

OVERVIEW

IP COMMUNICATIONS FOR THE SMALL OR AUTONOMOUS BRANCH OFFICE

Deploying data and voice capabilities in a single, integrated routing platform to increase productivity, decrease costs, and lower total cost of ownership.

Many organizations have successfully lowered their total cost of ownership and increased employee productivity by consolidating data networks and implementing networked applications. Today, business conditions are driving technology trends that extend “enterprise-like” functions to small and medium-sized offices with a continued emphasis on lowering costs, increasing return on investment, and boosting productivity.

The widely deployed, proven portfolio of Cisco® Integrated Services Routers provides data routing functions with features such as robust quality of service, network security, encryption, VPN, firewall, and intrusion detection to address the business needs of small and medium-sized offices. Cisco also has continued to introduce a wide range of network modules and interface cards that have enhanced the business value of the router. These services include content delivery, voice gateway, wireless LAN, and a variety of other capabilities.

Figure 1. A Complete All-in-One Solution for Routing, Security, Wireless LAN, Call Processing, Auto Attendant and Voicemail Using Cisco CallManager Express, Cisco Unity Express, Cisco Integrated Services Routers and a Full Portfolio of Cisco IP Phones



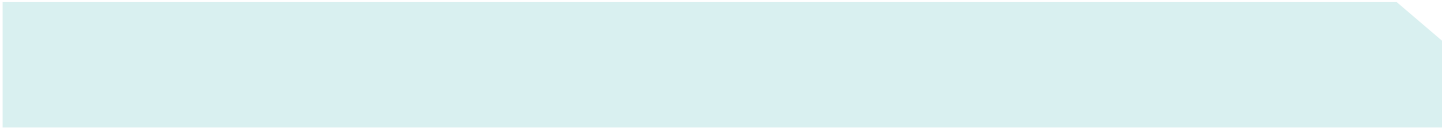
COMPLETE FULL-SERVICE, ALL-IN-ONE SOLUTION

Today's savvy businesses are now using their Cisco small-office or branch-office router as a single, secure, integrated platform for the deployment of converged data and voice. With Cisco CallManager Express and Cisco Unity™ Express, you can quickly and easily extend the benefits of IP Communications to small- or mid-sized-office environments. This solution serves offices of 240 users or fewer and enables a robust set of commonly used business telephony features, voice mail, and automated-attendant capabilities.

By deploying a single platform to address all your data and voice business needs, you can streamline your operations and simplify management, maintenance, and training, resulting in lower total cost of ownership.

COST-EFFECTIVE ADMINISTRATION

Most small or autonomous branch offices cannot justify the expense of high-level, onsite technical expertise. Because of this, Cisco offers customers the option of using the industry-standard Cisco IOS® Software command-line interface (CLI) or a Web-based graphical user interface (GUI) for configuration and administration.



The Cisco CallManager Express and Cisco Unity Express solution CLI can be used to easily provision and administer your entire data and voice network on a Cisco Integrated Services Router. The CLI allows an organization's technical staff to configure devices in bulk before or after they are delivered to a small office for initialization from anywhere on the network. This unique feature, not typically provided with entry-level systems, enables you to deploy many sites quickly and efficiently.

Non-technical employees can add users or make changes to both Cisco CallManager Express and Cisco Unity Express by using the simple, integrated Web-based GUI. Whether managing through a GUI interface or the CLI, the ability to remotely maintain and troubleshoot greatly eases management and administration for small offices, especially for those with little technical expertise.

EASE OF USE

For employees in a small or medium-sized office, Cisco IP phone features are very intuitive, thus requiring little training. Using the display of a Cisco IP phone, the Extensible Markup Language (XML) capabilities enable you to use a variety of productivity-enhancing applications such as accessing information from the Yellow Pages, deploying a time card function, checking airline schedules, and noting student attendance, to name a few. And you can configure the system to provide local language and tones support as well.

