

## Smart Business Communications System

Today's growing businesses face relentless competitive pressures. To keep up with large global organizations as well as smaller, more technology-enabled businesses, your company must boost productivity through better communications, streamline business processes, get full value from resources and applications, and manage costs effectively.

Businesses are also more mobile than ever. Whether they work in the office, on the road, or at home, today's employees must be able to reach people and do their jobs no matter where they are, at any time of day. Delivering superior customer service and business agility can help your organization stand apart from the competition.

The Cisco® Smart Business Communications System offers a new way for small businesses to reach, serve, and retain customers. Having secure access—anytime, anywhere—to integrated voice, video, and wireless networking enables more effective and efficient communication with customers and employees. Cisco Unified Communications solutions give you the right mix of communications, productivity, and business operations applications, designed to work together so they are easier to deploy, operate, and manage. The system is complemented by award-winning support and easy financing, all delivered through trusted local partners.

The Cisco Smart Business Communications System can help you:

- **Mobilize your workforce**  
Cisco mobility solutions help employees do their jobs no matter where they are using a wireless connection.
- **Extend full communications to home workers**  
With secure access to the company network, employees can work anytime, anywhere and use their laptops or PCs as full-featured office phones.
- **Start your business the right way**  
Whether you are starting up or branching out, the Cisco Smart Business Communications System gives you an affordable, all-in-one solution.

**Figure 1.** Data, Voice, Video, Security, and Mobility in One System



### Cisco Smart Business Communications System Components

- Cisco Unified Communications 500 Series for Small Business
  - Telephony, voice messaging, Automated Attendant, security, VPN, and video
- Cisco Catalyst® Express 520 Series Switches (LAN connectivity)
- Cisco Mobility Express Solution (for wireless connectivity)
  - Cisco 521 Wireless Express Access Point
  - Cisco 526 Wireless Express Mobility Controller
- System configuration and management
  - Cisco Configuration Assistant
  - Cisco Monitor Manager and Cisco Monitor Director

### Cisco Unified Communications Service and Support

A single Cisco SMARTnet® service contract is available for Cisco Smart Business Communications System products attached at the initial point of sale; Cisco offers a minimum 1-year warranty on system components.

### Cisco Capital Financing

Cisco Capital financing is available for small business customers. It can help reduce cash flow limitations by allowing payment over time and allow use of operating budgets instead of capital budgets.

**Table 1.** Key System Components and Capabilities

Components	Capabilities
<b>Unified Communications</b>	
Integrated PSTN Connectivity—Options for FXO, BRI, or SIP Trunking.	Up to 12 FXO, 6 BRI, T1/E1 (PRI & CAS) or SIP Trunks in Unified 500 Series
Cisco Unified IP Phones	Any mix Cisco IP Phones can be used - desktop, wireless and softphone models
Analog Phones & Fax Machines	4 - 12 FXO ports support analog phones or fax machines
<b>Call Processing</b>	
Cisco's Unified Communications Manager Express	Included, supports 8, 16, 32 or 48 desktop phones + 2 wireless or remote extensions
Automated Attendant	Included
Basic Automatic Call Distributor (B-ACD) & Hunt Groups	Included
Music On Hold & Audio Jack	Included (Audio Jack for standard audio playback device)
<b>Messaging &amp; Voice Mail</b>	
Cisco Unity Express	Included
Voicemail Boxes	8, 16, 32 or 48 Mailboxes with 5 General Delivery Mailboxes
Voice View Express	Included—Browse voice mailbox using Cisco IP Phone display
Integrated Messaging	IMAP support included
Paging	Included
Conferencing	3 way conferencing, up to 8 user Ad Hoc Conferencing and up to 32 User Meet Me Conferencing included with Unified 500 Series
Video Calls	Cisco Unified Video Advantage supported, just add IP Cameras
<b>Productivity Applications</b>	
Call Connector for Microsoft Office	Optional—CTI Desktop integration with common CRM applications—contact your reseller for details
Call Connector for Customer Relationship Management (CRM) Salesforce.com or Microsoft Dynamics	Free Download
Attendant Console	Optional
<b>LAN Switching</b>	
Power Over Ethernet	8 ports or 24 ports of PoE integrated in the Unified 500 Series provides power to phones
Catalyst Express 520 Series Switches	Optional series of switches for LAN expansion
<b>Security &amp; VPN</b>	
Firewall	Integrated Firewall included in Unified 500 Series
VPN	Included in Unified 500 Series, Up to 10 VPN tunnels terminated
Teleworker	Support for Remote Teleworkers with secure remote voice extensions included
<b>Wireless Solutions</b>	
Unified 500 Series Integrated Access Point	Integrated 802.11g Access Points in Unified 500 Series 8 /16 user models. Optional with Unified 500 Series
521 Wireless Express Access Point	Non-integrated 802.11g access point. Supports PoE and is ceiling or wall mountable. Optional with UC500 or orderable as independent Mobility Express Solution.
526 Wireless Express Mobility Controller	Mobility Controller provides centralized management and mobility services for 521 Wireless Express Access Points in controller mode. Supports up to 6 Wireless Express Access Points per controller and up to 2 controllers per network.