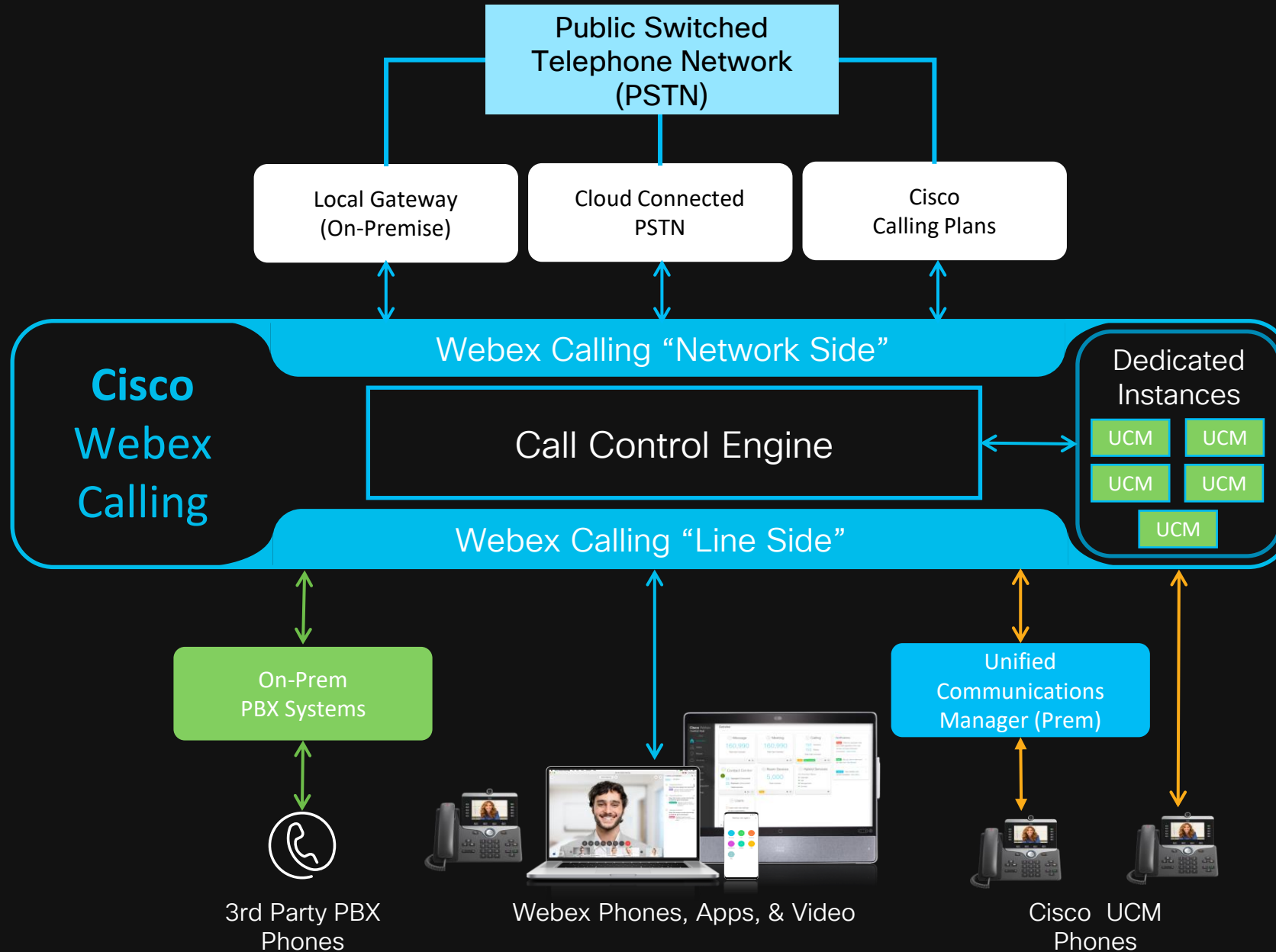


# Introduction to Webex Calling

April, 2022

Ben van Halderen – Customer Success Manager

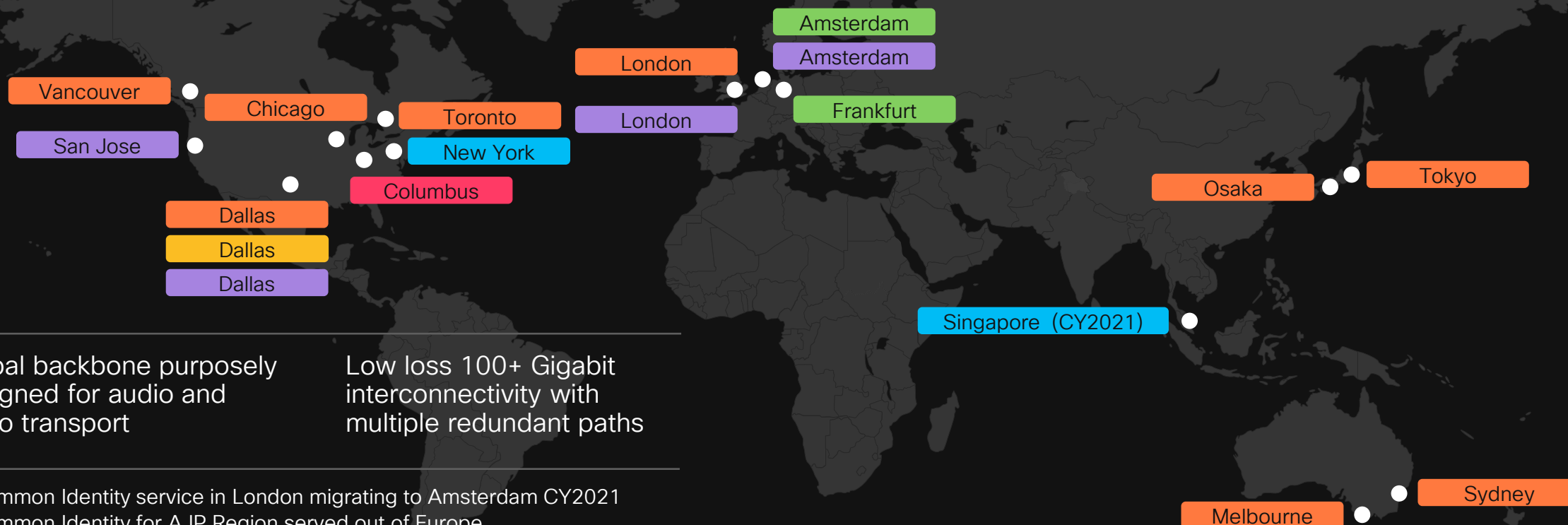
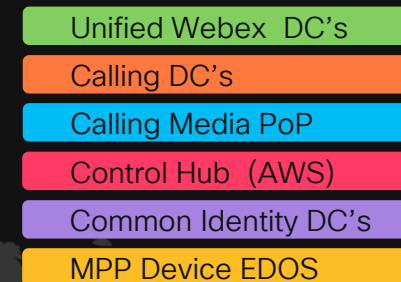