ONE-HUNDRED-PERCENT INVESTMENT PROTECTION

As a small or medium-sized office grows or seeks additional features, it may be advantageous to migrate from a distributed Cisco CallManager Express environment to a centralized call-processing model with Cisco CallManager.

Your existing investment is 100-percent protected. Your Cisco IP phones, Cisco routers, Cisco Catalyst[®] switches, analog phones, and fax machines are all carried forward. And with just a simple configuration change, your Cisco Integrated Services Router becomes a redundant call-processing system at the branch through the Survivable Remote Site Telephony (SRST) feature at no additional cost.

Customers can also carry their investment in Cisco Unity Express forward as they grow, leveraging it as part of a centralized Cisco Unity deployment and in conjunction with Cisco SRST for survivability in the branch office.

ROBUST FEATURES AND FUNCTIONS

Computer Telephony Integration

Cisco CallManager Express supports Computer Telephony Integration (CTI) with your customer-relationship-management (CRM) applications, such as Microsoft CRM using the Cisco Communications Connector. For example, if your staff uses an application to manage their contact lists and contact information, when a contact calls, the system can automatically access that contact's record based on their caller ID. This streamlines work processes and increases efficiency. Gaining immediate access to personal and order information without having to manually enter individual account information allows employees to both personalize and speed their interactions with important contacts.

Call Coverage Capabilities

Call forwarding, call pick up, dual line appearances and hunt groups ensure that when a call comes into any office, regardless of office size, it will be answered efficiently to ensure that customers remain satisfied with the service they receive.

Integrated Voice Mail

When the next-available person cannot answer a call, extending individual voice mailboxes to all employees provides an opportunity to improve customer service and employee productivity, while increasing the professionalism in a small or medium-sized office.

Cisco Unity Express, an optional network module for Cisco CallManager Express, offers easy, one-touch access to messages and commonly used voice-mail features that enable users to reply, forward, or save messages. To improve message management, users can create alternate greetings, access envelope information, and mark or play messages based on privacy or urgency. It includes 100 hours of voice-mail storage-ample capacity for any small or medium business need.

General Delivery Voice Mailboxes

Cisco Unity Express also provides general delivery voice mailboxes, voicemail storage for employees with similar skill sets or job functions. For example, when customers call a retail store, real estate office, or bank with a general question, they may not require the attention of a particular employee. A general delivery mailbox allows the first-available team member to retrieve a message and promptly respond to a customer's needs.

Built-In Automated Attendant

A basic, built-in automated attendant for Cisco Unity Express enables callers to quickly reach the right person without the assistance of an operator 24 hours a day, seven days a week. A dial-by-name and dial-by-extension directory simplifies self-service, and if you need further assistance, you can easily return to an operator when needed.

Figure 2. Cisco IP Phone Portfolio



Broadest Range of IP Endpoints

To round out the Cisco IP Communications solution, Cisco offers a broad portfolio of IP phones at various price points to meet any application or requirement. When connected to a converged IP network, Cisco IP phones enable users to place phone calls as quickly and easily as they would using their current phone and with high quality of service and security for the most demanding business environments.

The new generation of intelligent Cisco IP phones is entirely display-based and offers straightforward user features and customization capabilities driven by changing business needs. Display-based phones help users with prompts for how to use the phone and access a directory, and XML-display capacities allow for the display of non-telephony information. Cisco IP phones extend beyond simple dial-tone replacement to advanced feature sets that support a wider business IP Communications environment including data, voice and video.

The Fastest and Simplest Way to Enable IP Communications in Your Small or Medium-Sized Offices

Together, Cisco CallManager Express and Cisco Unity Express provide a simple, consistent, distributed architecture that can be easily replicated for multiple small-branch locations across an enterprise network.

