



Cisco Smart Business Communications System (Release 1.4)



Overview Presentation

Cisco Smart Business Communications System

For small businesses who are looking to reach, serve and retain customers

- An **affordable, complete system** of voice, data, video, and wireless networking products makes any time any where secure access to information possible
- Enables **more effective and efficient** ways of **communicating** with customers and employees
- Purpose built **business communications** solution that is **easy to deploy and use** while allowing for business growth
- Complemented by award-winning **support** and easy financing and delivered **through local partners**



SBCS: Platform for Transformation

Customer Perspective – Dr. Jayakar and Associates

*“We couldn’t have imagined the extent of the **productivity gains** and **patient care enhancements** we have achieved when we purchased the solution” - Sunita Jayakar, MD*

- Call automation frees staff time
- Messaging helps prioritize patient response
- Simplified dialing/lookup increases productivity
- Secure remote access to records enhances patient care
- 3rd party app integration expedites insurance claim processing



SBCS 1.4 Update

What's New

- **New Cisco SPA525G Phone with enhanced WLAN deployment options**
- **Wireless Reference Designs**
- **Cisco Secure Router 500 Series**
- **CCA 1.9 with performance and voice feature enhancements**
- **Five new SIP Trunk Providers within CCA**
- **New Unified CallConnector version 1.5 for Microsoft Office with focus on ease of install and stability**
- **0% Financing**
- **Support:**
 - Cisco PDI Help Desk**
 - Cisco Small Business Support Community**

Smart Business Communication Systems 1.4

Simple, Complete, Secure Communications for Small Businesses



NEW



- 8 to 64 Voice Users
- Desktop & Rackmount Models
- Optional Integrated WLAN AP on desktop models

- All Cisco Unified IP Phones are supported including new Cisco 500 Series with WLAN and Bluetooth