# Webex Calling global footprint

Global platform offers services to multinational customers from a single region



Global backbone purposely designed for audio and video transport

Low loss 100+ Gigabit interconnectivity with multiple redundant paths

- Common Identity service in London migrating to Amsterdam CY2021
- Common Identity for AJP Region served out of Europe.
- Cities with multiple services may have these services across multiple DC's

# Webex Calling service availability target

99.99%



For call  
processing availability

Less than 5 minutes of service  
unavailability in a month

# Webex Calling

Enterprise-grade calling features

Easy-to-use and secure

Flexible migration to cloud

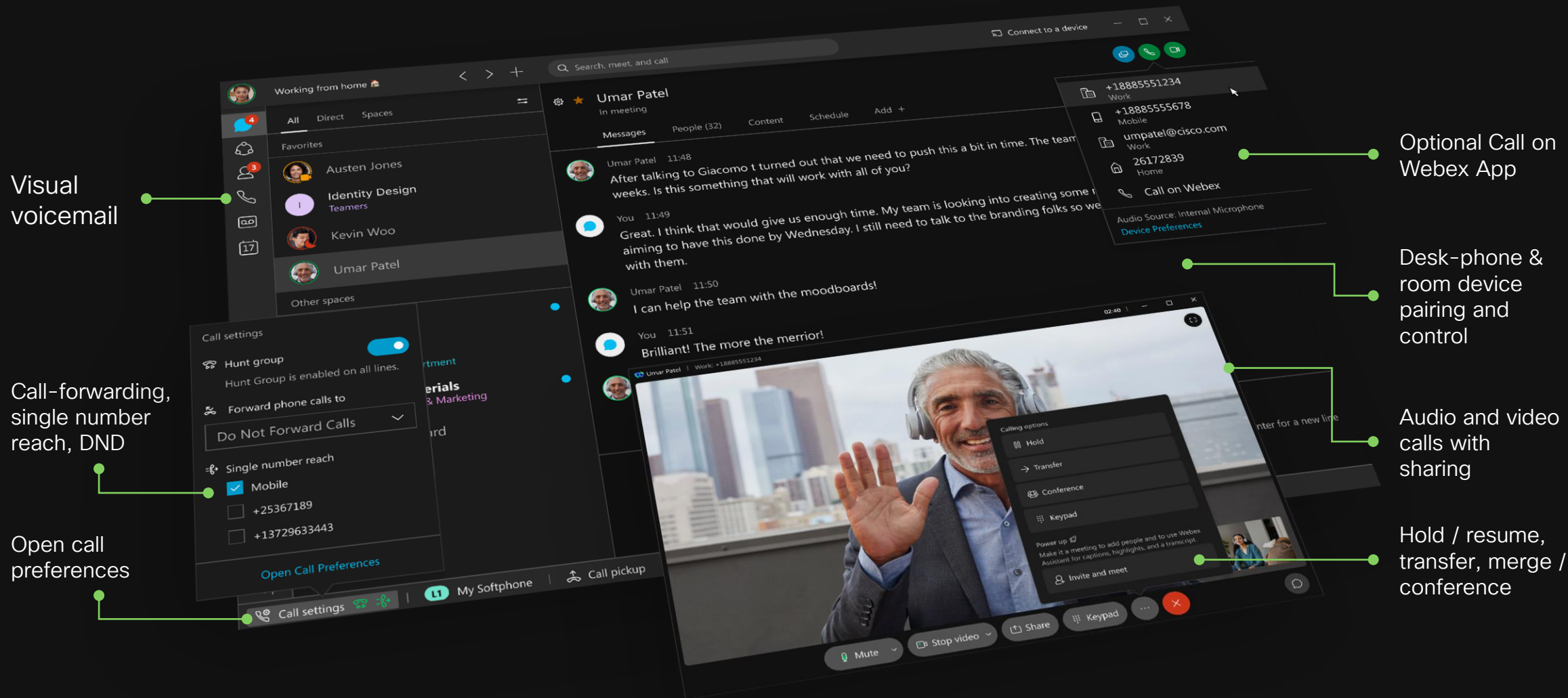
Seamless elevation of calls to meetings

Centralised management and administration

Multiple deployment options



# Calling features you need, available anywhere



# Elevate a call to full featured meeting

Personal room meeting

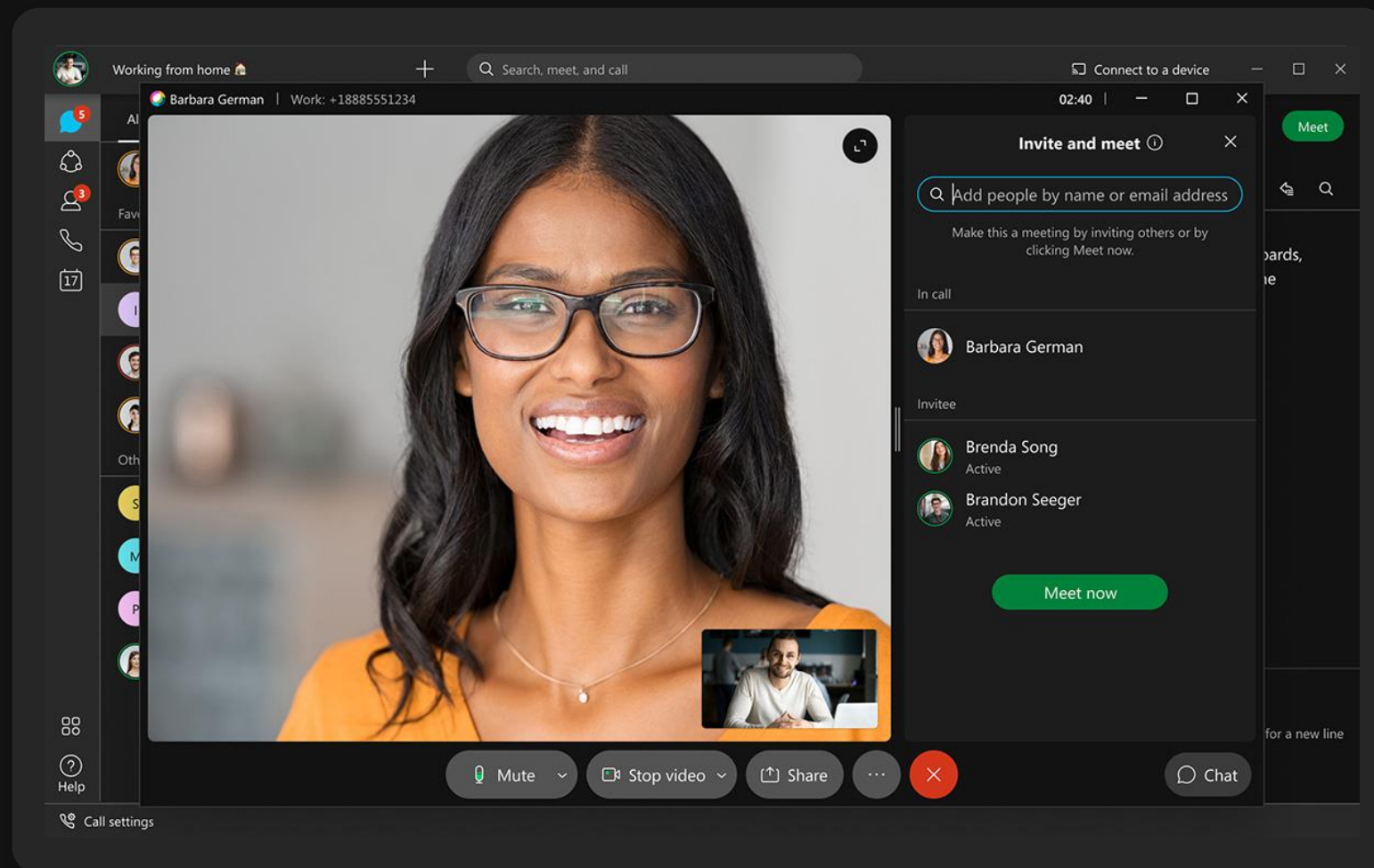
Background noise removal

Screen sharing

Whiteboarding

Recordings and AI transcription

Real-time translations,  
notes and action items



# A complete enterprise feature set

## A partial list of supported calling features

Busy lamp monitoring	Call forwarding	Video (point to point)	Alternate numbers	Business continuity (CFNR)	Call history
Unified messaging	Call hold and resume	Call logs w/click to dial	Barge-in exempt	Call redial	Call routing and queuing
