



Cisco
Customer Experience

UNIFIED COMMUNICATIONS AS A SERVICE

POWERED BY CISCO UCM CLOUD

Unleashing the Full Potential of Your
Unified Communications Solution



Collaboration is key to your business success, but it's becoming more complex.

There's nothing like rich, effortless collaboration to truly magnify the power of people in an organization. Today's increasingly dispersed organizations rely on communications and collaboration to power their most essential operations. However, as user and customer expectations rise, IT environments evolve, and work models change, you're facing new issues in delivering and managing effective collaboration.

Today's solutions — voice, video, IM, and presence — can be complex and cumbersome, creating real challenges. A recent Cisco survey of more than 1,000 enterprise IT decision makers from seven countries highlighted some of the top concerns.¹ These IT leaders face:

INCREASING COST AND COMPLEXITY

in delivering a secure, full-featured calling and collaboration solution that can support onsite, remote, and mobile workers

DISCONNECTED CALLING EXPERIENCES,

where business applications and mobile devices are not integrated and in sync with the PBX or unified communications solution, leading to lost opportunities

INADEQUATE WORKFORCE MOBILITY,

where executives, salespeople, and specialists lack the ability to reliably connect while on the go, negatively impacting responsiveness and productivity

¹ BroadSoft Cloud Collaboration Survey, 2017

To address these issues, many organizations are migrating to cloud-based communications platforms. What is driving the move toward cloud solutions? A February 2019 Gartner² review cited:

Aging technology

as current PBX infrastructures reach end of life and new solutions are evaluated

Corporate digital workplace initiatives

designed to enhance collaboration and boost productivity

Cloud initiatives

driven by IT to unleash the potential flexibility, efficiency, business agility, and value that come with cloud infrastructure.

Cloud collaboration can give you real advantages in efficiency and agility, but managing cloud collaboration is not always simple. You need to consider the number of locations and the size of your installation. You may have issues customizing your enterprise solution to align with your business priorities. And the IT organization may not have access to the required skills to support your environment, at the scale you require. In a recent Gartner report, 64 percent of managers stated that they did not think their employees were able to keep pace with future skill needs.³

A managed service can enable you to realize the value of a cloud-based unified communications solution with minimal impact on business continuity or end-user disruptions. You should also expect a higher level of security, especially if your organization is migrating from a legacy environment that is complex and difficult to manage. The solution should offer increased flexibility and faster execution of changes and customizations. If you choose to retain components of your legacy infrastructure, the offering should provide the option of maximizing your ROI by continuing to use your existing endpoints, gateways, and integrations.

² Gartner research discussion, 2019

³ "Bridging the Skills Gap," Gartner, 2019

PROVIDING COMPLETE UNIFIED COMMUNICATIONS

Cisco Unified Communications Manager (UCM) Cloud provides a smooth transition path to cloud. It is hosted in Cisco's established and trusted Webex® data centers across the globe. The flexible as-a-service model lets you consume only what you need and scale up when requirements change.

CISCO UCM CLOUD COMPONENTS



Cisco Unified Communications Manager

Cisco Unified Communications Manager (UCM) Cloud provides a smooth transition path to cloud. It is hosted in Cisco's established and trusted Webex® data centers across the globe. The flexible as-a-service model lets you consume only what you need and scale up when requirements change.

Cisco Unity Connection

Cisco Unified Communications Manager (UCM) Cloud provides a smooth transition path to cloud. It is hosted in Cisco's established and trusted Webex® data centers across the globe. The flexible as-a-service model lets you consume only what you need and scale up when requirements change.

Cisco Webex

Cisco Webex is a team messaging and meetings service that keeps people and teamwork connected anytime, anywhere. Webex offers integrated audio, video, and content sharing with highly secure web meetings from the Cisco Webex cloud. Cognitive Collaboration features, such as Webex Assistant and People Insights, bring artificial intelligence to automate meeting tasks.

Cisco UC Mobile and Remote Access (MRA)

Cisco MRA enables endpoints such as Cisco Webex to gain the registration, call control, provisioning, messaging, and presence services provided by Cisco Unified Communications Manager, when the endpoint is outside the enterprise network.

