
1:00 PM – 5:00PM

LTRCCT-3000

Building Next-Gen Integrations with the All New Webex Contact Center APIs
Tuesday Jun 14th
1:00 PM – 5:00PM

Wed June 15th

BRKCCT-1012
Contact Center security
Wed. June 15th
1:00PM – 1:45PM

BRKCCT-2914
Managing and Monitoring Contact Center
Enterprise Using AppDynamics
Thursday June 16th
11:00AM – 11:45AM

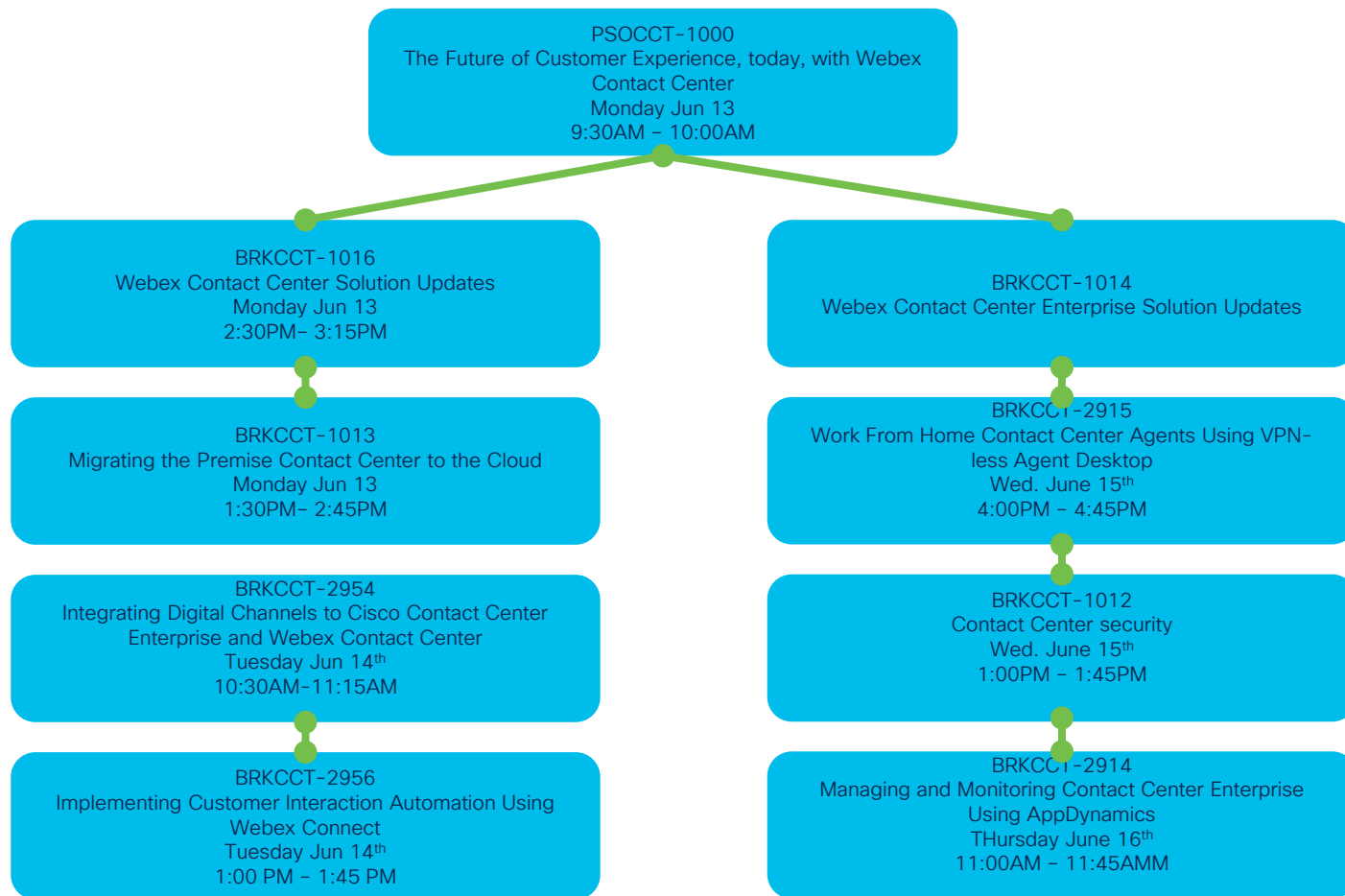
BRKCCT-2915
Work From Home Contact Center Agents
Using VPN-less Agent Desktop
Wed. June 15th
4:00PM – 4:45PM

BRKCCT-2026
Contact Center Digital Channels
Architecture and Design Workshop
Wed. June 15th
4:00PM – 4:45PM

LTRCCT-3001
Webex Contact Centre New Digital Channels Bot Capabilities
Wed. June 15th
1:00PM – 5:00PM

Thursday June 16th

No Contact Center/CPaaS track breakout sessions or
paid labs for Thursday June 16th.
Walk-in labs are still available



Webex Connect Related Sessions & labs

PSOCCT-1010

Proactive, contextual customer engagement with Webex Contact Center and Webex Connect
Monday Jun 13
11:30AM – 12:00AM

DevNet-1850

Introducing Webex Connect and CPaaS APIs
Monday Jun 13
12:00PM– 12:45PM

BRKCCT-1016

Webex Contact Center Solution Updates
Monday Jun 13
2:30PM– 3:15PM

BRKCCT-2956

Implementing Customer Interaction Automation Using Webex Connect
Tuesday Jun 14th
1:00 PM – 1:45 PM

DevWKS-2262

Webex Connect and CPaaS Workshop
Tuesday Jun 14
2:00PM– 2:45PM

LTRCCT-2013

Dip into NEW Digital Channels for Contact Center
Tuesday Jun 14th
1:00 PM – 5:00PM

LTRCCT-3001

Webex Contact Centre New Digital Channels Bot Capabilities
Wed. June 15th
1:00PM – 5:00PM

Webex Connect Learning Map