Auto attendant	Call transfer – attended	Call restrictions	Call transfer-blind	Call waiting – Up to 4 calls	ATA support
Conferencing (site based)	Distinctive ring	Directed call pickup	Directed call pickup barge in	Do not disturb	Enterprise phone directory
Three-way calling (variable length)		Feature access codes	Hoteling (guest)	Hunt group	Inbound caller ID
Main number outbound call ID	Inbound fax to email	Mobility	Music on hold (site)	Virtual extensions	N-Way calling (6)
Office anywhere	Privacy	Outbound caller ID blocking	Personal phone directory	Pre-alert announcement	Visual voicemail
Exec / assistant	Remote office	Schedules	Sequential ring	Receptionist client	Reports and metrics
T-38 Fax	Selective call rejection	Shared line appearance		Simultaneous ring	Speed Dial 100



# Popular Features

Each site/location can be provisioned with features

1

## Auto Attendant

[Auto Attendants](#) play customized prompts and provide callers with menu options for routing their calls through your system.

Video

[Intro to Auto Attendants](#)

2

## Hunt Group

[Hunt Groups](#) automatically route incoming calls from a single number to a group of users. You can define how to route the calls based on the needs of different groups.

[Click to see all Features](#)

3

## Call Queue

[Call Queues](#) automatically distributes incoming calls to a group by finding an available agent based on the configured policy and holds calls in queue while playing announcements and music when all agents are busy.

