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# Consumer Release

## **Accountability - A customer's point of view.**

Are you buying promises of what Cisco Systems is selling?

I am a Cisco customer and over the last few months, I have started to ask Cisco Small Business Technical Support when Cisco will deliver all the technology innovation it has been committed to providing for years that has never materialised within my infrastructure.

There's a growing realisation that Cisco has regularly over promised and under delivered in key product areas, to quote Rob Lloyd Executive VP for Cisco Systems "Cisco set high standards and do what they say they will", well that statement made by Cisco Executive VP is not setting the bar as high as you may think! apparently Rob Lloyd also says "Trust is no longer a commodity that is acquired but rather a benefit that is bestowed, earned through action, reinforced by transparency and engagement." well I will set out to prove transparency and engagement are the furthest thing from Cisco's Small Business Manager James Pearce's thoughts.

Rob Lloyd whilst being humbled by the Cisco consumers went on record in 2011 as saying "As Cisco re-focused, reorganized and became stronger and leaner in the past two quarters, maintaining trust with our customers and partners was always front of mind for me". he went on further to state Cisco's philosophy "For more than 25 years, Cisco has systematically and passionately invested in customer relationships and developed a reputation for doing whatever it takes to deliver on our commitments. We operate as our customers want us to: as business partners, not just as a vendor. We're in it to win together and drive shared business success."

**For Release Immediately**

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## Cisco will introduce SIP firmware for the 7921g

([http://www.cisco.com/en/US/prod/collateral/voicesw/ps6788/phones/ps379/prod\\_qas0900aec80601788.html](http://www.cisco.com/en/US/prod/collateral/voicesw/ps6788/phones/ps379/prod_qas0900aec80601788.html)) committed in 2007

user interface is more intuitive than that of the Unified Wireless IP Phone 7920 and there is no need for any soft-key scrolling.

**Q. Does the Cisco Unified Wireless IP Phone 7921G support SIP?**  
**A.** No, this phone supports only the SCCP protocol. Support for SIP protocol will come later.

**Q. Does the Cisco Unified Wireless IP Phone 7921G support XML?**  
**A.** Yes. In fact, several third-party vendors are building XML applications that work with the Cisco Unified Wireless IP Phone 7921G.

**Q. Does the Cisco Unified Wireless IP Phone 7921G support remote management?**  
**A.** A Web interface, accessible using a USB cable or WLAN, is available that can be used for configuration and troubleshooting.

**Q. Is the ring volume louder on the Cisco Unified Wireless IP phone 7921G compared to the volume on the Cisco Unified Wireless IP Phone 7920?**  
**A.** Yes, the Cisco Unified Wireless IP Phone 7921G has separate ringer and speaker features, providing louder ring volume.

**Q. Can the Cisco Unified Wireless IP Phone 7921G be charged from a laptop?**  
**A.** Yes, this phone can be charged from a laptop using a USB cable. However, the charge time will be longer compared to charging from the desktop charger or from the power cable plugged directly into the phone.

**Q. Does the Cisco Unified Wireless IP Phone 7921G support the Cisco IP Contact Center (IPCC)?**  
**A.** Yes.

**Q. Does the Cisco Unified Wireless IP Phone 7921G support dynamic transmit power control (DTPC)?**  
**A.** Yes, this phone supports up to 50 mW for CCK and 40 mW for Orthogonal Frequency Division Multiplexing (OFDM).

**Q. Does the Cisco Unified Wireless IP Phone 7921G support Cisco Communications Manager Extension Mobility?**  
**A.** Yes.

**Q. What data rates are supported on the Cisco Unified Wireless IP Phone 7921G?**  
**A.** This phone supports the following data rates:  
 • 802.11a: 6, 9, 12, 18, 24, 36, 48, and 54 Mbps  
 • 802.11b: 1, 2, 5.5, and 11 Mbps  
 • 802.11g: 6, 9, 12, 18, 24, 36, 48, and 54 Mbps

**Q. Is a Cisco SMARTnet<sup>®</sup> service agreement available for the Cisco Unified Wireless IP Phone 7921G and all its accessories?**  
**A.** Cisco SMARTnet support is available for the Cisco Unified Wireless IP Phone 7921G, desktop charger, and multi-charger only. It is not available for any other accessories.