Figure 3. Standalone Office

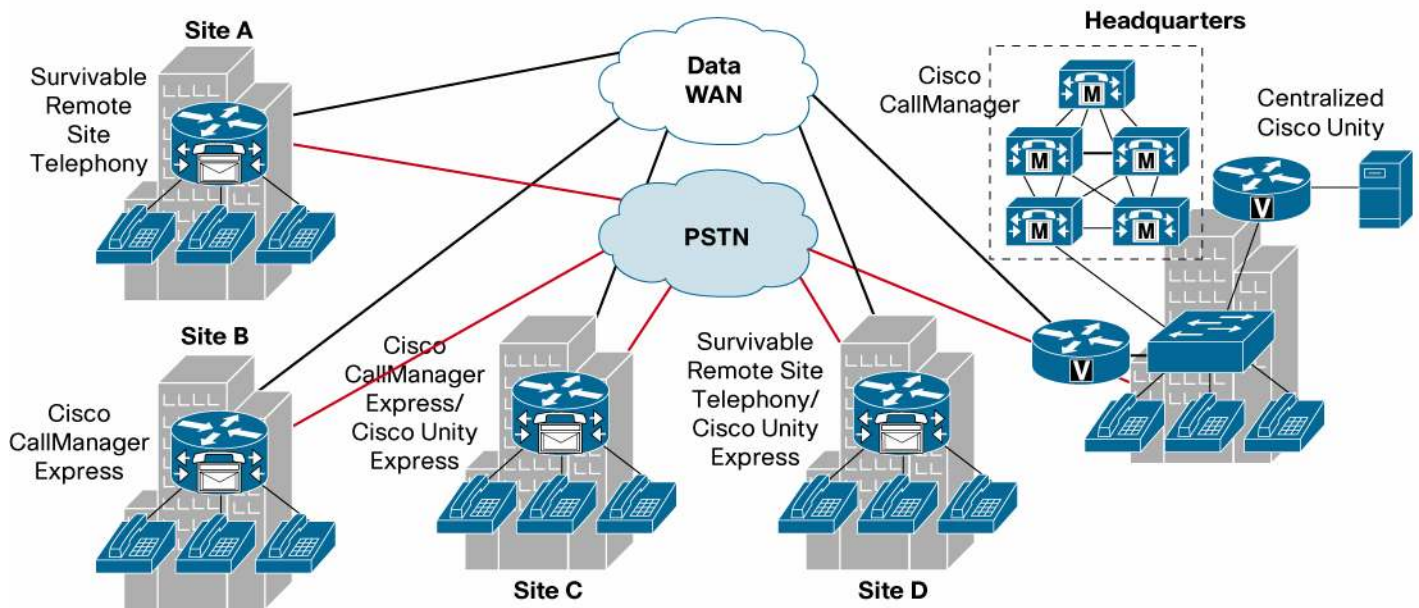


Figure 4. VoIP and Data-Connected Offices

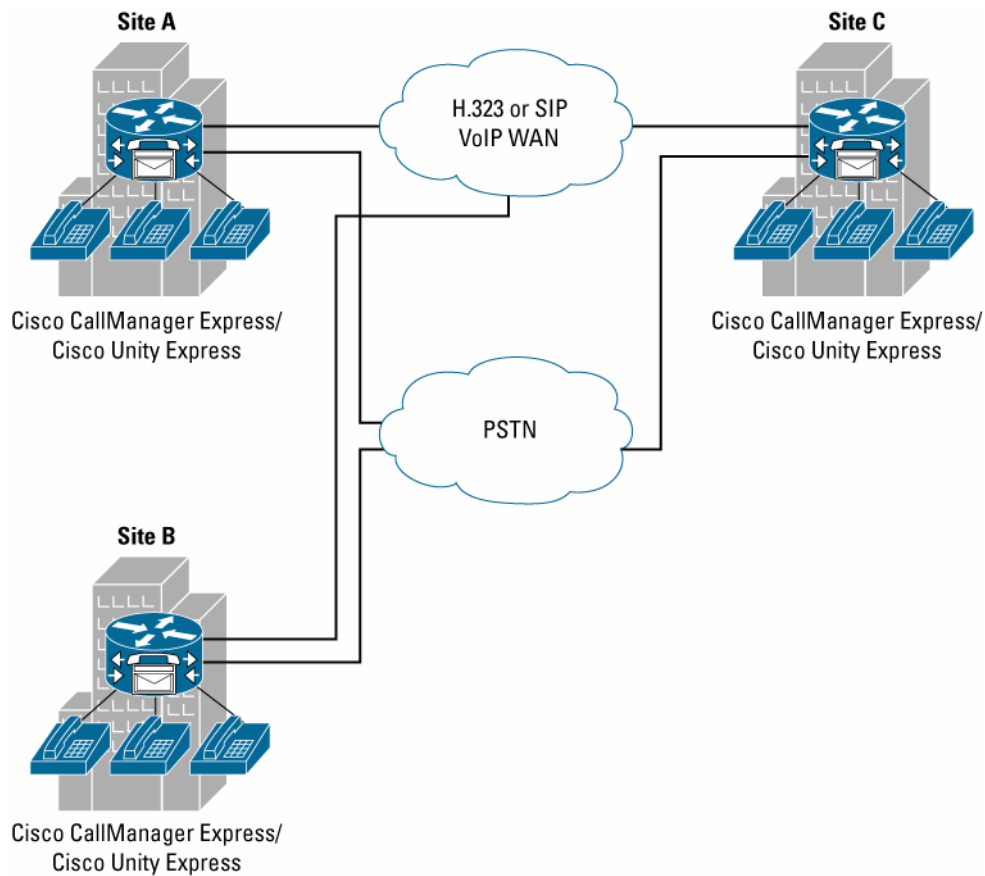


Table 1. Features of Cisco CallManager Express with Cisco Unity Express

	Cisco IP Phone 7902G	Cisco IP Phone 7905G	Cisco IP Phone 7912G	Cisco IP Phone 7920	Cisco IP Phone 7960/ IP Phone 7940	Cisco IP Phone 7970/7971
Alternate Greeting Capability	Yes	Yes	Yes	Yes	Yes	Yes
Access Voice-Mail Messages	Yes	Yes	Yes	Yes	Yes	Yes
Automatic Assignment of Free Directory Numbers (DNs) to New IP Phones	—	Yes	Yes	—	Yes	Yes
Automated Attendant	Yes	Yes	Yes	Yes	Yes	Yes
Caller ID	—	Yes	Yes	Yes	Yes	Yes
Call Forwarding	Yes	Yes	Yes	Yes	Yes	Yes
Call History (Including Missed Calls)	—	Yes	Yes	Yes	Yes	Yes
Call Pickup on Hold	—	Yes	Yes	Yes	Yes	Yes
Call Pickup Ringing Variations	—	Yes	Yes	—	Yes	Yes
Call Timer	—	Yes	Yes	—	Yes	Yes
Call Transfer	Yes	Yes	Yes	Yes	Yes	Yes

