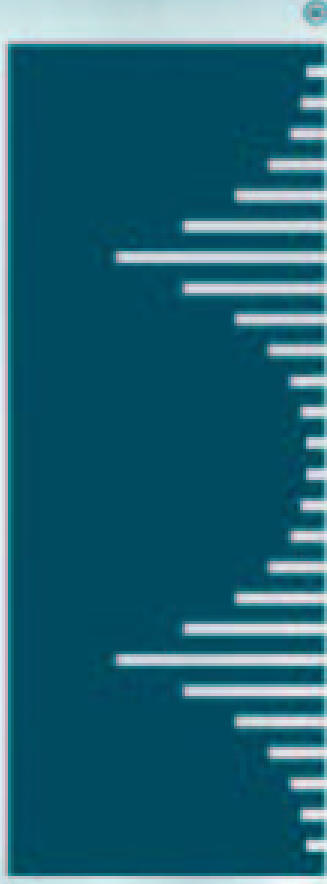


CISCO SYSTEMS



IP Telephony Applications

Cisco.com

The Telephony Evolution

Applications

Cisco.com

- **Unified Massaging**
- **Personal Assistant**
- **Conference Connection**
- **Extention Mobility**
- **Softphone**
- **IPCC**
- **XML Services**
- **Third Party**

Cisco Unified Messaging

Cisco.com

Unified Messaging

Cisco.com

- Enterprise unified messaging
- Consolidate your

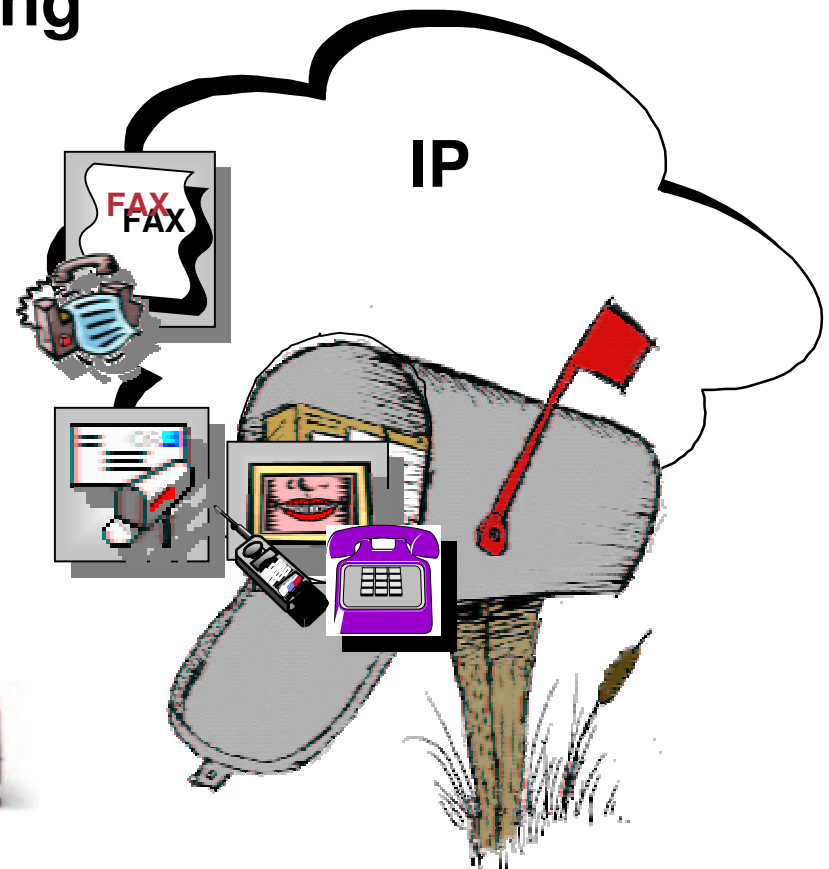
Voice messages

E-mail messages

Fax messages

Into a **single** message repository, on the:

