



CISCO SMB CLASS SOLUTIONS – IP COMMUNICATIONS

**Streamline your business
and supercharge the way
you work.**

Cisco® SMB Class IP Communications integrates voice and data infrastructures on a single network to enable small and medium-sized businesses to enhance productivity, simplify systems management, and reduce business operating costs.

Following are just some of the results you can achieve for your company using Cisco SMB Class IP Communications solutions:

- **Work transparently.** You or your employees can work at home, and still harness the full power of your business phone and network. When a customer calls at your home workspace, it is just like being at your office.
- **Go remote.** On the road, you can use a 'softphone' to securely tap all your office assets, accessing e-mails and phone calls in real time, right on your laptop.
- **Power up your phones.** With a single Cisco Systems® network for voice and data, you will save on time and equipment because you could access voice-mail, e-mail, and even inventory and sales reports from your desktop phone.
- **Streamline operations.** By simplifying your operations with Cisco IP Communications, you could get the freedom and flexibility to spend more time with your customers, and still manage your growing business.
- **Leave room to grow.** You can choose the IP phone that works best for your needs. Whether it is simply making calls or having immediate access to critical business data, your Cisco solution will grow with your business.
- **Help ensure smooth moves.** Unlike a private branch exchange (PBX) or dedicated phone system, every IP phone is portable. So moves, additions and changes do not require added time and expense or costly rewiring and reprogramming. Just plug it into your port and the phone is ready to use.

Boosting productivity, connectivity and profitability – all at the same time

In today's rapidly changing business world, organisations are faced with increased competition, profit margin pressure and evolving business models. Although traditional areas of concern, such as productivity and customer satisfaction, are more important than ever, newer challenges such as the expansion of the virtual workforce, growth of communications traffic, and the heightened need for business agility must be factored in as well.

To help meet these challenges, organisations are looking at technology solutions that can help give them an edge over the competition. One of the ways companies can help meet these challenges is by migrating to an IP Communications solution that combines voice and data infrastructures on a single, converged IP network.

As network administrators contend with managing new equipment, staff and budgets, these separate voice and data networks can become increasingly difficult to scale, manage and maintain, resulting in higher costs. PBX installation and upgrades can be costly, sensitive issues for organisations that are growing or moving to a new office space. And for companies for which a PBX system is reaching the end of its lease, the renewal or replacement process can be slow, frustrating and expensive.

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Businesses that are growing geographically must often support several branch offices, where traditional PBX installations and toll charges can be expensive. Many companies also need the ability to efficiently and affordably accept and route inbound calls without operator intervention, using an automated attendant application.

Others maintain call centres distributed throughout many disparate geographic locations, and need solutions to let them integrate Web and back-end systems to improve responsiveness, retain customers and increase market share.

The Cisco SMB Class IP Communication solution comprises the following components:

Cisco CallManager

At the heart of the solution is Cisco CallManager call-processing software, which manages telephony features and functions while providing support for applications such as unified messaging, multimedia conferencing, collaborative contact centres and interactive multimedia response systems. Cisco offers two IP Communications solutions for SMBs – Cisco CallManager and Cisco CallManager Express. Cisco CallManager Express with Cisco Unity™ Express, an all-in-one solution based on Cisco integrated services routers, is designed for small business offices with fewer than 100 users. Cisco CallManager, running on Cisco media convergence servers (MCSs), scales to support up to thousands of phones at one or many locations.

Intelligent Cisco Catalyst switches

These versatile switches offer the right combination of security, performance and reliability for today's business needs. Available power-over-Ethernet (PoE) options also mean that it is easy to deploy IP Communications. Just plug your IP phone into your Ethernet port, and your device is operational.

In addition, the intelligent Cisco Catalyst® switches include the Cisco Network Assistant, a free tool that simplifies and speeds up configuration and deployment of the switches in the Cisco Secure Network Foundation. Using this tool, configurations are as simple as manipulating a pull-down menu on a GUI.

IP Phones

IP phones that connect to a converged IP network enable users to place phone calls as quickly and easily as they would using an analog phone. IP phones can be managed just like any other network device, making it easy to perform telephone moves, additions and changes with minimal staff, and saving money on network administration.

Applications

Applications such as unified messaging let users access and manage voice-mail, e-mail, and fax messages from a single mailbox. Unified messaging helps business professionals manage how and where they want to be reached, enhancing communications, productivity and responsiveness. Multimedia contact centres, integrated Customer Relationship Management (CRM) solutions, and multimedia conferencing deliver streamlined communications, improved customer responsiveness, and increased employee productivity, resulting in improved competitive advantage.

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Right-sized, whole solutions

Dealing with multiple vendors and integrating their products can strain the resources of even large companies with dedicated IT departments. With Cisco SMB Class solutions, SMBs can get the breadth of products required to build a powerful, reliable network from a single vendor, so all the components work transparently together and you have just one place to go for support. With Cisco SMARTnet Support Services, your business has 24 hour access to highly skilled networking personnel as well as self help technical repositories online and much more. Cisco solutions offer the intelligence that maximises performance, the modularity, and flexibility to meet your precise budget or capacity requirements – and investment protection you can count on.

Working for your advantage

SMBs can see an immediate return on investment after deploying an IP Communications solution. To optimise their solutions, organisations should evaluate their IP Communications systems frequently, assessing the most effective areas and exploring new applications or processes that could bring additional benefits.

The end-to-end Cisco IP Communications solution can be tailored to accommodate businesses of all sizes and types, and is reliable, scalable and easy to manage and support. With a flexible Cisco IP Communications solution in place, businesses are well-positioned to easily accommodate new telephony initiatives in the future.

For additional information about Cisco IP Communications solutions for SMBs, visit:
<http://www.cisco.com/go/smb/ipc>



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