**Q. Does the Cisco Unified Wireless IP Phone 7921G have a message waiting indicator LED?**  
**A.** Yes, this phone has a ring, message waiting, and charging LED.

**Q. Does the Cisco Unified Wireless IP Phone 7921G support headset detection?**  
**A.** Yes, this phone supports headset detection and answer.

**Q. Is Instant Messaging supported on the Cisco Unified Wireless IP Phone 7921G?**  
**A.** Many XML applications can provide this support, including Cisco IP Phone Messenger using the Cisco Unified Presence Server.

**Q. Does the Cisco Unified Wireless IP Phone 7921G support single access point mode?**  
**A.** Yes, this is an optional setting that can be enabled to save battery life.

**Q. Does the Cisco Unified Wireless IP Phone 7921G support syslog?**  
**A.** Yes.

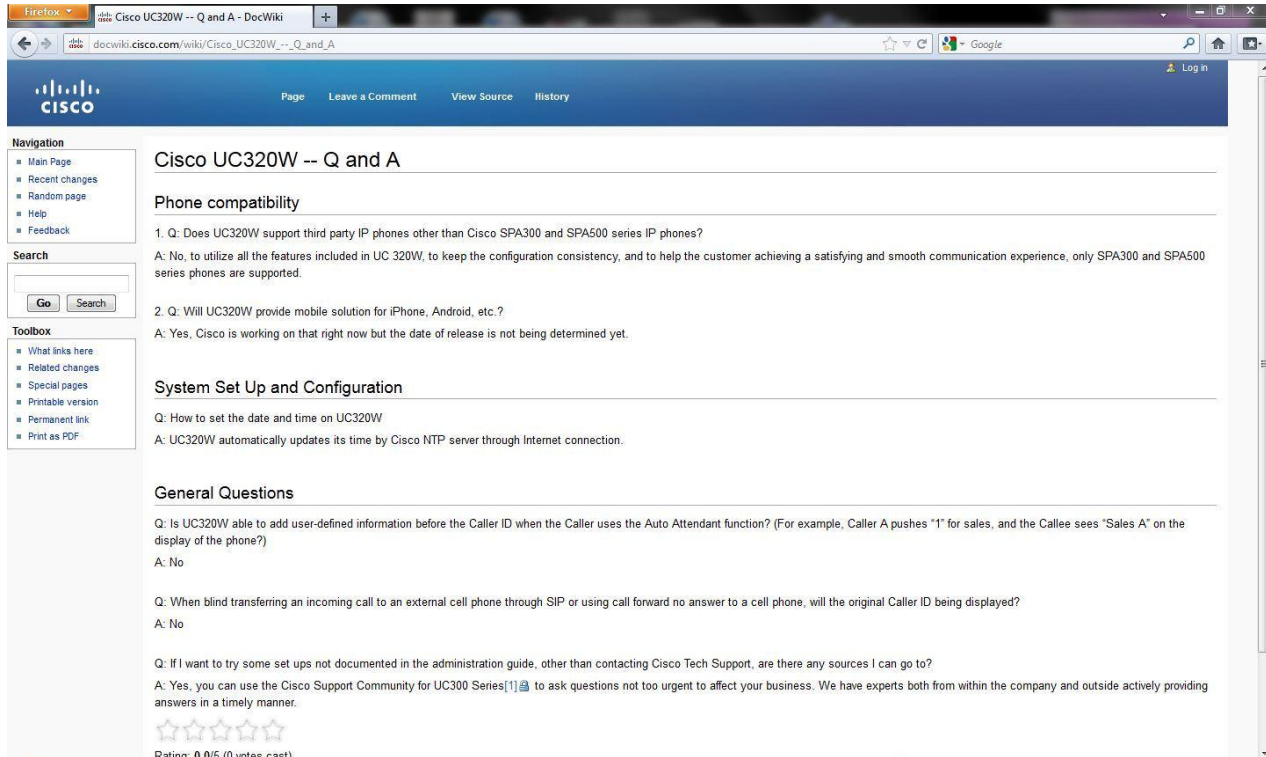
**Q. Does the Cisco Unified Wireless IP Phone 7921G support ring tone selection per line appearance and on-network and**