Cisco MCS 7835
Application Server



Cisco Unity Communications Solutions

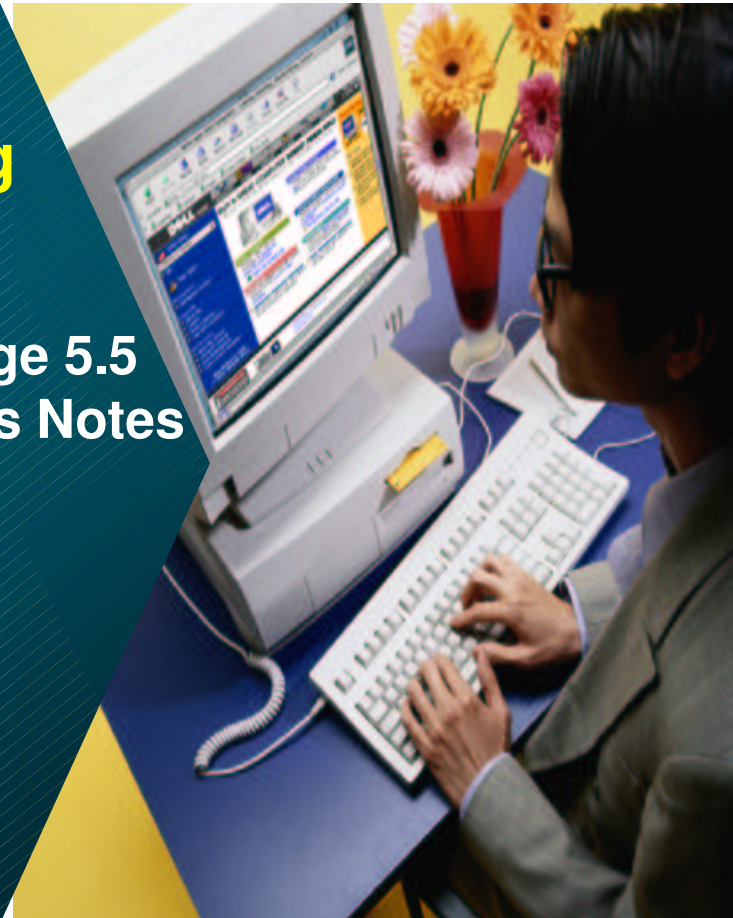
Cisco.com

Cisco Unity Unified Messaging

- Full Unified Messaging
- Works w/Cisco CallManager
- Compatible with MS-Exchange 5.5
- Will be compatible with Lotus Notes