Video

[Intro to Call Queues](#)

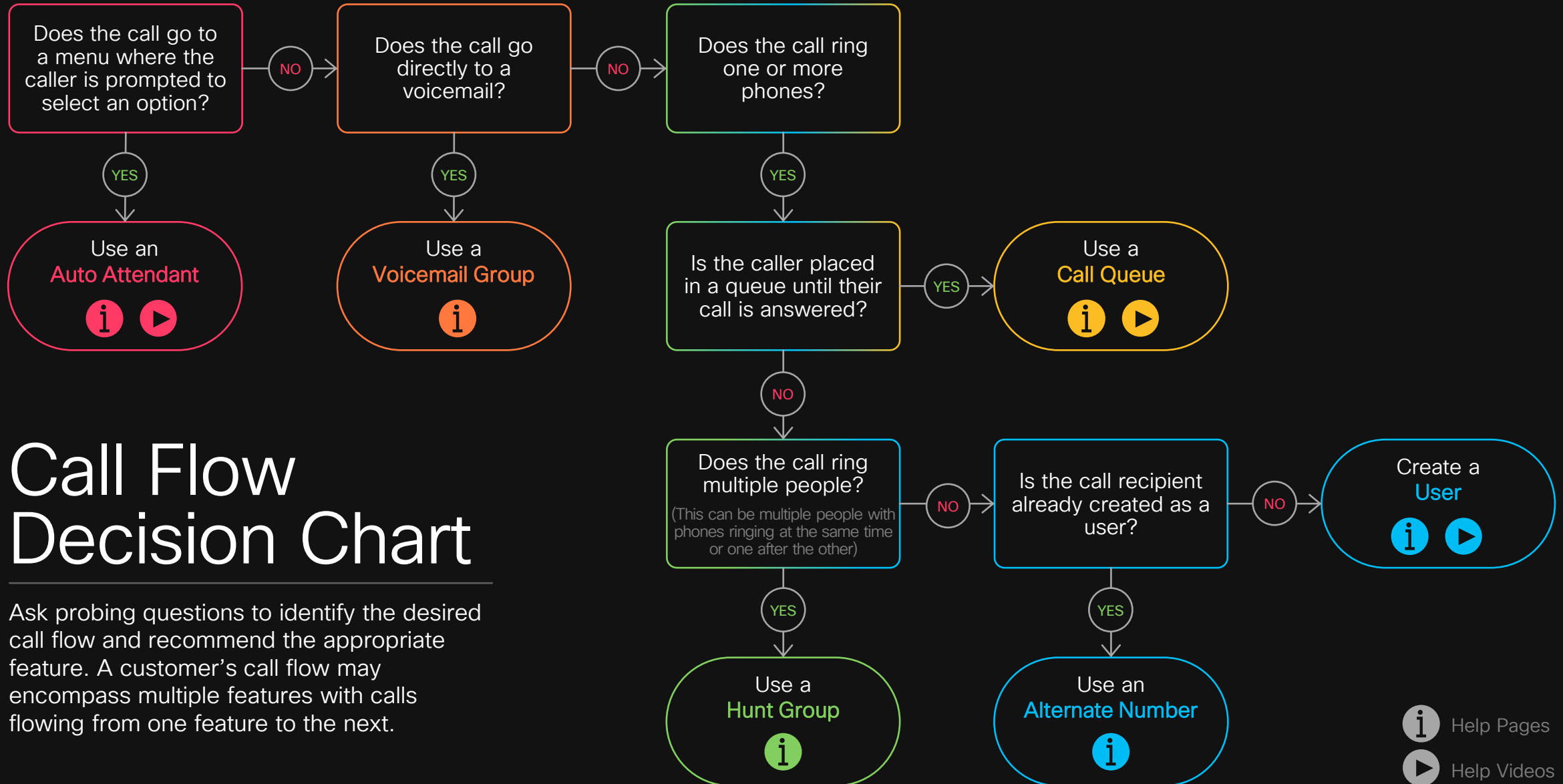
4

## Group Paging

The [Group Paging](#) feature allows users to place a one-way or group page to up to 75 target users by dialing an extension assigned to a specific paging group.

Video

[Intro to Group Paging](#)



# Webex Go – a real mobile calling experience



○ Coming soon

## Directly connect your business line to your mobile phone

- Requires no app to download
- Simple provisioning workflow
- Business grade calling features on your mobile phone
- Managed through control
- Supports compliance requirements like recording