	Cisco IP Phone 7902G	Cisco IP Phone 7905G	Cisco IP Phone 7912G	Cisco IP Phone 7920	Cisco IP Phone 7960/ IP Phone 7940	Cisco IP Phone 7970/7971
Call Waiting	Yes	Yes	Yes	Yes	Yes	Yes
Configurable System Message	—	Yes	Yes	Yes	Yes	Yes
Distinctive Ringing	Yes	Yes	Yes	—	Yes	Yes
DN Overlays for Parallel Hunting	Yes	Yes	Yes	Yes	Yes	Yes
Do Not Disturb	—	Yes	Yes	Yes	Yes	Yes
European Date Formats	—	Yes	Yes	—	Yes	Yes
Extension Login for Toll Bar Override	—	—	—	—	Yes	Yes
Flexible Auto-Line Selection	—	—	—	—	Yes	Yes
General Delivery Voice Mailboxes	Yes	Yes	Yes	Yes	Yes	Yes
Hold and Resume	Yes	Yes	Yes	Yes	Yes	Yes
Huntstop Support	Yes	Yes	Yes	Yes	Yes	Yes
Integration of H.450.x Call Transfer and Forwarding	Yes	Yes	Yes	Yes	Yes	Yes
Intercom	—	Yes	Yes	—	Yes	Yes
IP Phone URL Provisioning	—	—	—	—	Yes	Yes
GUI Support and Customization	Yes	Yes	Yes	Yes	Yes	Yes
Languages/Internationalization	—	—	—	—	Yes	Yes
Local and VoIP/PBX/PSTN/ISDN Calls	Yes	Yes	Yes	Yes	Yes	Yes
Local Call Back Busy Subscriber	—	Yes	Yes	Yes	Yes	Yes
Local Directory Search	—	—	—	Yes	Yes	Yes
Local XML Based Speed Dial	—	—	—	Yes	—	Yes
Music/Tone on Hold	Yes	Yes	Yes	Yes	Yes	Yes
Night Service Bell	—	Yes	Yes	—	Yes	Yes
On Hold Timeout-Alert	Yes	Yes	Yes	Yes	Yes	Yes
On Hook Dialing	—	Yes	Yes	Yes	Yes	Yes
Paging	—	Yes	Yes	—	Yes	Yes
Per Call Caller ID Blocking	Yes	Yes	Yes	Yes	Yes	Yes
Secondary Dial Tone	Yes	Yes	Yes	—	Yes	Yes
Silent and Feature Ring Options	Yes	Yes	Yes	Yes	Yes	Yes
Shared Line Appearances	Yes	Yes	Yes	Yes	Yes	Yes
Speed Dial	Yes	Yes	Yes	Local	Yes	Yes
Speed Dial Programming from IP Phone	—	Yes	Yes	—	Yes	Yes
Syslog Message Support for Phone Registration/Deregistration	Yes	Yes	Yes	Yes	Yes	Yes
TAPI Support	Yes	Yes	Yes	—	Yes	Yes
Text Label Support on IP Phones	—	Yes	Yes	Yes	Yes	Yes

	Cisco IP Phone 7902G	Cisco IP Phone 7905G	Cisco IP Phone 7912G	Cisco IP Phone 7920	Cisco IP Phone 7960/ IP Phone 7940	Cisco IP Phone 7970/7971
Three Party Conference	Yes	Yes	Yes	Yes	Yes	Yes
Time and Date Display	—	Yes	Yes	Yes	Yes	Yes
Time of Day, Day of Week, Date-Based Call Blocking	Yes	Yes	Yes	Yes	Yes	Yes
Top-Line Description	—	Yes	Yes	—	Yes	Yes
Two-Line per Button Support	Yes	Yes	Yes	Yes	Yes	Yes
Visual Message Waiting Indication	Yes	Yes	Yes	Yes	Yes	Yes
Voice-Mail Integration	Yes	Yes	Yes	Yes	Yes	Yes
Voice-Mail Standard Features: Message Reply, Forward, Save, and Marking	Yes	Yes	Yes	Yes	Yes	Yes
Voice-Mail Storage (100 Hours)	Yes	Yes	Yes	Yes	Yes	Yes

For organizations interested in quickly deploying integrated data and voice communications at remote locations, Cisco CallManager Express with Cisco Unity Express allows customers to easily enable feature-rich branch- or small-office call processing and voice-mail functions to their existing or new Cisco Integrated Services Router.

Unlike many small-office standalone call-processing solutions—which lack the ability to fully integrate data and voice connectivity on a single platform—Cisco Systems® helps customers lower their total cost of ownership by providing integrated voice mail and embedded call functions directly into Cisco IOS Software, providing a truly integrated solution.

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