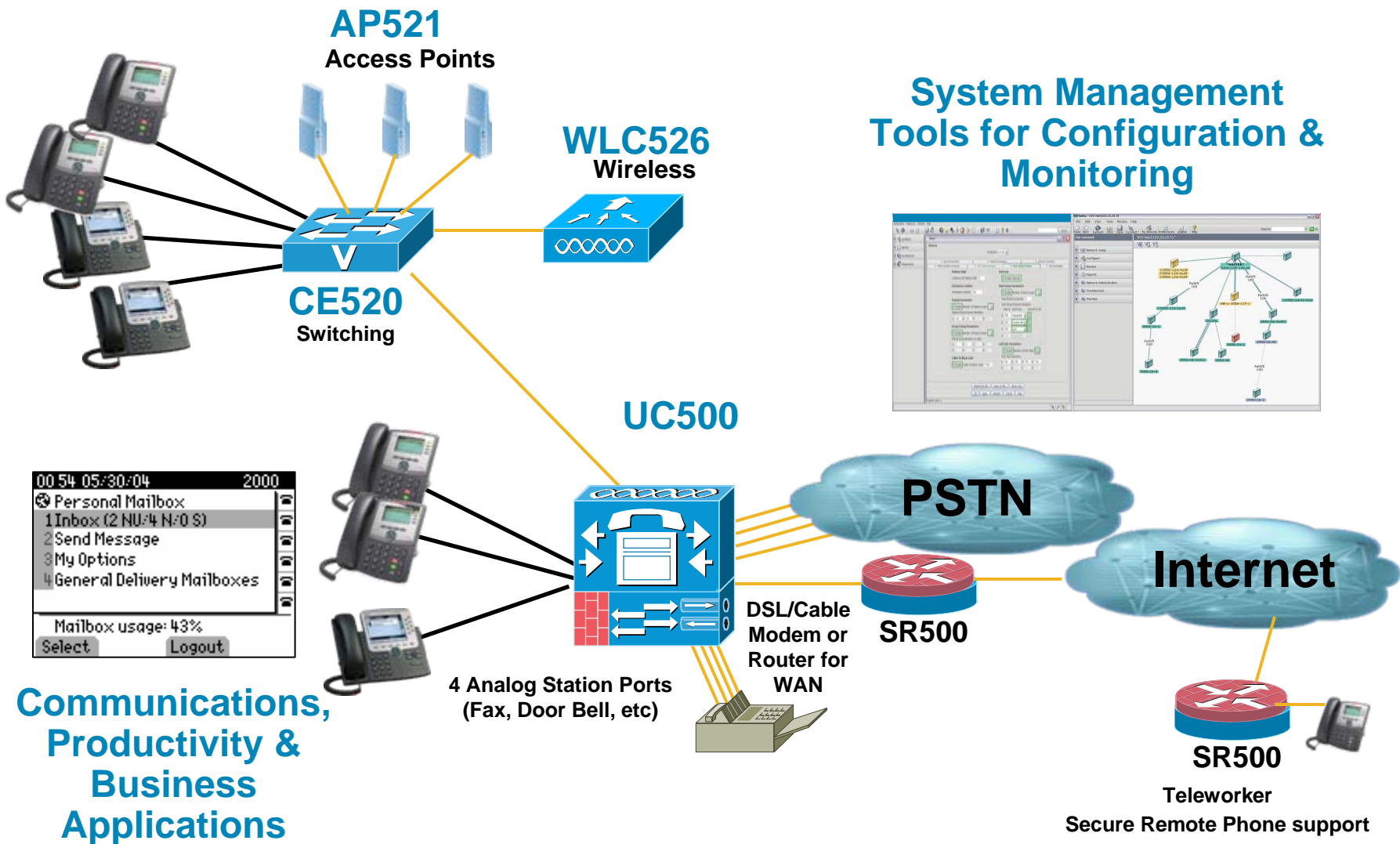
- Catalyst Express LAN Switches

- Autonomous APs or Unified Wireless Solution with Mobility Express

- VPN, Wired and Wireless Access, Remote IP Phone extension



Example Network with the Cisco Smart Business Communications System



SBCS 1.4 with Enhanced Wireless Capabilities

Smart Business Communication System (SBCS) is now available with enhanced Wireless capabilities including an industry first desktop Wireless IP Phone with Bluetooth

Flexibility to put Desktop IP Phones
Anywhere in the office



Cisco UC500 Series Overview

Complete all-in-One IP Communications solution which includes:

- Call Processing - **Cisco Unified Communications Manager Express**
- Voice Mail - **Cisco Unity Express Voice Mail**
- **Auto Attendant**
- Full portfolio of **Cisco Unified IP phones** to meet the Small Medium Business needs
- Full featured **Voice over IP capability** using H323 and SIP protocols
- Solution with Switching, VPN, Encryption, Cisco Data Routing, and optional Wireless LAN
- Channelized T1/E1 support (fixed interface on 48 user model, VWIC in expansion slot on 8, 16, 24 & 32 user models)
- **Software license upgrades**
8 to 16 users (desktop models) or 24 to 32 users, and 32 to 48 users, 48 to 64)



8-16 User Desktop Models Available Now



24, 32, 48, 64 User Options Rack Mount Chassis

(WiFi supported through external Cisco 521 APs and/or Cisco WLC526)

Unified Communications Applications Included with Cisco UC500

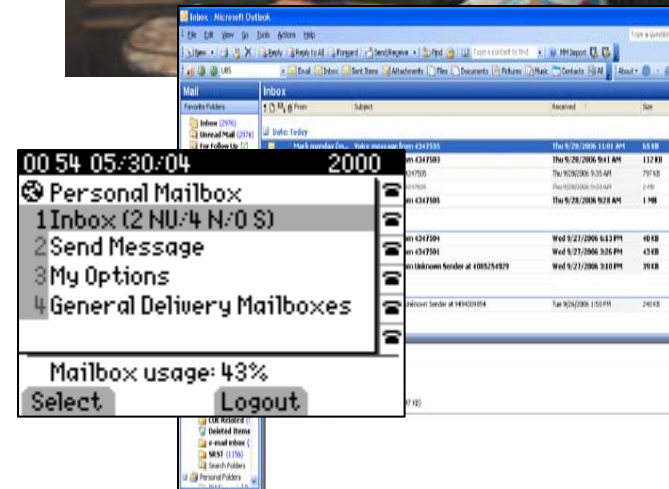
Cisco Unified Communications Manager Express (4.2) & Cisco Unity Express (CUE 3.0)

Key System or PBX Modes

- Hunt groups
- Basic ACD with reports included
- Sophisticated system features including conferencing, shared line appearance, intercom, paging, etc.
- Desktop Integration

Comprehensive voice mail and automated attendant functionality

- Desktop Messaging (IMAP)
- VoiceView Express
- IMAP compliant e-mail client integration
- “Browse” voice mailbox using Cisco IP phone display —Voiceview Express
- Urgent message notification to e-mail, text based e-page, numeric page, phone
- Localized for international deployments in 17 languages



Voice Messages Are
Accessible via:

E-mail Clients or Attachments on
PDAs, Other Generic E-mail
Clients

New Voicemail Applications

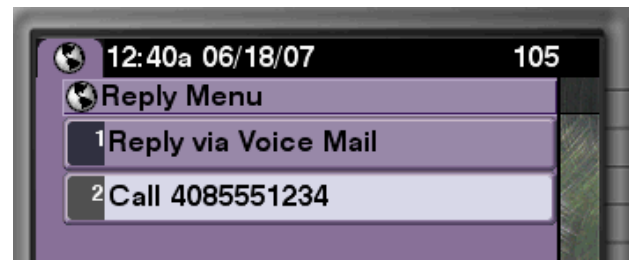


Live Record

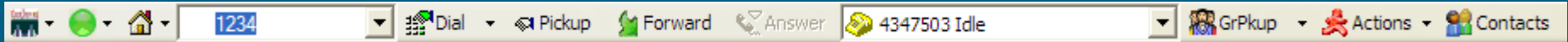
- Allows an IP phone user to record an active phone conversation by pressing softkey
- Configurable periodic warning tone to be in compliance with privacy guidelines
- Recorded messages are accessible through phone touch tone or XML menu, Outlook or Entourage IMAP clients

Live Reply

- Reply to a voice mail by sending a return voicemail or automatically calling sender
- Can be accessed from Phone touch tone or XML menu