# Control Hub



Integrated



Complete lifecycle



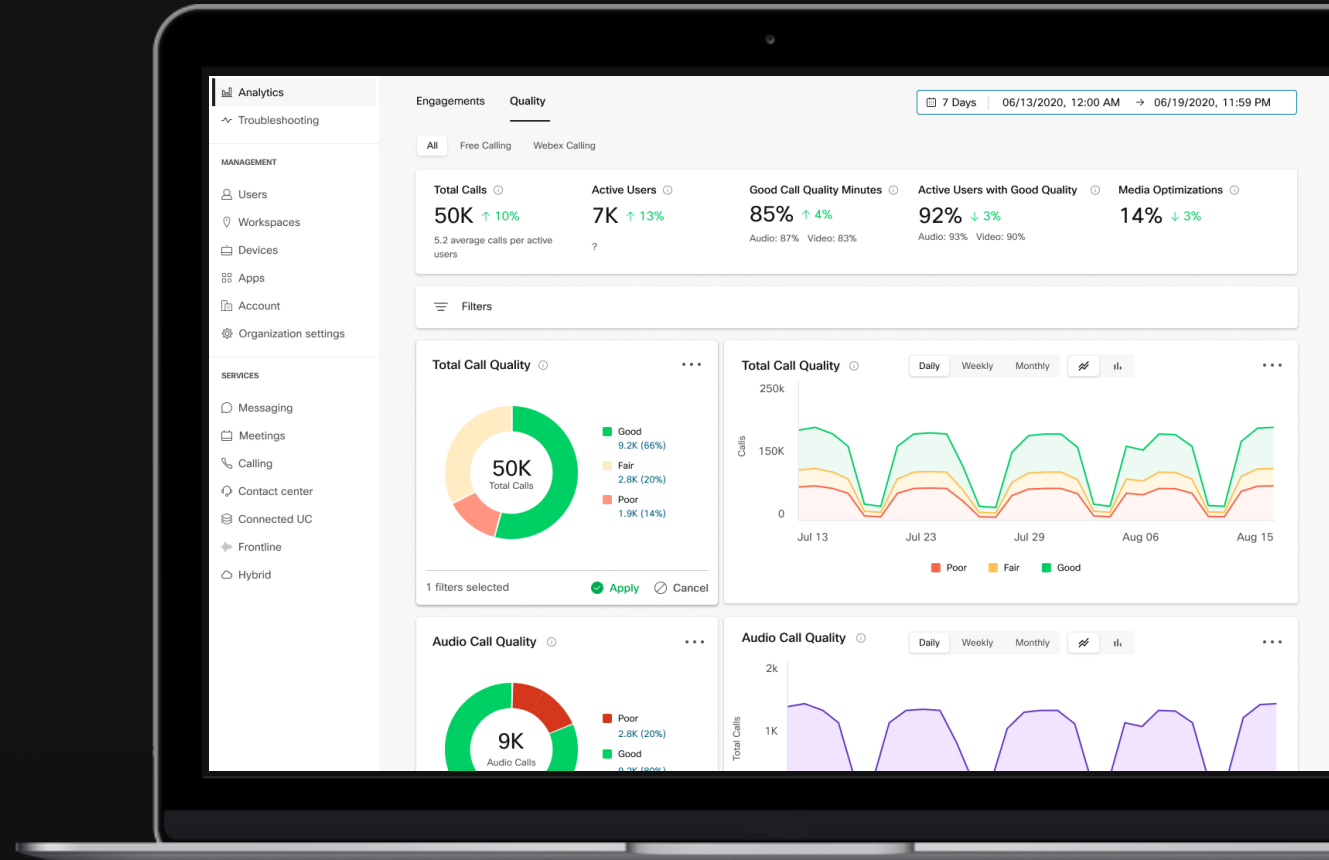
Realtime insights



Supports full Webex portfolio



Simple





# Enabling exceptional control of your service

All calling metrics are stored in one place

Client-based network connectivity monitoring

Available for use by partners and customers

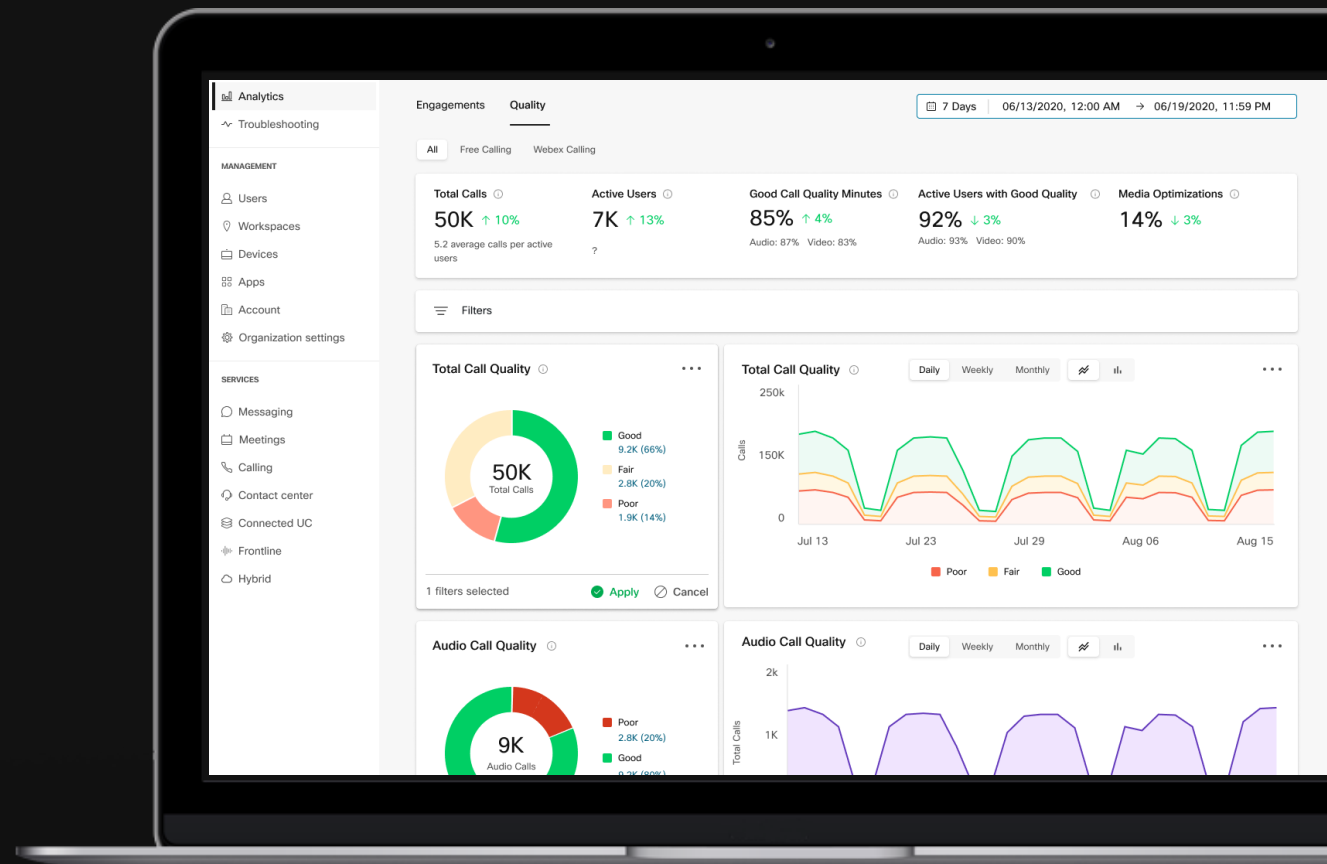
Filter calls based on packet loss, jitter and latency

