The Cisco Smart Business Communications System

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Today's small businesses face fierce competition, from both large international corporations and small, technology-enabled companies. Effective communication is critical to staying ahead of these competitors. Whether they're working in the office, on the road, or at home, your employees must be able to reach people and do their jobs no matter where they are, at any time.

People can choose from more communications options than ever, including laptops, PDAs, mobile phones, conferencing solutions, and messaging systems. But the sheer number of options can sometimes hinder rather than help fast, efficient communications. Poor communication can make it harder to respond to calls and requests in a timely, effective manner, eroding customer confidence. Miscommunications can sometimes result in missed deadlines and sales opportunities, affecting both sales and profitability.

A New Way to Communicate

Now companies like yours can enjoy world-class communications with an all-in-one solution designed to meet today's challenges. The Cisco® Smart Business Communications System brings together voice, data, video, security, and wireless in a single, affordable platform. It works with your familiar business applications like calendaring, e-mail, and customer relationship management (CRM). Designed for the unique needs of small businesses, the Cisco Smart Business Communications System supports up to 16 telephones, and can eventually scale to support up to 48 phones.

The solution is based on Cisco Unified Communications, a comprehensive communications system that uses cost-effective voice-over-IP (VoIP) technology. VoIP lets you carry phone calls over an IP data network, whether on the Internet or your own internal network. But unlike VoIP, which by itself transports only voice calls, Cisco Unified Communications combines the telephone system with business and data applications that help make your business more efficient.

With the Cisco Smart Business Communications System, your employees, customers, and partners can work together more effectively. Your business moves with you, security is everywhere, and your information is always available—whenever and wherever it's needed. The Cisco solution is complemented by award-winning support and easy financing, delivered by local partners.

Simple, Secure, Complete

The Cisco Smart Business Communications System is a complete solution that replaces your traditional telephone system. It also gives you highly secure Internet capabilities with a data network and wireless connectivity to support powerful business applications. With the assistance of your IT partner, the system is easy to install and use. And when you are ready to add new users and new capabilities, the system can easily accommodate changes and perform upgrades.

An Investment in Business Success

The Cisco Smart Business Communications System is an investment in the future that delivers dividends in big ways. Studies show that small and medium-sized businesses benefit from a substantial return on investment and a reduced total cost of ownership after implementing a converged voice and data system through unified communications. For example, Sage Research, in a 2005 report,[1] revealed that most businesses surveyed unlocked concrete productivity gains with unified communications such as:

- Reduced phone tag by 4.3 hours per week per employee
- Improved mobile employee productivity by 5 hours per week
- Increased sales agent revenue by $3,000 per month
- Decreased "back-and-forth" phone calling by 3.9 hours per week
- Saved $1,727 monthly on cell-phone and long-distance costs
- Reduced conference-call expenses by 30 percent
- Saved 43 minutes per employee per day with more efficient message management

[1]Sage Research, Productivity and the IPC Business Case: Analysis of Small-to-Medium-Size Businesses, (May 2005)

Improve Your Business with Cisco

Whether you're looking to optimize business operations, improve customer service, increase profitability, grow your business, or make your voice and data network more secure and reliable, the Cisco Smart Business Communications System can help. With the Cisco Smart Business Communications System, you will:

- **Communicate the way you want, how, when, and where you want:** Reach the right resource from anywhere, either at your desk or in a conference room thanks to the wireless features. Employees can easily stay in touch, using business applications and communications tools such as instant messaging. They can collaborate quickly, using user-controlled point-and-click conferencing. No matter where people are or what device they use, they will all have the same rich communications experience.

- **Never miss a message or opportunity again:** No more impersonal voicemails or e-mails read after the fact. The Cisco Smart Business Communications System delivers rich, personalized messaging to the device your employee is using, whether it's a phone, PC, or other device. People reach people, instead of unattended communications devices, so they can respond faster and more reliably.

- **Collaborate better with business partners:** Secure Internet access is key for business partners, such as suppliers and contractors as well as customers. With the the Cisco Smart Business Communications System you can provide secure wireless guest access so visitors at your site can access their business resources without jeopardizing the security and integrity of your network.

- **Focus on your business, not technology:** A single solution from one vendor means your IT partner can better support your communications needs. An all-in-one solution also reduces operating costs, total cost of ownership (TCO), and IT complexity, while improving security.

How the Cisco Smart Business Communications System Can Help You

Mobilize Your Workforce

Cisco's comprehensive mobile solutions enable employees to do their jobs wherever they are. Mobile employees such as sales representatives can access important documents, work together with colleagues, and discuss projects with customers—all using a wireless connection. If they're meeting with a customer or coworker, they can quickly bring in new participants for a phone conference or talk face-to-face via video. They can even access your company's CRM tools and other data applications from their phone or PC.

Extend Full Communications to Home Workers

Running an office is rarely a 9-to-5 job. With secure access to the company network, employees working after hours can retrieve and work on important files. Teleworkers can even use their laptops or desktop PCs as full-featured office phones, with telephony software. Clients and colleagues can reach teleworkers on their home IP phones as easily as if they were in the office by dialing the same phone number.

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. Built-in voice, messaging, and mobility features let you stay in touch with local, regional, and overseas suppliers easily and cost-effectively. Wired and wireless data networking supports all your business operations and data needs, enabling you to start your business as a paperless office.

A Complete System for Business Communications

The Cisco Smart Business Communications System offers everything you need for secure voice and data networking.

Hardware to Connect Phones and Computers

At the heart of the solution is an intelligent IP network. Cisco offers a suite of proven, industry-leading products for wired and wireless voice and data communications. An all-in-one system combines connections to the public telephone network and the Internet with integrated network security; ports to plug in Cisco Unified IP Phones and fax machines; and call processing, voicemail, and automated attendant capabilities. An integrated wireless access point is available, and you can easily expand the wireless coverage as needed. Everything is designed to work together to be easy to deploy, operate, and manage while supporting business growth.

Applications for Every Kind of Communication

Improve your business agility and communication with voicemail, automated attendant capability, conferencing, and access to critical business applications on the go. You can click to dial from your desktop contact list, see who is online and available to talk or text message, or view and listen to voicemails on your PC. The Cisco Smart Business Communications System integrates smoothly with the business applications you use every day, such as e-mail and CRM. And you can easily add third-party applications that work with your IP phones to support dial-out alerts to customers and suppliers, one-touch call recording, time and staff management, and more.

Flexible Finance and Service Options

Cisco offers innovative and flexible financing options from Cisco Capital ™. If you're looking for an alternative to purchasing and operating network equipment in house, Cisco has global partnerships with proven partners who will deliver and administer these services for you. Cisco and its partners also offer a broad portfolio of services for designing, planning, operating, and optimizing Cisco solutions. Services are performed by highly skilled and knowledgeable experts trained by Cisco.

Cisco: Addressing Business Challenges Today and in the Future

Cisco understands the unique issues facing your business and provides the solutions that can help you keep pace with today's competitors. We recognize that you need a simple yet sophisticated solution that enhances the way your employees communicate with customers, partners, and one another. The Cisco Smart Business Communications System can simplify and optimize your business processes and help boost productivity, reliability, and competitive - ness—all while minimizing risk. For more information about the Cisco Smart Business Communications System, visit http://www.cisco.com/go/sg/sbcs.

Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

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