Optional - Cisco Unified CallConnector Personal Productivity Enhancement



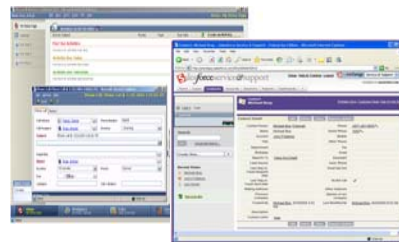
Cisco Unified CallConnector Personal Suite – (Toolbar) for Outlook or Internet Explorer

- Tool bar for call control (dial, answer, transfer, park, pickup)
- Personal + Corporate dialing directory
- Screen pop on inbound call with CLID/Name
- Quick dial from toolbar or highlight number from any application

CallConnector Server for Presence Features

- Same Toolbar Interface, but without TAPI, Easy to Install
- Adds Presence and Telephone Status Integrated in Contacts
- Includes QuickMessage IM
- Call Log on Server from Radius Messages
- Provides Single Number Reach to cell phone or other phone
- Remote control of mid-call features (i.e. transfer, hold, conference)
- User-defined rules for reachability based on CLID (boss, spouse, etc.)

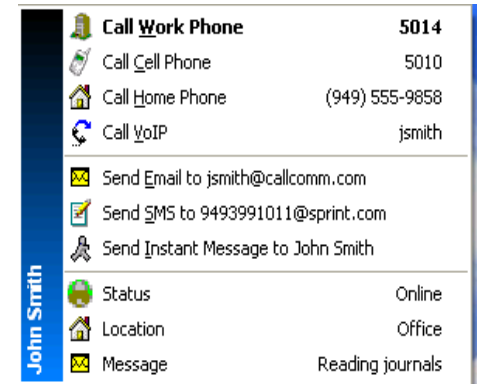
Optional Call Connectors for Salesforce.com and Microsoft Dynamics CRM



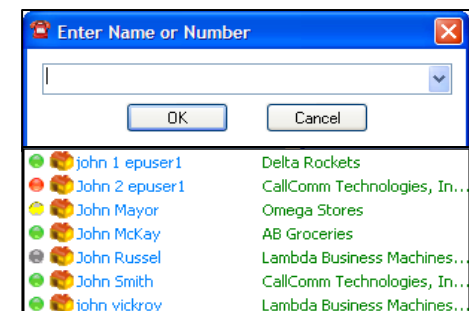
Inbound Screen-Pop



Click to Call Any Contact



Quick Search to Find Status or Click to Dial



UCC Presence Functionality Accessible from IP/XML Phones



Display Name	Comp...	Work	Cell
Adrienne Norbury	Cisco Systems	30 13	555-67
Angela Gerber	Cisco Systems	3036	555-09
Amanda Scarfie	Cisco Systems	3027	555-49
Allison Whiffey	Cisco Systems	2030	555-25
Alizon Causton	Cisco Systems	3042	555-46
Alex Hartill	Cisco Systems		
Davis Beckk	Cisco Systems		
David Warner	Cisco Systems		
Danny Maar	Cisco Systems		
Cindy Lopez	Cisco Systems		
Ann McDonald	Cisco Systems		
John Russel	Cisco Systems		
John McKay	Cisco Systems		
Emma Cameron	Cisco Systems		
Elaine Senz	Cisco Systems		
Dawn Russell	Cisco Systems		
Keith Whitehead	Cisco Systems		
Keith Lewis	Cisco Systems		
Keith Buxton	Cisco Systems		
Kathryn Ford	Cisco Systems		
Karen George	Cisco Systems		
Sarah Thompson	Cisco Systems		
Peter Applebee	Cisco Systems		
Peter Allsop	Cisco Systems		
Mike Rogers	Cisco Systems		
Marie Williams	Cisco Systems	2045	555-90
Yvonne Fulton	Cisco Systems	3012	555-45
Vieri Gucci	Cisco Systems	6001	555-12
Toni Lambert	Cisco Systems	6004	555-87

Call Work: 3042
Call Cell: 555-4605
Call Home: 555-1234

Send
Create SpeedDial

Hang Up
Answer
Transfer
Conference
Pick up
Park
Forward
Group Pickup

Update
New
Delete
Delete All
Refresh



Key Benefits

- Reduce costly communication delays by quickly knowing who is available and how best to reach them
- Leverage presence, availability, context, and modality
- Improve communication connection success rates

Third Party Applications - IPCelebrate & Stonevoice

- IPsmartSuite turns IP Phones into 'smart' business devices that are integrated into the fabric of the small business operation
 - Addresses the challenges facing small businesses
 - Staffing and Payroll Cost Controls
 - Task Alerts with Alert Notification
 - Client/Customer Billing and Customer Outreach Enhancements
 - Emergency Response

- Skystone from Stonevoice provides Skype gateway functionality for SBCS
- Skype users can call into the UC500 and allow someone to answer with an IP Phone
- Skype users can be programmed into the speed dial on the IP Phone
- Calls to and from Skype users are cost effective and provide an easy way to connect to customers

 IPsmartSuite™



Cisco Unified IP Phone 500 Series

Now with 10/100 ports for PCs



New affordable, entry-level Cisco IP Phones for SBCS

Deployments that only need KTS and low-end PBX features (such as shared line, intercom, speakerphone, paging, park)