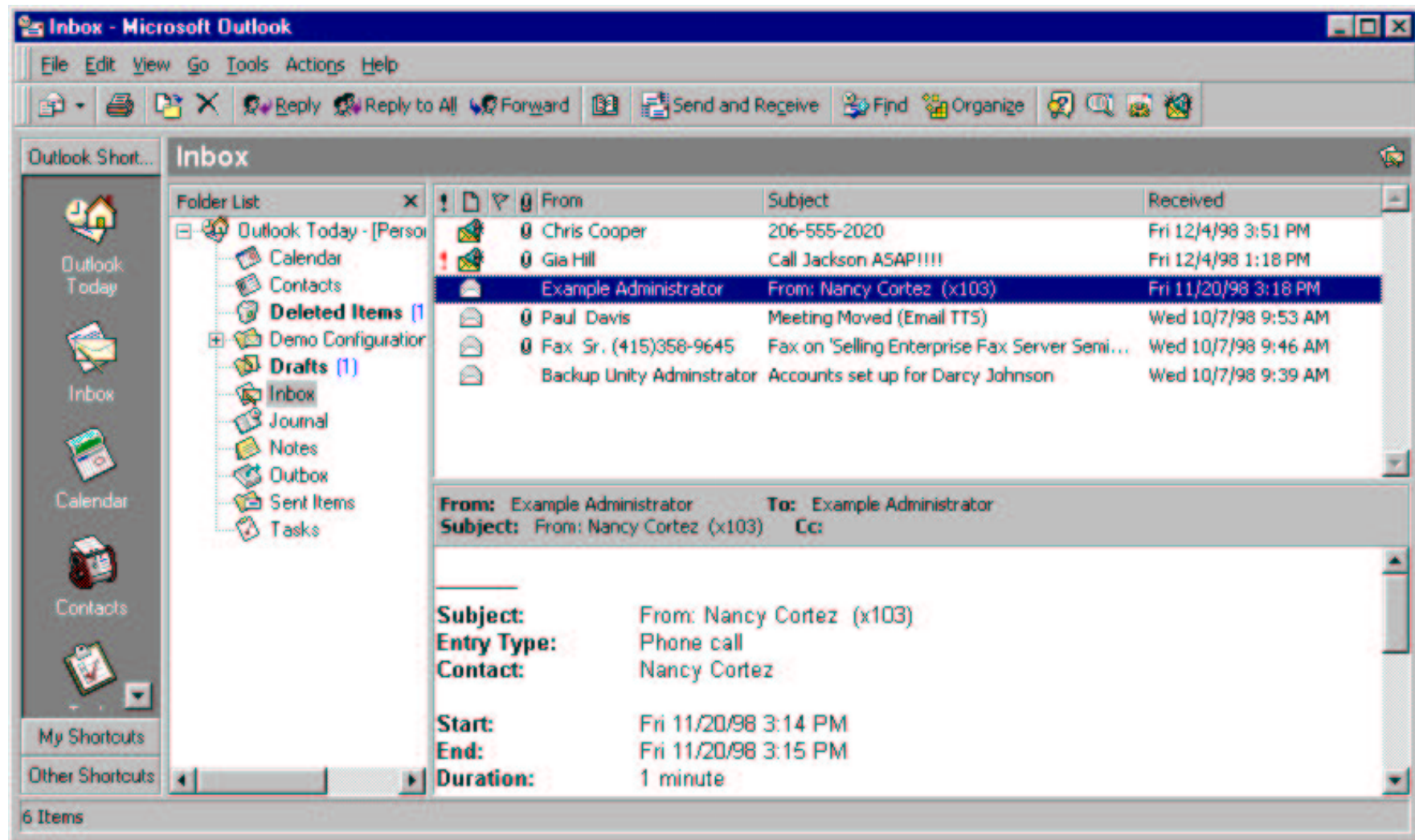
Cisco Unity Voice Mail

- IP Voice Messaging
- Upgradeable to Unity UM
- Works w/Cisco CallManager



Cisco Unity ViewMail for Outlook

Cisco.com



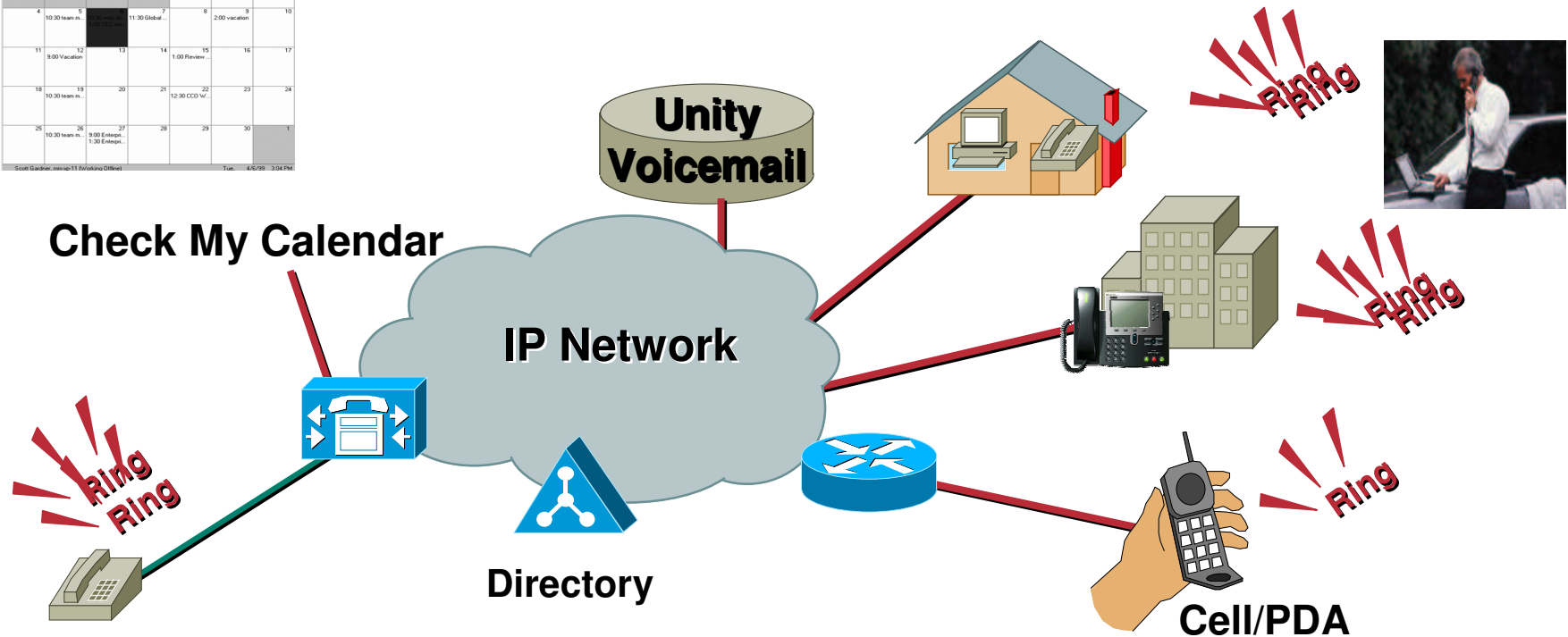
Cisco Personal Assistant

Cisco.com

Cisco.com

If I'm not in a meeting and it's my manager, ring me at desk or home office.

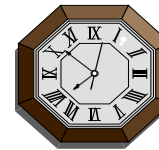
If it's a customer, ring me wherever.



Personal Assistant Features

Cisco.com

- **Route calls by user defined rules**
 - Time of day
 - Calendar
 - Who the caller is
- **Send call to user defined locations**
 - Office, cellular, home (Primary Destination Group)
 - Alternate office, hotel (Alternate Destination Group)
 - Ring office phone, if no answer, ring secondary #
- **Screen calls**
 - Select which calls to accept in real time
 - Screen, forward (rules based)