CISCO UCM CLOUD SUPPORT FOR YOUR PRIVATE INSTANCE

Cisco UCM Cloud provides the essential support you need for your private instance. Cisco delivers data center hosting and operations, and lets you fully deploy up to five applications in the Cisco UC application suite.

Cisco UCM Cloud provides the essential support to help maximize business continuity, Cisco also handles proactive monitoring and repair of core UCM Cloud applications to ensure availability. To ensure you can always take advantage of the very latest capabilities, Cisco offers software version lifecycle management of your hosted UC applications.ort you need for your private instance. Cisco delivers data center hosting and operations, and lets you fully deploy up to five applications in the Cisco UC application suite.

ENHANCING UNIFIED COMMUNICATIONS MANAGEMENT

The Cisco UCM Cloud service helps you stay current with the latest communication and collaboration features, but you still need to address UC management pressures and handle ongoing day-two support. That's where Cisco Unified Communications as a Service, Powered by Cisco UCM Cloud comes in. Unified Communications as a Service, Powered by Cisco UCM Cloud helps maximize your UC investment by activating the full value of the Cisco UCM Cloud suite.

Expert managed operations minimize the need to attract and retain specialized talent while ensuring service quality, reliability, and security. We provide these benefits through a combination of people, processes, and tools.

PEOPLE

We apply the deep experience of the world's largest collection of certified experts.

PROCESS

Aligned to IT Infrastructure Library (ITIL) methodologies and Cisco best practices, we apply deep intellectual capital and a track record managing global customers to deliver outstanding customer experience. Our global infrastructure ensures consistent, predictable collaboration for users anywhere.

TOOLS

We lead the industry with innovative, sophisticated tools, and networking expertise.

PUTTING THE SOLUTION TO WORK FOR COLLABORATION OUTCOMES

At Cisco, we have learned a great deal about working with customers to support their cloud-based unified communications environments. In our experience, most UC Cloud issues are customer premise or UC application misconfiguration issues. Of the incidents reported to Cisco, as many as 94% were either the result of application misconfiguration (43-59%), or the combination of customer premises equipment (CPE) and/or circuit issues (27-37%).

Unified Communications as a Service, Powered by Cisco UCM Cloud helps you address these issues by providing unified support for your UCM Cloud infrastructure and your on-premises equipment. Our experts offer application configuration repair to help ensure your solution is fully aligned to your environment and working at its best. And if an issue does arise, we can help correlate incidents across your end-to-end domain to help you manage and mitigate problems and prevent future ones.



For example,

cross-domain troubleshooting in the cloud provides visibility and insight into end-user experience issues across all domains that are required for an optimal UC solution. We can examine UC, data center, networking, and security elements to spot inefficiencies, and minimize the time needed to resolve issues by pinpointing the source and context.

UNIFIED COMMUNICATIONS AS A SERVICE, POWERED BY CISCO UCM CLOUD INCLUDES:

PROBLEM MANAGEMENT:

We proactively identify, analyze and resolve issues that could impact your service. Through the analysis of event and incident trends, we deliver actionable recommendations to reduce the incidence of future issues.

CHANGE MANAGEMENT:

We ensure that updates to your UC solution are done without impacting performance. We handle and perform tasks such as planning and testing resulting from an incident, problem, or service request. We also coordinate and perform modifications to managed components and validate and prioritize requests based on urgency. Pre- and post-change “health checks” help ensure these updates are effective.

COMPREHENSIVE CERTIFICATE MANAGEMENT AND RENEWAL:

We monitor and report on certificate expiration for Cisco UCM Cloud servers, orchestrate renewals, and schedule maintenance windows to minimize disruptions.

SERVICE-LEVEL MANAGEMENT:

In addition to a set of strong service-level objectives (SLO), our offer provides a 99.995 percent call availability SLA wrapped around the Cisco UCM Cloud. Our service level agreements (SLAs) are based on industry standards and Cisco’s 30 years of supporting the world’s largest enterprise networks.

ACCESS TO INSIGHTS, TOOLS, AND AUTOMATION:

Unified Communications as a Service, Powered by Cisco UCM Cloud provides application and network management, security, and cloud technology expertise, insights, tools and automation to maximize your UC investment.