Purpose-built for use with Cisco's UC500 Series

Four models

CP-521G= (1-line): \$149 (NTE) US List

CP-524G= (4-line): \$189 (NTE) US List

***CP-521SG**= (1-line with PC switch port): \$159 (NTE) US List

***CP-524SG**= (4-line with PC switch port): \$199 (NTE) US List

G.711/G.729 only

LCD Display

Single 10/100 PoE port (802.3af)

Optional power supplies and wallmount kit

Supported only on SBCS/UC500 (via unique SPCP protocol)

*Requires CCA 1.8 and above (available in Sept. 08)

SPA525G Desktop IP Phone Highlights

5-line Business IP Phone with Enhanced Connectivity and Multi-Media Support

- Full Featured Business IP Phone
- High-resolution Color display
- Five Lines / Buttons
- Call Processing
 - UC500 with SBCS 1.4
 - SPA 9000
 - 3rd Party SIP Call Processing
- Enhanced Connectivity
 - Power over Ethernet
 - Bluetooth® headset support
 - Wireless-G client
- Second 10/100 FE Port for PC
 - Disabled if using Wi-Fi
- List Price: \$430 USD



Headset Options
Bluetooth®
or
2.5 mm Stereo Headset

Network
Wired Ethernet with POE
or
802.11g Wireless

Speakerphone
Full Duplex

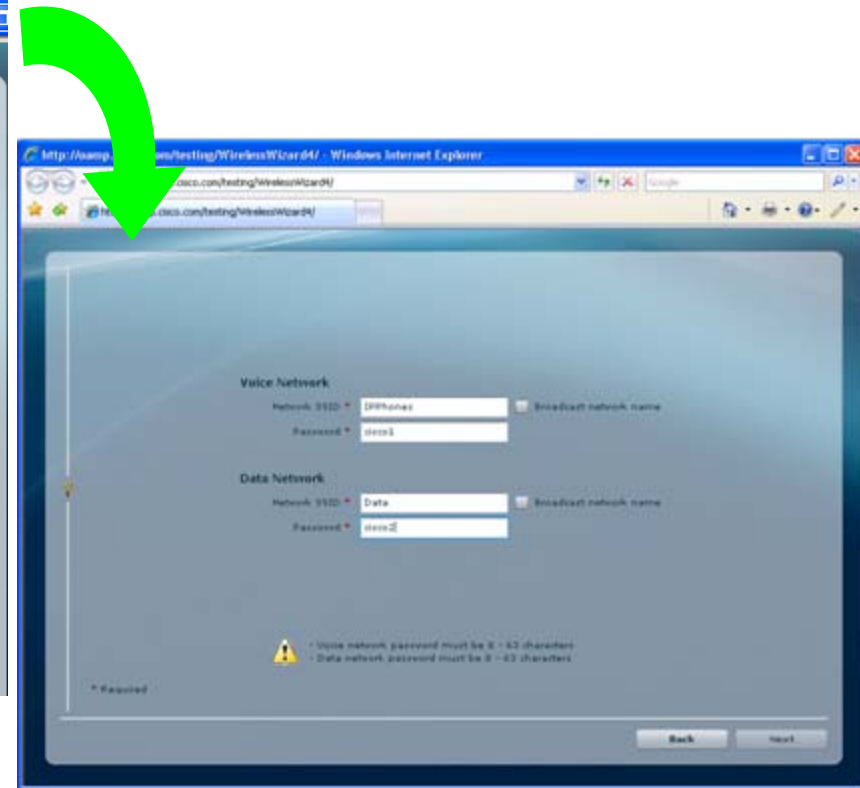
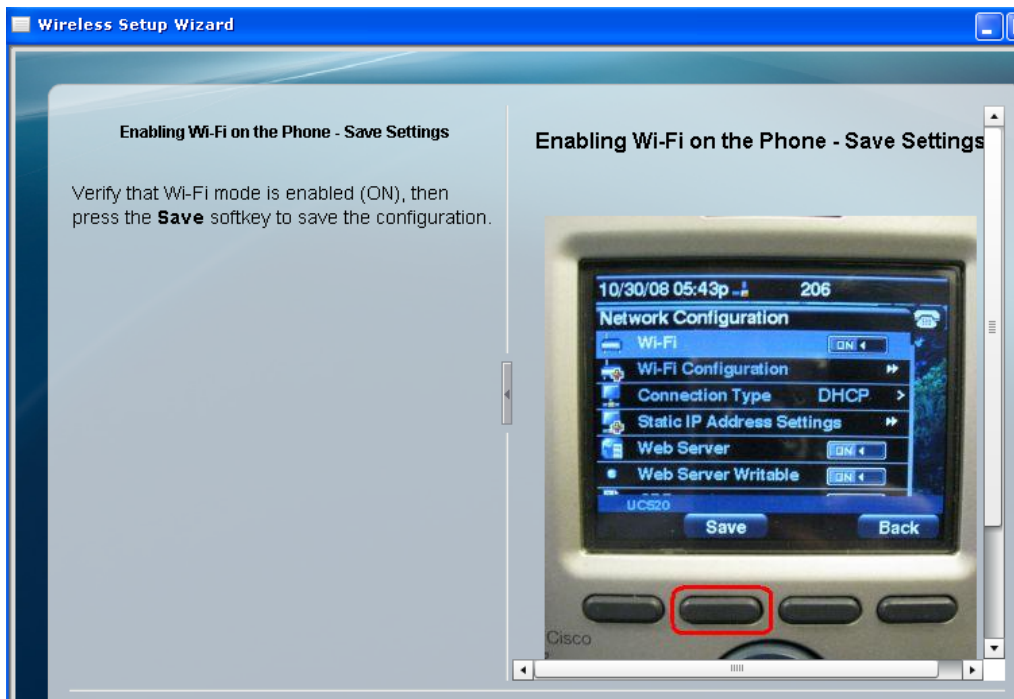
News Service
RSS feeds