Per-call view of media quality statistics for faster fault isolation

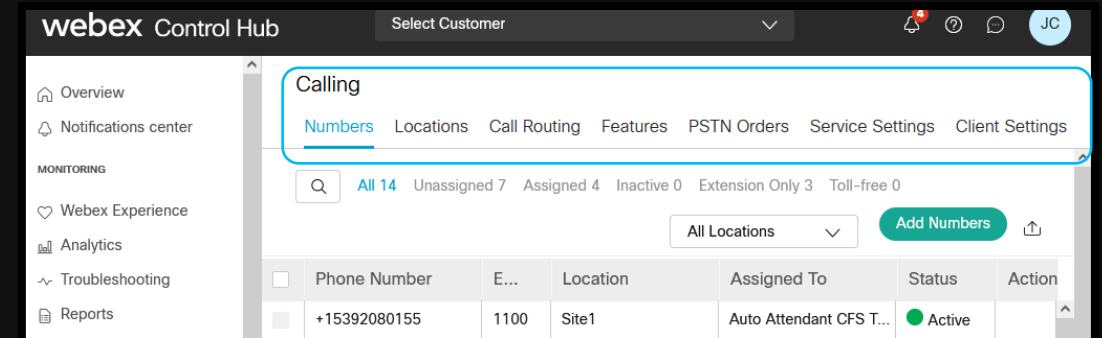
Integrates with Webex telemetry

View and triage call quality with endpoint media quality stats in Control Hub

View engagement broken down by client type



# Webex Calling Configuration



## Numbers

View, Edit and Add Numbers to a Customer Location

Order New Numbers or Port Numbers from a current PSTN Carrier to Cisco



## Locations

Create and Manage Locations

Manage PSTN Connection

View Location Main Number

Define Internal/External Dialing Rules

Choose Emergency Callback Number

Edit Location-Level Call Settings

Configure Location Default Device Settings



## Features

Auto Attendant

Call Park Extensions

Call Queue

Hunt Group

Paging Group

Receptionist Client

Voicemail Group



## Service Settings

Configuration of Internal Dialing Patterns

Routing between On-Premise and Webex Calling

Default Voicemail PIN

Configure Org Default Device Settings

# Integrated and flexible calling plans

Customers can consume the way they want



## Premises Based PSTN

Use the customer's local equipment with customers calling solution

## Cloud Connected Calling Provider

Buy direct calling solutions from a cloud-connect PSTN/calling provider that is Cisco-approved

## Service Provider (Cisco Cloud Calling + PSTN)

Service Provider offer that bundles their Calling solution with Webex services

## Cisco Calling Plans

Intended for VARs ONLY  
Cisco provided Cloud Calling integration into our Webex services

Easy automated setup & centralized management in Control Hub

Single offer from Cisco through partners

---

Partner Calling Plans

---

Cisco Calling Plans

# Cloud Connected PSTN



PSTN access through peering with a selection of Cloud Connected partners integrated into the Webex® Calling cloud

Partner helps enterprise procure and provision PSTN

Available to service providers who serve customers with locations outside of their PSTN footprint



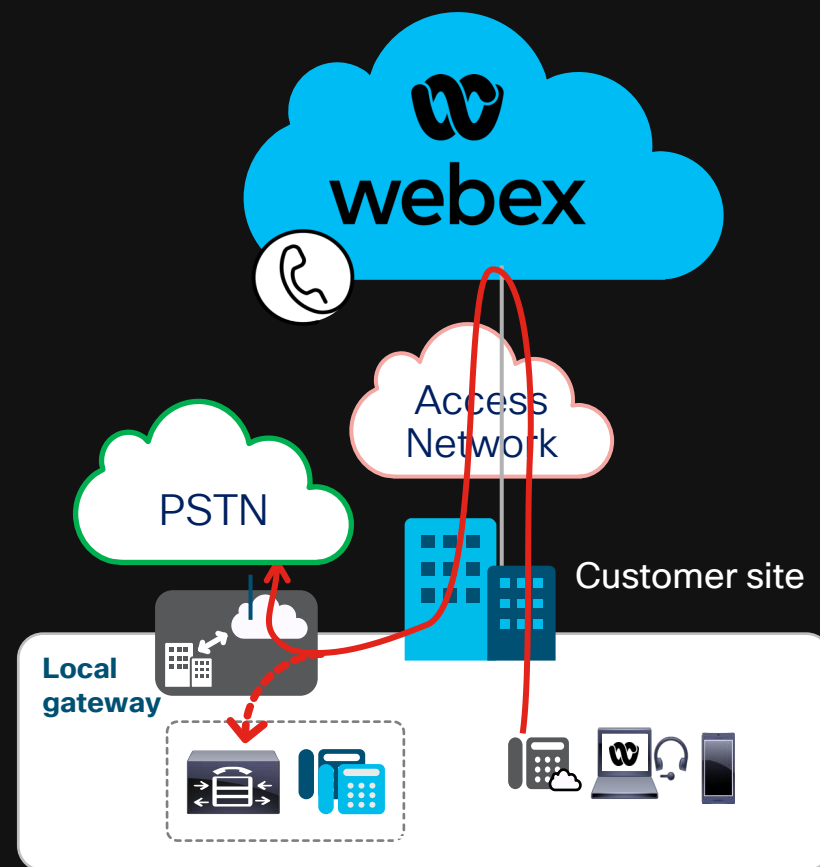
# Premises Based PSTN -- Local Gateway

• or SBC

Enables a BYO PSTN option for Webex Calling

Provides connectivity to a customer-owned PSTN service

May also provide connectivity to an on-premises IP PBX or SBC



# Numbers and licenses

Different from some other Cisco platforms, every number (either extension or public number) is associated with a single Webex Calling license.

Users and public spaces use licenses managed in Control Hub

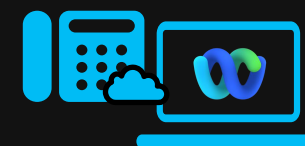
A user uses one, and only one, license



Individual user



Hunt Group  
or Call Queue  
(no charge licenses)