Cisco Personal Assistant: Configuración

- **Intuitive user interface**

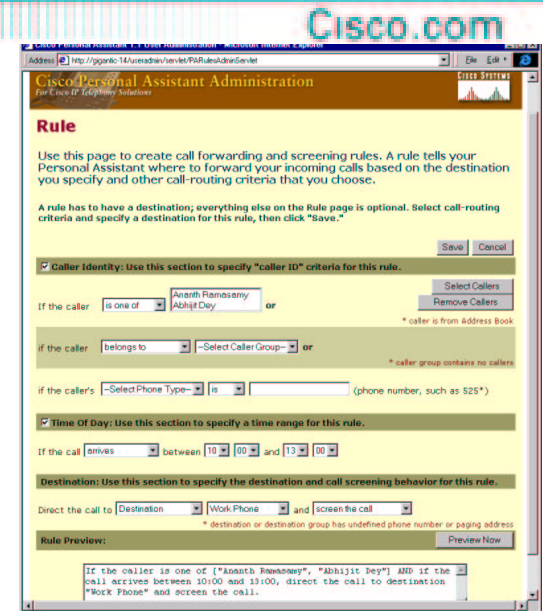
**Easy for user to
configure using web tool**

- **User controls routing rules**

**Change rules whenever needed without
waiting for administrator assistance**

**Keep default rules for months or change rules each
day—it's up to the user**

- **System and error reporting provided**



Cisco Conference Connection

Cisco.com

CCC Overview

Cisco.com

- IP-based audio conferencing solution
- Brings participant from IP and PSTN into a single conference
- Works with Cisco CallManager
- Supports up to maximum of 100 ports
- Simple web-based user interface for scheduling
- Single point user accounts and permissions managed from CallManager
- Cisco IP phone services integration

The screenshot displays the 'Cisco Conference Connection' web interface. The top navigation bar includes links for 'Help', 'About', 'Logout', and 'Info'. A left sidebar contains a menu with 'Conferences In Progress', 'Scheduled Conferences', 'Past Conferences', 'Add a Conference' (highlighted), 'Administration', 'Tasks and Reports', and 'Important messages from your administrator may appear in this area.' The main content area is titled 'Add a Conference' and contains the following fields and options:

- Conference Name:
- Description: (Optional)
- Start Time (hh:mm): : PM (Time on server. Server timezone is PDT)
- Duration: hour(s) mins
- Start Date:
- Number of Participants: (No more participants will be added once this limit is reached)
- Repeat Options: ☒ Single ☐ Weekly ☐ Monthly
- Hidden Conference? ☐ (If checked, this conference is only visible to the Owner and the Administrator)
- Set Meeting Password to: (Optional - 4 to 10 digits long)
- Override Conference ID with: (Optional)
-

CCC Overview Cont...

Cisco.com

Cisco Conference Connection Ver. 1.2

- End of conference announcement
- Password protected conference
- Additional flexibility with 10 port increment license
- LDAP directory Integration
 - ✓ Active Directory,
 - ✓ Netscape Directory
 - ✓ DC Directory
- E-mail notification for conference schedule
- Expanded IP Phone services Integration

The screenshot displays the 'Cisco Conference Connection' web interface. On the left is a navigation menu with links: 'Conferences In Progress', 'Scheduled Conferences', 'Past Conferences', 'Add a Conference' (highlighted), 'Administration', 'Tasks and Reports', and 'Important messages from your administrator may appear in this area.' The main content area is titled 'Add a Conference' and contains the following fields and options:

- Conference Name:** A text input field with 'now' entered.
- Description:** A text input field with 'demo' entered, followed by '(Optional)'.
- Start Time (hh:mm):** A time selection field showing '2:36 PM' with a note '(Time on server. Server timezone is PDT)'.
- Duration:** A field showing '0 hour(s) 30 mins'.
- Start Date:** A date selection field showing 'June 26 2002' with a 'Calendar' link.
- Number of Participants:** A field showing '6' with a note '(No more participants will be added once this limit is reached)'.
- Repeat Options:** Radio buttons for 'Single' (selected), 'Weekly', and 'Monthly'.
- Hidden Conference?:** A checkbox that is unchecked, with a note '(If checked, this conference is only visible to the Owner and the Administrator)'.
- Set Meeting Password:** A checkbox that is checked, followed by a password input field containing '7808619884' and a note '(Optional - 4 to 10 digits long)', with 'Random' and 'Clear' buttons.
- Override Conference ID with:** An input field containing '1234' and a note '(Optional)', with an 'Add Conference' button.