USB 2.0 Port for File Download
Music Player, Image Viewer

CCA 1.9: Wireless Voice Wizard

Easy-to-use interface for configuration of deploying SPA525G wireless phones

- System-based administration: no need to configure each device separately
- Discovery of SPA525G on wireless access point
- Security configuration on both wireless access point & SPA525G
- QoS on wireless access point for guaranteed voice quality



Full IP Phone Portfolio Support

Executive

Cisco Unified IP Phone
7970G/7971G-GE, 7975

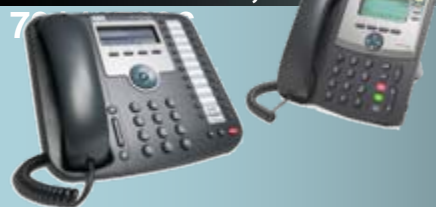


Manager

Cisco Unified IP Phone
7960G/7961G/7961G-
GE/7962/7965

Business

Cisco Unified IP Phone
500 Series
7940G/7941G/7941G-
GE/7942/7945,



Multibutton

Cisco Unified IP Phone
7931G

Basic

Cisco Unified IP Phone
500 Series, 7906G/7911G/
Cisco Unified SIP Phone 3911



Analog Phone

Video

Cisco Unified IP Phone
7985G

Cisco Unified Video
Advantage



Cisco IP Communicator

Cisco Unified Wireless
IP Phone 7920/7921G

Mobility

Take Advantage of Continuous
Development in Endpoints plus
Custom and Off-the-Shelf IP
Phone Applications

Cisco Catalyst Express 520 Series

- Prepare for IP Telephony & wireless access
- Eliminate the need for separate electrical wiring
- Protect your investment & avoid a costly upgrade

- IEEE 802.3af Compliant
- Models ship with default configuration for easy connection to Cisco UC500
- Configured through Cisco Configuration Assistant
- Cisco Quality and Purpose Built for the SMB customer

Cisco UC500 24/32/48
User Models with CE520
Switches



8 Port Desktop Form Factor



WS-CE520-24PC-K9

24 – Full PoE

WS-CE520-24LC-K9

4 - POE & 20 10/100 (non PoE)

WS-CE520-24TC-K9

24 ports of GigE (non PoE)

WS-CE520-24TT-K9

24 port 10/100 (non PoE)

Cisco 500 Series Secure Router



Advanced security, flexible WAN access, VPN connectivity, and optional wireless networking in a single device

- **Seamless integration with SBCS**
- Advanced SPI firewall
- Intrusion prevention system (IPS)
- IPsec VPN, SSL VPN, DMVPN
- Application inspection and control
- Optional subscription-based content filtering
- Dynamic routing, DMZ, and guest access
- Choice of WAN connectivity (ADSL2 / 2+, FE)
- Integrated 4-port 10/100 managed switch
- Support for Quality of Service (QoS)
- **Cisco Configuration Assistant (CCA) deployment and management**

Cisco 500 Series Secure Router

Cisco 500 Series Router



Cisco Unified 500 Series



	Cisco 500 Series Router	Cisco Unified 500 Series
Security	SPI Firewall, IPS, Content Filtering	Firewall
Site-to-Site VPN	10 tunnels (full-mesh or hub/spoke) DMVPN	10 tunnels (full mesh or hub/spoke)
Remote Access	SSL VPN, IPsec VPN	IPsec VPN
Routing	RIP v1, RIP v2, OSPF	Static Routing
WAN	Fast Ethernet, ADSL over POTS, ADSL over ISDN Backup with external modem	Fast Ethernet

Cisco Mobility Express Solution

Cisco AP521 Mobility Express Access Point 802.11b/g

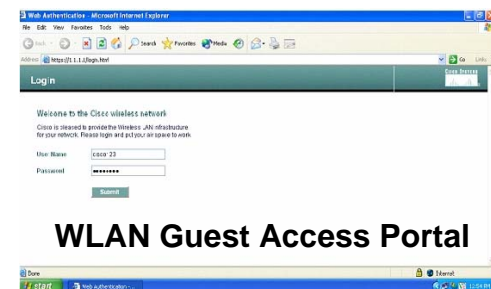


Cisco 526 Mobility Express Controller



**Extend Wireless Coverage
with Easy to Deploy and
Secure Access Points**

**Create a Wireless System of
Controller-Mode Access Points
and Advanced Mobility Services**



WLAN Guest Access Portal



**VoWLAN & Dual
Mode Phones**

Integration

- Part of the Smart Business Communications System

Flexible Cost

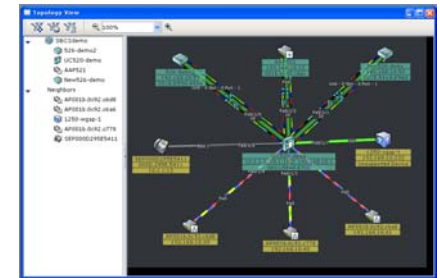
- Pay as you grow
 - Hardware
 - Software
 - Advanced mobility services