**Q.** Does the Cisco Unified Wireless IP Phone 7921G support SIP?

**A.** No, this phone supports only the SCCP protocol. Support for SIP protocol will come later.  
**Not delivered.**

UC320W Android and iPhone app for integration into the UC320W

([http://docwiki.cisco.com/wiki/Cisco\\_UC320W\\_--\\_Q\\_and\\_A](http://docwiki.cisco.com/wiki/Cisco_UC320W_--_Q_and_A)) committed in 2011 (Content REMOVED and AMENDED 07/06/2012 following my complaint of the un-kept promise on 06/06/2012 to James Pearce Small Business Manager at Cisco Systems UK (screen shot before amendment - Cisco Q&A UC320W attached)



**Q.** Will UC320W provide mobile solution for iPhone, Android, ect ?

**A.** Yes, Cisco is working on that right now but the date release is not being determined yet.

**Not delivered.**

I know Cisco was undergoing organic change, and faced challenges in 2010-2011 and I was one of those people that wanted Cisco to succeed, to continue to innovate and be even stronger in business but not at the expense of making unfulfilled commitments and selling systems which will never do what Cisco assert or live up to customer expectations.

Cisco's James Pearce Small Business Manager had legal involved from my initial phone call to query the none fulfilment of Cisco's assertions, the reason, to create statement's instead of having meaningful discussions with the customer and also blind sight the fact that the question had been posed, details of Cisco's incompetence do not interest me, nor does a statement issued by legal, thinking that because it is tainted with a legal stance to your average consumer, it will make them think twice about the Corporate Jesus Cisco Systems.

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I always pick the same companies established of course, product knowledge and unsurpassed technical support, and pre-launch and post launch commitments, customer focused and driven, they so often, turn out to be disappointing. So Rob Lloyd, with his impressive leadership skills and big speech about his so-called recognition of customer trusted relationships, I thought Cisco would be different. I said to myself, go ahead. Take a chance. invest in the customer focused market leader. I had hope. My God. I live on it. Anyway, Cisco ended up disappointing me more than any of the other providers who have ever let me down.

Rob Lloyd went on file as saying "Cisco customers know to expect this level of consistency but it's important to realize that not all technology vendors hold themselves to the same standards, especially when the networking sector is under scrutiny" well I do not know where he obtains his information from, quite possibly the same place it's vendors do, direct from the publicity and marketing at Cisco Systems HQ, either way his statements and outlook for Cisco Systems leave a lot to be desired as factually consumers are all being misled by Cisco who deliberately 'fluff' up what their products can do to their sales and support partners and ultimately never come true to either statements made to the end user or assertions in road maps and papers marked 'Cisco Confidential' to it's sales and support partners, not the standard or consistency one may have come to expect from Cisco, Rob Lloyd's claims and commitments to standards Cisco set to provide are as over exaggerated as are the products they manufacture.

Perhaps Rob Lloyd should heed his own advice, "Vision doesn't mean much if your track record of execution is murky. No amount of future promises can make up for failures in execution. Over-promising and under delivering does not result in a strong reputation with customers. Execution will." Some of which is sadly lacking within Cisco who at the face of a question of where are firmware updates asserted by Cisco, run to legal to hide behind a company issued statement, not at all interested in the end user, just of making everything legal and above board leaving the customer with equipment which though marketed by Cisco will never be what the consumer had been told, and will never have the features which Cisco claim would be implemented.

Cisco launched the UC320W in 2011 the product was rushed to market and had numerous complaints from both consumers and installation technicians alike, the cisco UC320W forum is testament to this (<https://supportforums.cisco.com/thread/2123164>)

Open letter to Cisco regarding the UC320...

https://supportforums.cisco.com/thread/2123164

Cisco,

I have never in my life been exposed to a "production" piece of equipment with so many bugs, missing features and oddities as the UC320. While I am sure many of you are working hard to reign in the problems, this platform is an utter embarrassment that should be in the preliminary alpha stages, not a channel product being sold to end users.