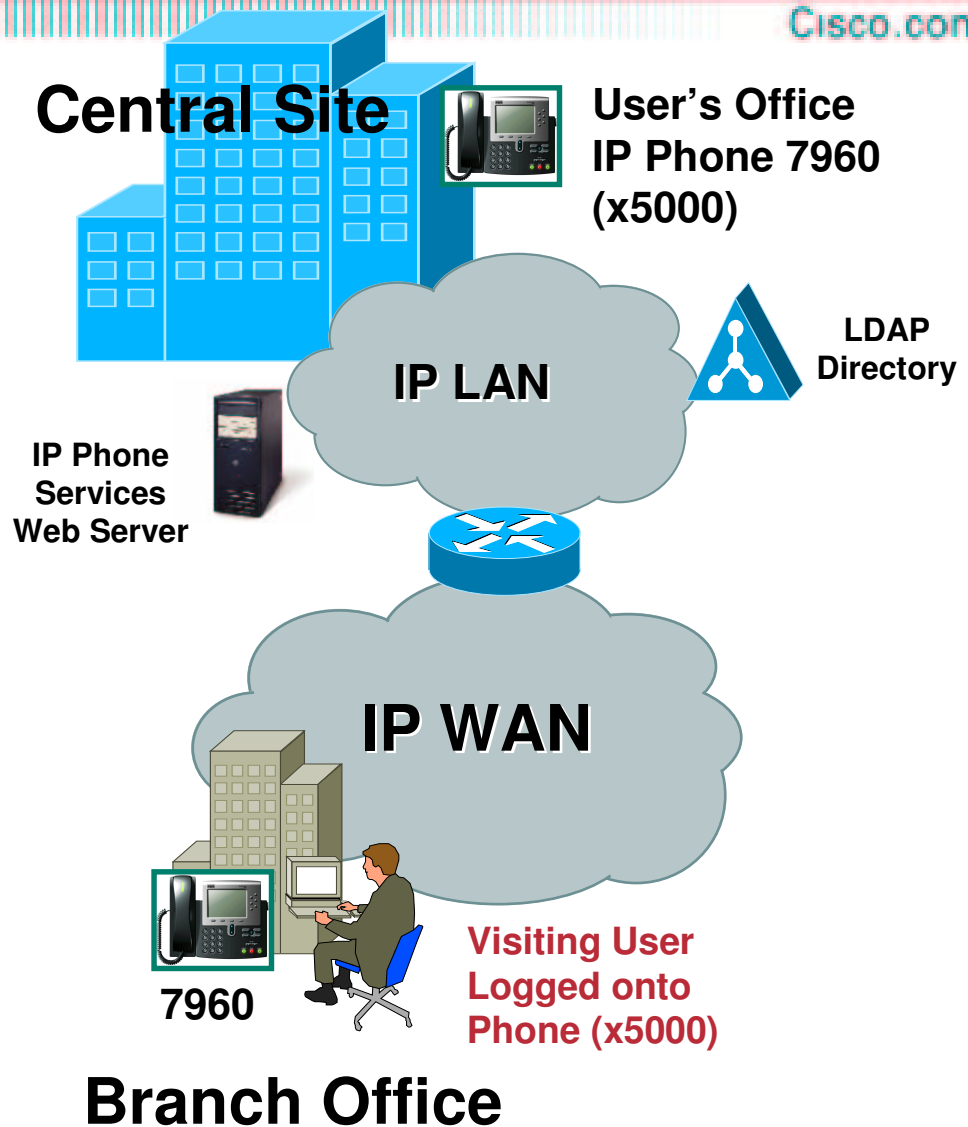
Extension Mobility

Cisco.com

Extension Mobility

Cisco.com

- Log onto any 7940/7960 in a CM cluster to get your extension and productivity services
- Extension, services, class of service restrictions applied to phone
- User-configurable PIN can be same as for Unity
- Login modes
 - auto-logout other phones
 - keep login on other phones
- Logout modes
 - explicit logout at phone
 - timed logout