Business-grade features

- Reliability built-in
- Security
- Scalability
- Advanced mobility services

Cisco Wireless Mobility Express

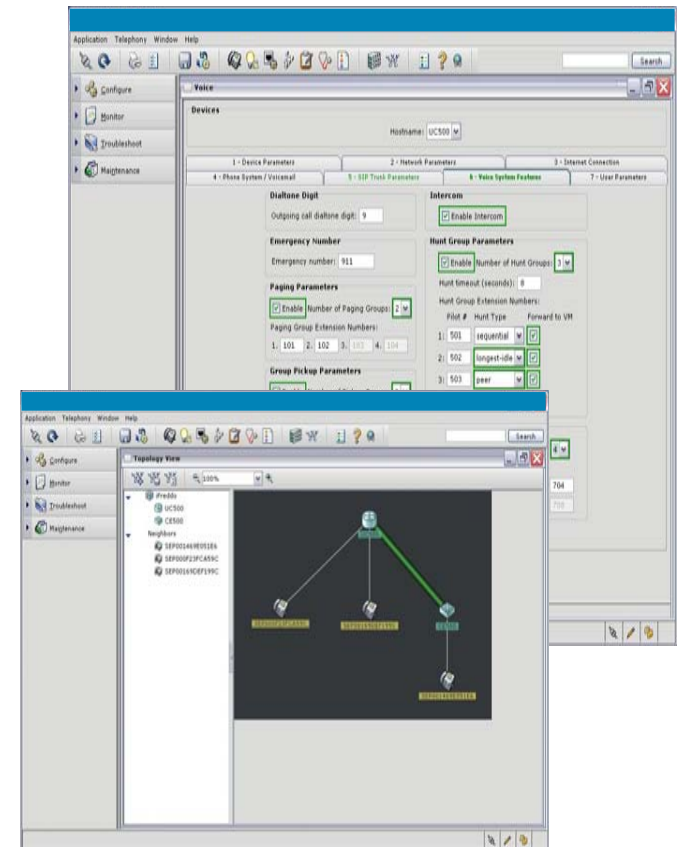
- Up to 10 Standalone APs configurable by CCA (up from 3)
- Secure guest access with web portal for authentication
- Support for Voice over WLAN
- VLAN synchronization with other SBCS components
- Mobility controller setup wizard
- Mobility controller dashboard
- Standalone to controller mode access point conversion



Cisco Configuration Assistant

Intuitive GUI for all Smart Business Communication System Devices

- **Interactive topology, front panel views and Drag-n-Drop IOS upgrades.**
- **Topology views, front panel views, Drag-n-drop image upgrade, configuration backup, etc**
- **Voice: Complete pre / post installation “solution” management**
- **Switching: Feature parity with Cisco Network Assistant 5.0**
- **Security: Easy VPN Client/Server, NAT, Firewall, Security Audit**
- **Wireless: MAC auth, multiple SSIDs, LEAP and EAP Fast, PEAP, 802.11b/g, WEP encryption**
- **Routing: DHCP server, DNS server, VLAN, WAN port for external broadband connectivity**
- **Others: Teleworker, Auto Security, Auto Phone assignment, SNMP, etc**



French, Italian, German, Spanish, Chinese, Japanese, English and Russian

Cisco Configuration Assistant 1.9

Available
End of Jan

System Level Feature Enhancements

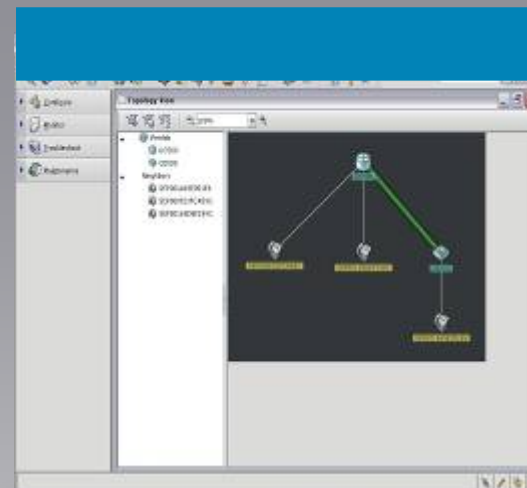
- Performance enhancements
- Phone status display from topology view

Security (with SR520 only)

- IPS, URL Filtering

Voice Feature Enhancements

- Auto attendant (AA) Customization
- Business & Holiday hours, Night-service
- Call Blast
- 8 International Dial-plan Template with option to create and save your own
- SPA525G wireless voice network wizard
- Support for 7937, 7915, 7916, SPA525G phones
- Additional SIP trunk providers