It is clear that Cisco has little understanding of how SMALL business works and how SMALL partners work with small business customers. A larger partner may be able to string a larger business along with promises of bug fixes and feature additions while charging them to make things right and/or padding the overall cost to account for the callbacks. True small businesses don't have the time, patience or money to deal with problematic hardware. When a partner sells a small business a piece of technology, it better work (at a reasonable cost) or the technology and the partner are out the door.

I was extremely excited when this system was announced and saw great potential for small business customers and an alternative to the Avaya Partner IP and other platforms targeted at the same demographic. I jumped in and put a UC320 in the office of one of my small customers. This whole experience has cost me the trust of a client and is going to end up costing me \$3000-\$4000 out of pocket (hardware, labor, travel) to make things right with the customer.

As it stands, countless hours have been spent trying to get this system to operate in a reasonably stable and productive manner. At this time the UC320 system has been reset and reconfigured in KEY mode (this time using 2.1.3(0), as the problems with steering digits, call routing and redial in "hybrid mode" made the system more than a little cumbersome to use. Now in KEY mode, caller ID only works on some stations AFTER a call is picked up. On one station, incoming calls are somehow routed to the "Phone Monitor" buttons instead of the "Shared FXO Line" buttons. The user has to press the monitor button to pick up a call, but the call does not always ring at the station so she has to watch for the lights. While the caller ID functionality is a bit better after the latest firmware update, it is still far from working properly. These basic call routing problems are not reasonable and not acceptable, period. The customer is tired of "we are working on it" and so am I.

Other problems (to mention a few):

- The GUI is full of buggy behavior. One example if many: The impedance matching dialog only works the first time around and then the GUI loses track of what it is doing and must be reset.
- It takes 7-10 minutes for the GUI to load to the login screen over a remote connection. The UC320 is connected to a Verizon DSL, while not blazing fast it is a decent connection. Initial GUI loading on the LAN is almost as bad.
- The IE9 product that ships with every new Windows computer is not compatible with the GUI. This is not reasonable.
- The AIs are somewhat unpredictable with regard to picking up calls and sometimes results in a busy tone and dropped call, even if the call is the ONLY call on the system. Sometimes the prompts are garbled and sometimes the AA does not even pick up.
- Steering digit redial issue - still not addressed. Redial on hybrid mode is useless, as is the phonebook.
- Caller ID only works part of the time, yet on every other system I have ever used, it works 100% of the time. This is not acceptable.
- Answered calls on shared FXO lines show as MISSED on other stations with those lines. The workaround: remove the missed calls display feature. This is not acceptable.
- Thus UC320 is not happy unless it is the only router. DHCP and DNS client on the LAN. The grayfield implementation appears to fail no matter what LAN topology and equipment are used. This device is far from friendly to the typical SBS or existing LAN with a dedicated DNS and/or DHCP server.
- The handsets have a cheap feel to them compared to the Avaya and other competitors phones.
- The sound quality of the ringtones is almost laughable if not sad
- The speakerphone quality and overall voice quality are not as good as the competition's.
- The filtering functionality of the logging feature does not appear to work properly
- Firmware updates often result in a HANG condition where either the GUI needs reset, the system needs a physical reset and/or sometimes defaulted
- Firewall port forwarding rule oddities where a rule is deleted from the gui but is still active in the firewall, yet the inability to easily use another data router to work around this problem.
- The inability of the device to properly use the LAN port for INTERNET based functionality. (Time for example) if the WAN port is

Cisco is making the mistake of rushing products out to keep up with the competition, Cisco would be better served to look where the competition is not and harness the emerging technology instead of subjecting it's consumers, sales partners and technicians to products that are not really fit for market and have 'fluffed' outlooks for later firmware releases to add features to the product and not advertise what is up and coming and work in the here and now as to what is there and what is working not what maybe available in the future as some people see that as a work in progress from Cisco and a commitment to add features at a later date which ultimately Cisco drop and never make good on.

Until the talented Rob Lloyd is better able to grasp the complexities of commitments made by his product team managers, people who head up the product information, and the writers of the public statements he makes, he would be better advised to explore the promise of silence.