Conference rooms,  
video devices, and  
public area phones

# Ways to share a number for inbound calls with multiple users

## Hunt Group

---

Simplest of configurations

## Call Queue

---

More possible configurations than Hunt Group

## Shared Line Appearance

---

Multiple lines (users) are available across multiple phones

## Executive Assistant Feature

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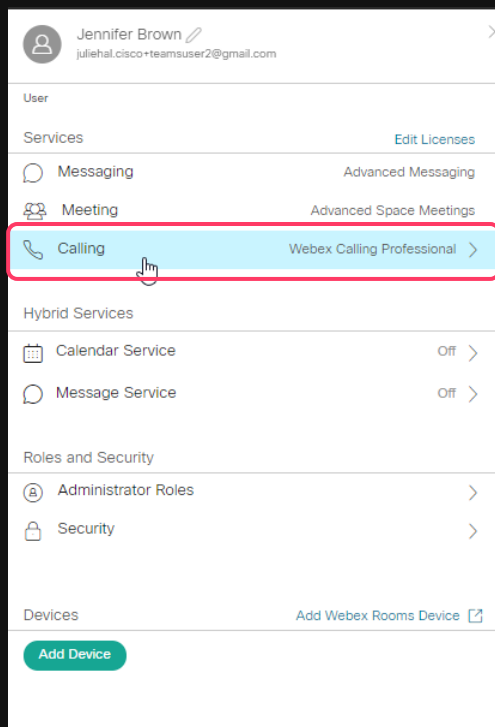
Assistants may support multiple Executives

Assistants may place outbound calls for executives

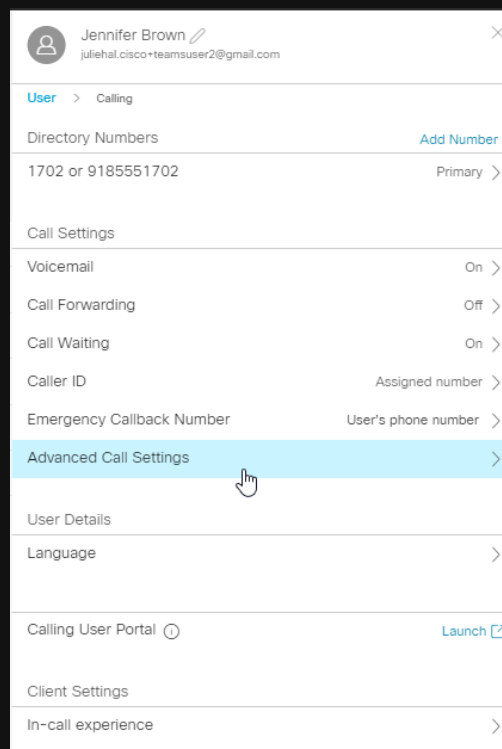
# Webex Calling User Configuration

Link to: [Help Page to Configure and Manage Your Webex Calling Users](#)

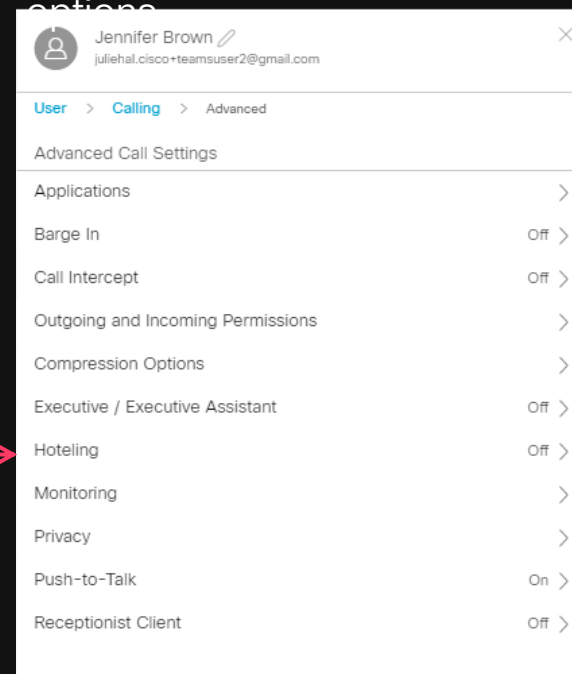
To access the user's Calling Settings select their Calling license



From here, a user's basic Calling Settings can be viewed and edited



Additional Calling Settings can be accessed under the Advanced Call Settings options





# Webex Calling + Dubber Go

Simple recording for all calling users



---

Dubber Go is a new call recording package included with Webex Calling.

---

Includes unlimited recording storage. Each recording is retained for 30 days.

---

No need to order separately. Every organization that purchases Webex Calling will be automatically entitled to use Dubber Go.

---

Customers can turn on Dubber recording directly through Control Hub.

---

Customer uses the Dubber portal to access and manage their recordings.

---

Solutions Plus Dubber SKUs in CCW provide easy upgrade to premium call recording capabilities options and compliance support.

# Integrated devices for Webex Calling

## At your desk

Headsets



500 Series

700 Series

USB camera



Webex Desk Camera

IP phones



6800 Series

7800 Series

8800 Series

Key Expansion Modules

All-in-one premium collaboration and co-creation



Webex Desk



Webex Desk Pro

## Meeting spaces

IP conferencing



7832

8832



Webex Room Phone

Video-first kits



Webex Room Kit Series

Video-first integrated systems



Webex Room Series

Immersive boardroom



Webex Room Panorama Series

Team collaboration and co-creation



Webex Board Series

Office navigation and in-room control



Webex Room Navigator

DECT phones



6823



6825



DBS-110  
DBS-210

Mobile

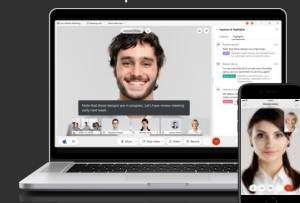
ATAs



Cisco 191/192  
AudioCodes MP-124E/MP-1288

Analog

Consistent user experiences



Webex App

Single pane of glass management and analytics



Control Hub

Single platform advantage

# Cisco IP Phone investment protection

Easily transition from on-premises to cloud calling with supported hardware.