For compatible Software & Releases for SBCS platforms please see below:

supportwiki.cisco.com/sbcs
www.cisco.com/go/configassist

CCA 1.9 Voice Enhancements (1)

Feature

- Auto attendant (AA)

Automatic call handling : Answer incoming calls with customized messages and flows according to time of day or holiday

- Dial Plan Customization

Fully Customizable outbound dialing: Built-in dialplan for 8 countries. Customize templates for local, national & international dialing

- Call Blast & Hunt groups

Choose how incoming calls reach your users: Have all phones simultaneously, hunt sequentially or by longest idle. Have group calls rollover to voicemail, AA or PSTN

- SIP Trunk

High quality, low cost VoIP calling:

Increased flexibility in choice of SIP trunk providers. Rollover SIP calls to PSTN if IP network is down or congested

CCA 1.9 Voice Enhancements (2)

Feature

▪ Night Service

Flexible after hours call handling: Have multiple phones ring for incoming calls during non-business hours, or auto forward to specified number

▪ Music-on-Hold (MoH)

Customizable Music options for calls on hold: Adjustable volume for built-in MoH. Stream MoH from external iPod, PC or CD player

▪ Wireless Setup Wizard

Simple setup of wireless voice solution

Hassle-free setup for wireless LAN security, QoS for UC500, AP & SPA525G wireless IP phones.

▪ Live Record/Live Reply

Enhanced Voicemail productivity features

Record conversations on the fly by pressing a button. Automatically connect to the party that left a voicemail.

CCA 1.9: Dialplan Templates

- Use templates to fully customize your outbound dialing to meet your business's needs
- Have your SIP trunk calls roll over to analog/ISDN trunks, or vice versa

Permissions	Description	Access C...	Begins ...	Number of Di...	Dial Pattern	Trunk ...	Trunk ...
Emergency	Emergency	9	911	3	9911; 911	SIP then P...	Trunk List ...
International	International	9	011	Variable	9011T	SIP Only	Trunk List ...
Local	7-Digit Local	9	[2-9]	7	9[2-9]xxxxxx	SIP then P...	Trunk List ...
Local	10-Digit Local	9	[2-9]xx[2-9]	10	9[2-9]xx[2-9]x	SIP then P...	Trunk List ...
Local	Service Number	9	[2-9]11	3	9[2-9]11	SIP then P...	Trunk List ...
National	Long Distance	9	1[2-9]xx[2-9]	11	91[2-9]xx[2-9]	SIP Only	Trunk List ...
Toll-Free	Toll-Free	9	1800	11	91800xxxxxxx	SIP then P...	Trunk List ...
Toll-Free	Toll-Free	9	1888	11	91888xxxxxxx	SIP then P...	Trunk List ...
Toll-Free	Toll-Free	9	1866	11	91866xxxxxxx	SIP then P...	Trunk List ...
Toll-Free	Toll-Free	9	1877	11	91877xxxxxxx	SIP then P...	Trunk List ...

