# **Platform Capability – Cisco Webex**

Cisco Webex provides a secure, scalable, and cloud-based collaboration platform that supports Unified Communications as a Service (UCaaS) and integrates seamlessly with enterprise applications and Contact Center solutions. It combines calling, meetings, messaging, and customer engagement capabilities into a unified environment.

### **1. Unified Communications**

* **Cloud Calling (Webex Calling):** Enterprise-grade cloud PBX with global PSTN connectivity via Cisco Calling Plans, Local Gateway, or certified carrier partners.
* **Call Management:** Native call forwarding, transfer, hunt groups, shared lines, voicemail-to-email, and advanced call routing.
* **HD Voice & Recording:** High-definition audio and video; compliance recording supported through Cisco Webex Contact Center or certified third-party providers.

### **2. Meetings and Collaboration**

* **Video Conferencing:** Secure HD video/audio meetings with screen sharing, breakout rooms, whiteboarding, and real-time transcription.
* **Collaboration Tools:** Persistent team spaces for messaging, file sharing, and co-authoring across Webex App.
* **AI-Powered Features:** Noise removal, meeting highlights, real-time translation, and smart meeting summaries.

### **3. Mobility**

* **Mobile Applications:** Webex apps for iOS and Android with full calling, messaging, and meeting capabilities.
* **Cross-Device Continuity:** Seamless move of calls and meetings between mobile, desktop, and Cisco desk devices.
* **Offline Access:** Chat history, call logs, and meeting content available offline.

### **4. Intelligent Routing & Contact Center**

* **Cisco Webex Contact Center:** Cloud-native, AI-enabled customer engagement platform with omnichannel support (voice, chat, email, SMS, social).
* **Skills-Based Routing:** Intelligent call distribution, priority-based routing, and queue management.
* **AI & Self-Service:** Integrated virtual agents, natural language IVR, and chatbot support.

### **5. Analytics and Reporting**

* **Control Hub:** Centralized Webex Control Hub for real-time monitoring, call quality metrics, usage insights, and adoption reporting.
* **Customizable Reporting:** Advanced analytics with APIs and integrations into BI tools.
* **Performance Monitoring:** End-to-end visibility into meetings, calling, and contact center experiences.

### **6. Integration and Extensibility**

* **Native Integrations:** Tight integration with Microsoft 365, Google Workspace, Salesforce, ServiceNow, and more.
* **App Hub:** Access to Webex App Hub for third-party and custom app integrations.
* **APIs & SDKs:** Support for workflow automation, bots, and custom application development.

### **7. Self-Service & AI**

* **Virtual Agents:** AI-powered chatbots and voice bots for handling routine inquiries.
* **IVR & Call Queues:** Configurable auto attendants and call queues for efficient self-service.
* **Proactive Engagement:** Callback and digital-first engagement options.

### **8. Compliance & Security**

* **Enterprise-Grade Security:** End-to-end encryption, Zero Trust security, and multifactor authentication.
* **Regulatory Compliance:** SOC 2, HIPAA, GDPR, FedRAMP, and PCI DSS support.
* **Data Residency & Control:** Flexible data residency options for global enterprises.

✅ **Advantages**

* End-to-end solution from Cisco covering meetings, calling, and contact center.
* Strong AI capabilities (noise suppression, transcription, real-time translation).
* Deep integration with Cisco devices (phones, video endpoints, room systems).
* Robust security with end-to-end encryption and compliance certifications.

⚠️ **Disadvantages**

* Advanced Contact Center requires Webex Contact Center licensing (extra cost).
* Licensing and migration from on-prem Cisco UC (CUCM) to cloud can be complex.
* Smaller app ecosystem compared to Microsoft Teams.