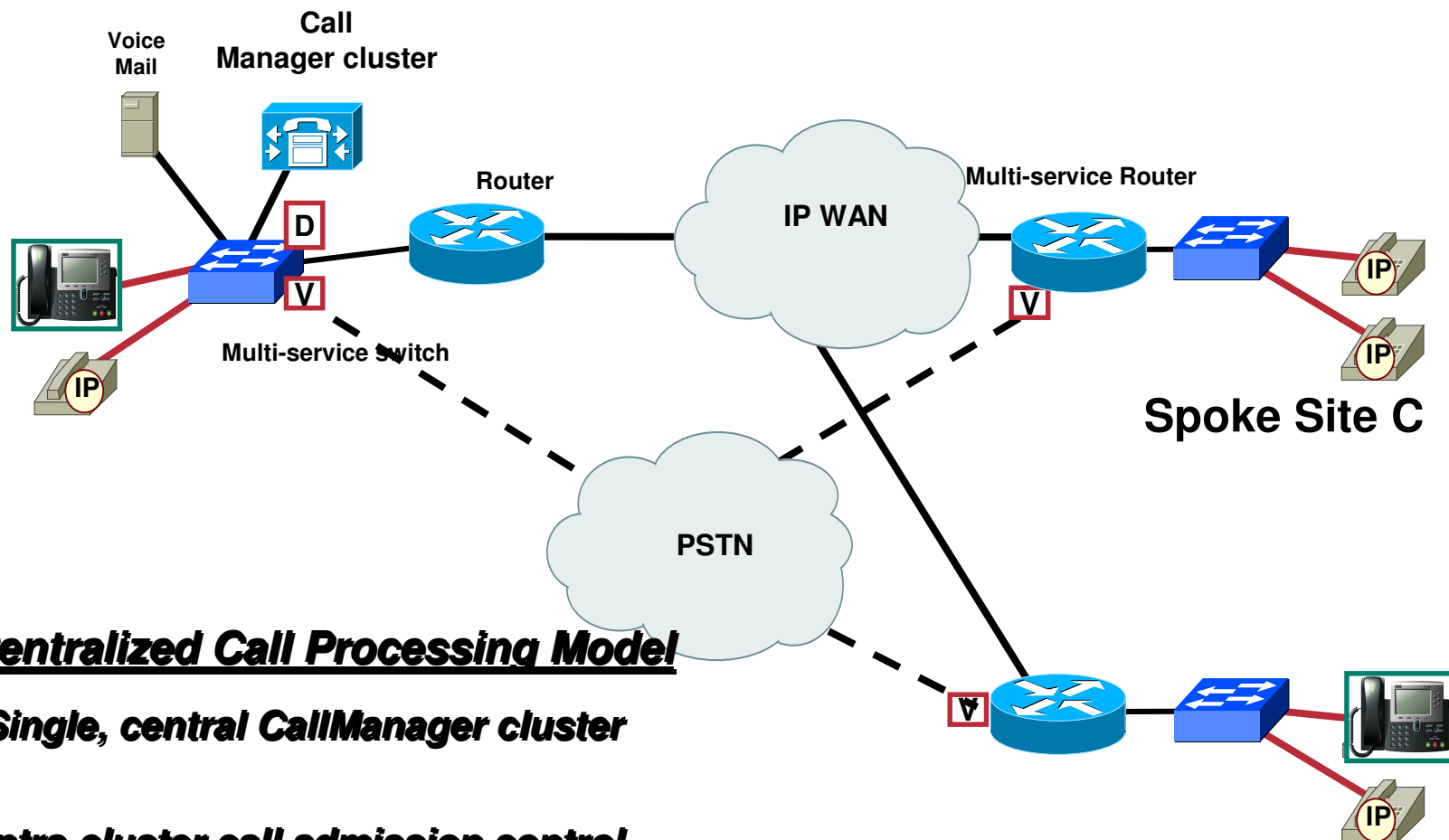
Cisco CallManager 3.0

Multi-Site Scalability - Model 2

Cisco.com

Hub Site A

Spoke Site B



Centralized Call Processing Model

- **Single, central CallManager cluster**
- **Intra-cluster call admission control**
- **Max scale today to 2,500 phones, no PSTN failover**

Cisco IP Softphone

Cisco.com

Cisco IP SoftPhone 1.3

Cisco.com



- **Windows-based IP Phone implementation for CallManager**
- **Available in English, French, German and Japanese**

Cisco IP SoftPhone

Cisco.com

- **Standalone
or with IP phone**
Control IP phone
Is phone on PC
- **Easy feature access**
One-click conference
and transfer
Keyboard shortcuts
- **Directory integration**
Personal and public (LDAP)
Dial by name/e-mail address