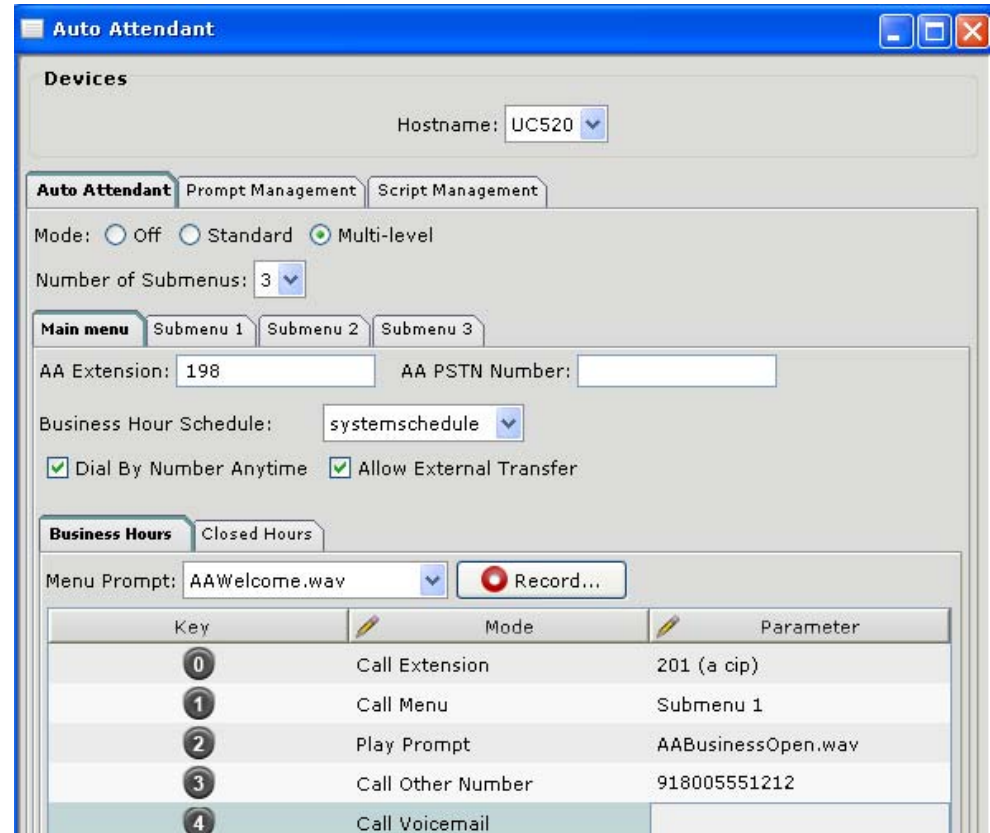
Total Rows: 10

Buttons: Add, Delete, OK, Cancel, Help

CCA 1.9 Auto Attendant (AA) Customization

AA customization allows greater flexibility for handling incoming calls to your business

- Record and import audio prompts directly from CCA.
- Configure up to 3 submenus that caller can navigate by touch tone
- Have different menus and messages for Non business hours and Holidays
- Transfer calls from AA to any internal or external number, including remote teleworker extensions or SIP trunk numbers



Auto Attendant

Devices

Hostname: UC520

Auto Attendant | Prompt Management | Script Management

Mode: Off Standard Multi-level

Number of Submenus: 3

Main menu | Submenu 1 | Submenu 2 | Submenu 3

AA Extension: 198 AA PSTN Number:

Business Hour Schedule: systemschedule

Dial By Number Anytime Allow External Transfer

Business Hours | Closed Hours

Menu Prompt: AAWelcome.wav Record...

Key	Mode	Parameter
0	Call Extension	201 (a cip)
1	Call Menu	Submenu 1
2	Play Prompt	AABusinessOpen.wav
3	Call Other Number	918005551212
4	Call Voicemail	

CCA 1.9: Call Blast & Night Service

Call handling enhancements give your business flexibility to choose how calls from your customers are answered

- **Call Blast**

Calls will ring all phones in the call blast group simultaneously

- **Night service**

Calls during non-business hours can automatically ring phones in the same group or be forwarded to an alternate number. Night service can be turned on/off by entering key code on phone

Night Service

Note: In order to enable night service, night service schedule must also be configured under Telephony -> Schedules menu.

Extn #	Answer Type	Forward to Number
201	night service bell	
202	call forward night service	918005551212
203	call forward night service	198
204	call forward night service	299

Night Service Phones

Night Service Code: *123 (i.e. *1235)

Blast Group

Enable Blast Groups: 4 Timeout [3 - 60000]: 16 seconds

No Answer			
Pilot #	Members	Forward to	Number
1:	505	Members	Other Number 918005551212
2:	506	Members	Auto Attendant AA:1(198)
3:	507	Members	Voicemail 299
4:	508	Members	Extension 205 (205)

Additional SIP Trunking Providers

- Single connection delivers both voice and data to customers
- SIP trunks dynamically allocate bandwidth based on usage
- SBCS SIP Trunk Partner Program links SIP Trunk Providers with channel partners (VARs)
- CCA provides ease of install for SIP Trunking – approved SIP Trunk Providers in drop down menu

Broadview

XO Communications

Paetec

Nuvox

BT



...and Enables Small Businesses to Reach, Serve and Retain Customers

A New Way of Communicating



- Enables anytime, anywhere, secure access to information
 - Business Communication Systems
 - Collaborate with customers and employees
 - Easy to install, manage and allows for business growth
 - Award-winning support, easy financing, delivered through local partners
-
- Purpose built for SMB – improves operational efficiencies, easy to install, troubleshoot
 - Enables partners to deliver managed services and develop annuity services
 - Enables 3rd party applications to provide broader business solutions
 - Reduces pain from proliferation of disparate tools, partner programs

More Information

Cisco.com:

<http://www.cisco.com/go/sbcs>

Partner Central:

<http://www.cisco.com/web/partners/sell/smb/products/sbcs.html>

Cisco SBCS Support Community:

<http://www.cisco.com/go/smallbizsupport>

The screenshot shows a web browser window displaying the Cisco Support Wiki for the Smart Business Communications System. The page features the Cisco logo and the title "Cisco Support Wiki for the Smart Business Communications System". Below the header, there is a main banner with the text: "The Cisco Smart Business Communications System (SBCS) is a complete voice, data, video, and wireless networking system for small businesses." and "The SBCS Support Wiki provides you with a centralized place to access and update product support information." The page is divided into several sections: "SBCS News" with two news items dated 04/09/2006 and 03/27/2006; "Quick Links" with links for "Software and releases", "Product information and presentations", "SMARTnet for SBCS", "Partner Resources", "Training Resources", and "Useful Links"; and a "Select from an SBCS Support Category" section with three columns: "Select a Category:" (listing Product, Technology, and Features), "Select a Sub-Category:" (listing various Cisco products like Unified Communications 800 Series, Unified IP Phones, etc.), and "Select a Topic:" (listing Product Information, Voice, Routers & Switching, Wireless, and Security). At the bottom, there is a disclaimer: "Wiki postings may contain unverified user-created content and change frequently. The content is provided as-is and is not warranted by Cisco."



CISCO