- Cisco IP Phone 7800 and 8800 Series



# Phone firmware migration



## Migration firmware

All 7800s: Some hardware limitation (pre-CY2016)

All 8800s except 8821, 8831, 8851NR

KEMs do not require migration

Partial data loss – call history, local contacts



## Migration license

Flex plan includes 1 license per user

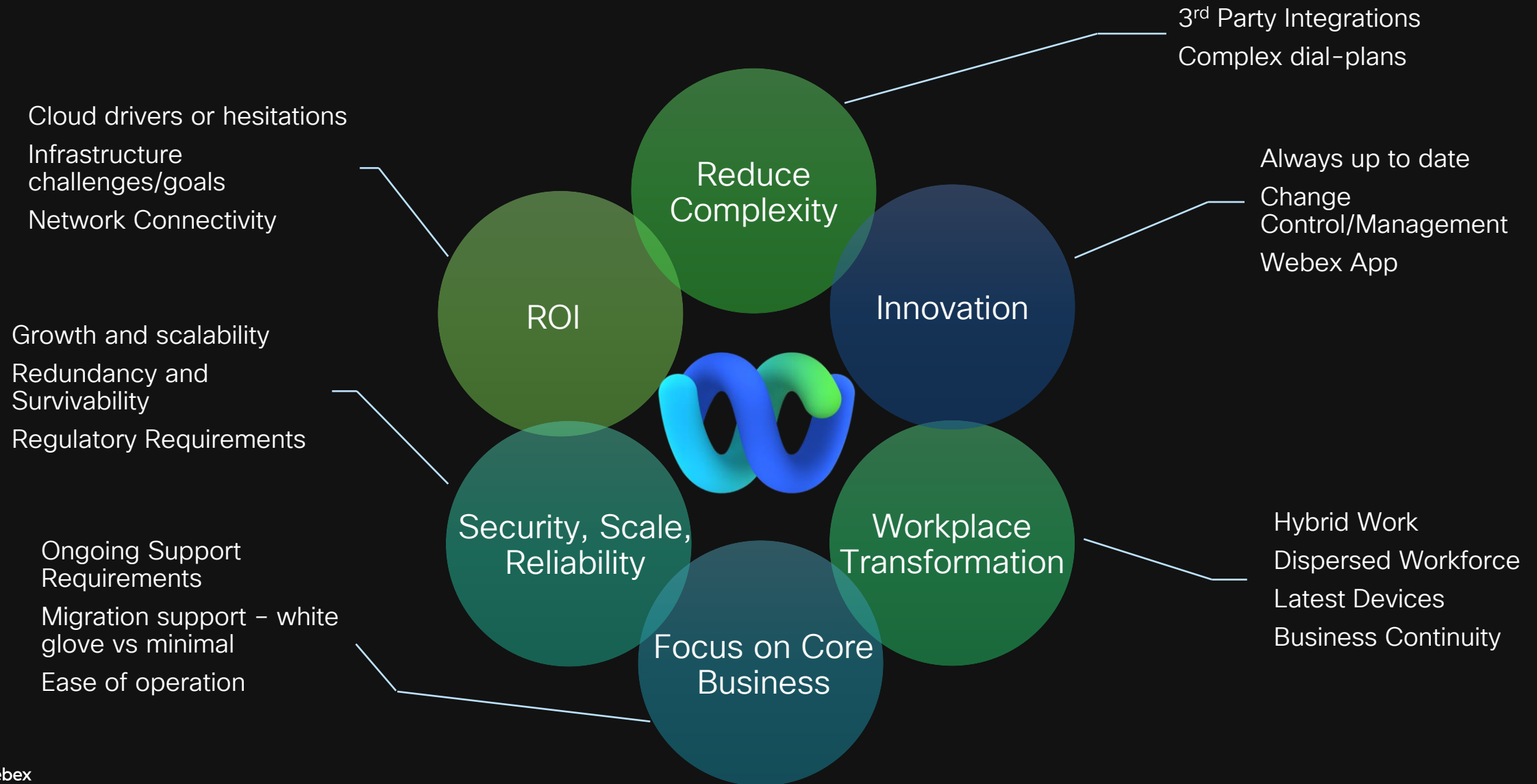
Locked to MAC address

One-way migration per license



# Flexible migration to the cloud

# Why Organisations are Migrating to Webex Calling



# Webex Calling – Dedicated Instance

Dedicated Instance is a new option within Webex Calling – entitlement to one instance is included with Webex Suite EA of 1000 seats or more

Dedicated Instance provides a Cisco Unified Communications Manager-based stack of applications in a private cloud, dedicated to a single customer, it:

- is pre-configured to interoperate with the Webex Calling multi-tenant cloud
- is available globally in the same countries as multi-tenant
- provides enterprise-grade, feature-rich cloud calling and integrations
- has a simplified onboarding experience





# Dedicated Instance

## Platform advantage



**Fully customizable** dedicated calling instance that supports all UCM calling features



**UCM compatible API** that enables deep third-party application integrations



**Compatible with** Cisco's legacy endpoint portfolio



**Familiar user experience** that facilitates swift employee migration



**Cisco contact center** interoperability for enhanced customer experience



**Security built in** supporting all employee workflows



# Q&A



# Adoption Tools and Resources

## Webex

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- [Webex Help Center](#)

### Adoption

- [Webex Launch Kit](#)
- [Webex Essentials](#)
- [Webex App Quick Start Guide](#)
- [Webex User Community](#)
- [Webex Calling Get Started](#)
- [Get to know Control Hub](#)
- [Webex Quick Classes](#)
- [Submit an Idea](#)

### Adoption Programs

- [Webex Beta Program](#)
- [Webex Ambassador](#)

## Webex Calling

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- [Webex Calling Help](#)

### Self Help

- [What's New in Webex Calling](#)
- [Webex Calling Video Library](#)
- [How to | Webex Calling](#)
- [Webex Sandbox](#)

### Administration

- [Provision Webex Services](#)
- [Calling Configuration Workflow](#)
- [Get Started with Calling](#)
- [Supported Calling Options](#)
- [Set up Calling Preferences](#)
- [Features by License](#)
- [Set up Webex Calling Features](#)
- [Supported Devices](#)

## Webex Brand

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- [Global Brand Marketing](#)

### Content

- [Brand Experience Hub](#)
- [Webex Brand Collection](#)
- [Webex Brandfolders](#)
- [Driving Hybrid Work](#)
- [Webex Calling](#)





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