Cisco.com

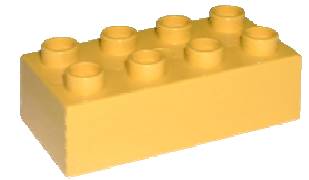


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IP-Contact Center

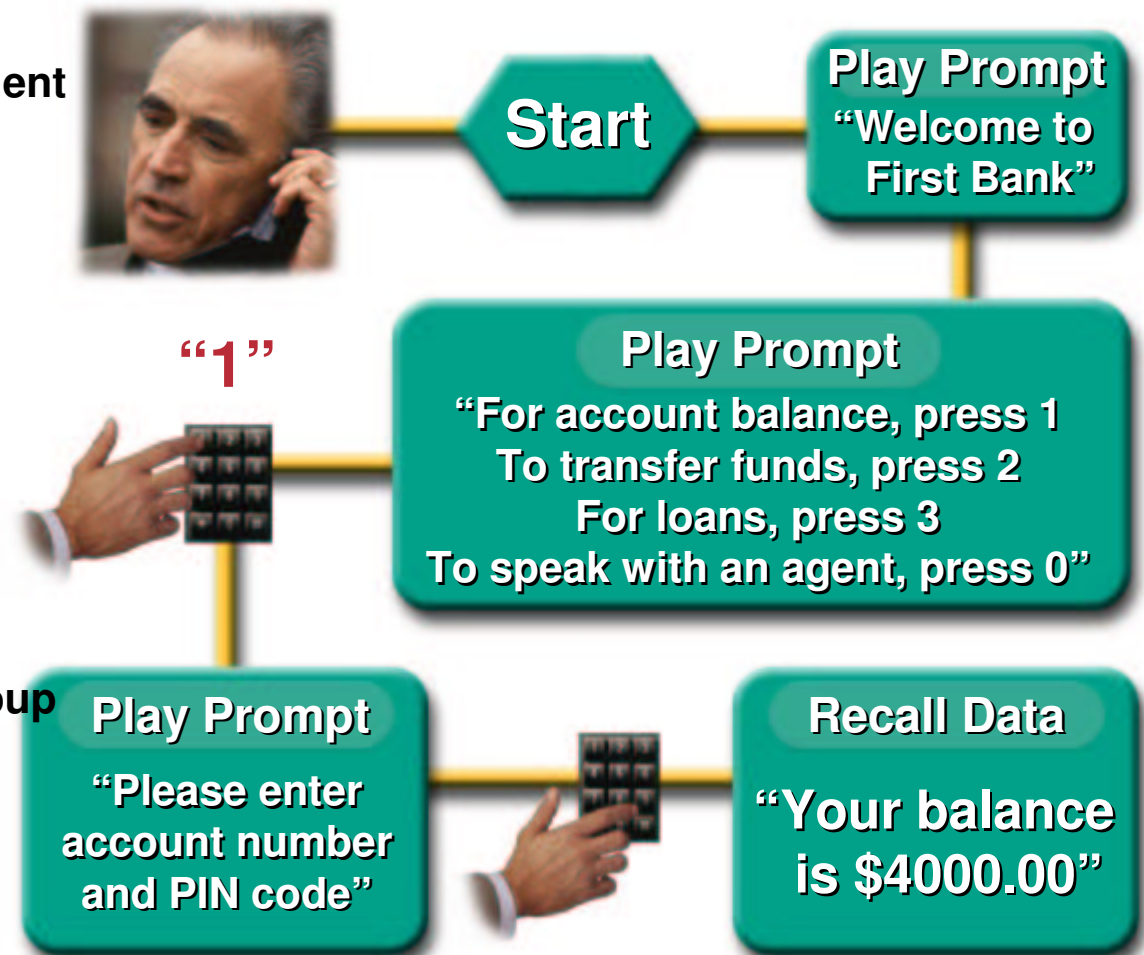
Cisco.com

IP IVR



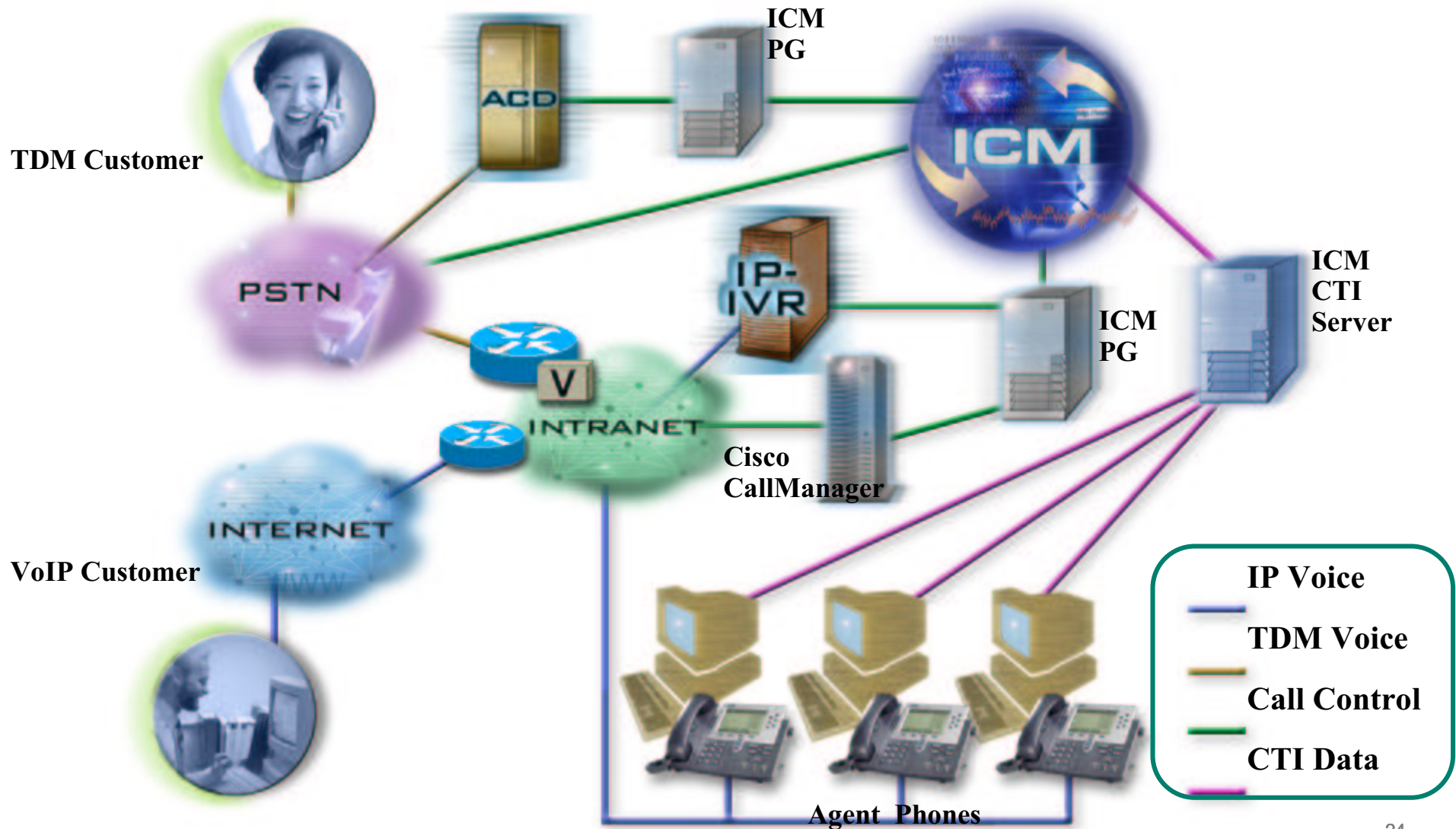
Cisco.com

- Eliminates repetitive service agent response tasks
- Functions 7x24
- Lower equipment costs via IP integration to data sources
- Features:
 - Easy script construction
 - Location independent
 - Many solutions can use same IP IVR
 - Can be deployed as workgroup IVR
 - Easily personalized



New World Contact Center Architecture

Cisco.com



The Business Challenge

Cisco.com

**\$1,000,000
Stock portfolio;
Speaks French**



**Stock Trading License;
Speaks French;
15 years' experience**

**SITE
1**



**Checking
account;
Wants balance**



**SITE
2**

**\$100,000 mortgage;
Wants credit line info.**



**Mortgage
Specialist;
5 years' experience**

**SITE
3**



XML Services

Cisco.com

Vertical and Horizontal Market Examples

Cisco.com



Banking/Finance

Branch office representatives retrieve customer account information on IP Phone display before answering the call



Retail

Inventory checking and Order Placing throughout store; IP Phones have the option to be directly connected to Customer Service



Health Care

Nurse/Doctor checks Patient profile and test schedule from the IP Phone in each room with option to be directly connected to the hospital wing



Education

Students check class schedule, department list, and campus-wide announcements



Meeting Room Scheduler

Transit Schedules



Flight Status

Stock Tracker



World Clock