ADVANCED REPORTING:

Unified Communications as a Service, Powered by Cisco UCM Cloud provides insights into service quality and technical details with two report sets: a dashboard and on-demand technical reports. The dashboard provides insights into service quality and user adoption, including user groups, physical sites, and benchmarking related to your industry.

GETTING MORE FROM YOUR UNIFIED COMMUNICATIONS INVESTMENT

Today's collaboration solutions are a diverse mix of systems and components. With Cisco Unified Communications as a Service, Powered by Cisco UCM Cloud, we monitor and troubleshoot interoperability issues to external systems to resolve them faster. We also monitor and troubleshoot CPE issues.

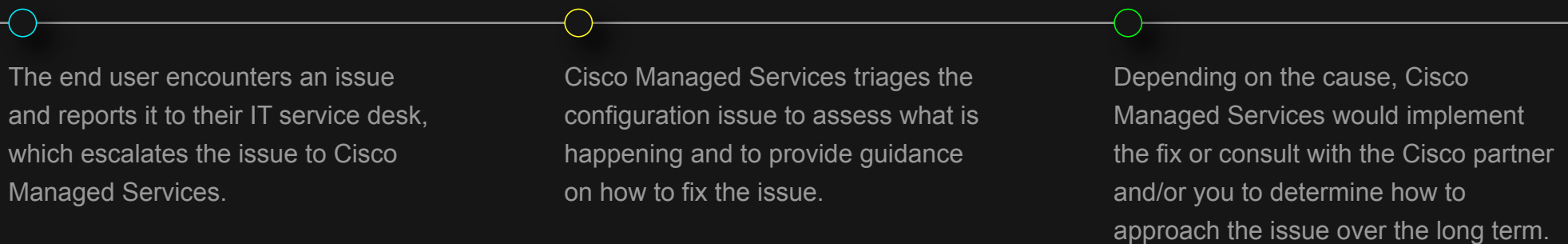
Let's take a closer look at two examples of how Unified Communications as a Service, Powered by Cisco UCM Cloud lets you take full advantage of cloud capabilities while minimizing management burdens on your team.

TROUBLESHOOTING AND REMEDIATING A DIAL PLAN CONFIGURATION ISSUE

Suppose somebody misconfigures your dial plan by accident and the problem is unknown to anyone. As a result, at your organization's headquarters, suddenly end users are unable to make local calls.

Without Unified Communications as a Service, Powered by Cisco UCM Cloud, you or your partner would be responsible for troubleshooting and remediation of the configuration issue.

With Unified Communications as a Service, Powered by Cisco UCM Cloud, Cisco provides expert troubleshooting and remediation for the issue no matter who misconfigured the dial plan. **The following three steps illustrate a typical scenario:**



FAILURE OF CUSTOMER PREMISES EQUIPMENT

Suppose a router goes down at your organization's edge. If that happens, certain phones at a site would no longer be able to talk to the cloud data centers. The issue would cause phones to unregister. You and/or your partner would be responsible to monitor and manage that device (router) and detect the failure and cause of the connectivity issue, then remediate the issue.

Under Cisco UCM Cloud, Cisco is already managing the health and welfare of the cloud service shared infrastructure. Unified Communications as a Service, Powered by Cisco UCM Cloud provides proactive and preemptive monitoring and management of customer premise devices that are connected to Cisco UCM Cloud.

This results in better end-to-end visibility, detecting, preventing and remediating issues before they affect service. It provides a better experience in terms of end-to-end service availability for users and more efficient operations for your organization. In the customer premise equipment failure scenario, we are on the hook to detect the failure, identify the cause, and help remediate the issue.

We also help triage and identify customer premises equipment integration points to third-party equipment, such as another PBX, calling systems, Microsoft Office 365, or other components.



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CONCLUSION

There's no question that effective collaboration is the cornerstone of innovation and business agility for organizations in every industry. With Unified Communications as a Service, Powered by Cisco UCM Cloud, you can empower your workforce with all the tools and capabilities they need for effective collaboration—at home, in the office, or on the go.

SCHEDULE CONSULTATION TODAY

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