<http://forums.cisco.com/eforum/servlet/IPCApps?page=main>

Application Example

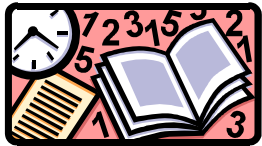
Using IDLE PULL for Advertisements on the phone

Cisco.com

Possible Scenario:

University sells advertisement to  to display on IP Phones in student dormitories

Late night studying for final exam...



2. When user is not using the phone (IDLE state), phone polls web server for updates to the Ad Service



HTTP Poll



Dormnet Web server

1. Student has PC on Dormnet connected to the IP phone



3. Student can select the Service which immediately dials PizzaHut



"One Personal Pan Pizz please!"



IP-WAN / PSTN



More NetPhone Pizza Stories in the news!!

<http://news.cnet.com/news/0-1004-200-5148829.html>

Third Party Applications

Cisco.com

Third Party Applications

Cisco.com

- **Call Accounting and Billing**
- **Call Centers**
- **IP Phone Applications**
- **IP Phones**
- **More that 150 Partners**

Third Party Applications

Cisco.com

- **Call Accounting and Billing**



<http://www.mindcti.com/>

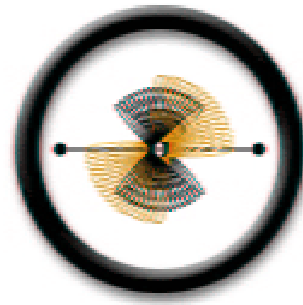


<http://www.avotus.com/>

Third Party Applications

Cisco.com

- **Call Centers**



<http://www.inin.com/>

Third Party Applications

Cisco.com

- **IP Phone Applications**



<http://www.omnitronix.com/>



Third Party Applications

Cisco.com

- **IP Phones**



<http://www.adtech.be/>



<http://www.ipblue.com/>

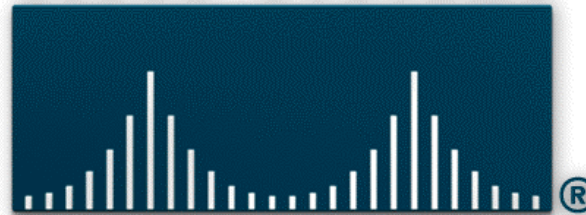
Summary

Cisco.com

¿Questions?

Cisco.com

CISCO SYSTEMS



EMPOWERING THE
INTERNET GENERATIONSM

CISCO SYSTEMS



EMPOWERING THE
INTERNET GENERATIONSM



Discover
All That's Possible
On The Internet