Simple

Delivered entirely from the Cisco cloud, each element makes the user and administrator experience simple and intuitive. It's easy to use and easy to manage. And offered on a simple subscription basis, so you can add services on demand.

Secure

Our extensive experience securing the world's largest networks, combined with our communications and cloud expertise, helps ensure Cisco Spark security and reliability.

Complete

Our best collaboration tools in one complete service delivers a great experience regardless of location or device. Message, meet, and call anyone, anywhere, anytime. And because we host the service in our cloud, it's always up-to-date.
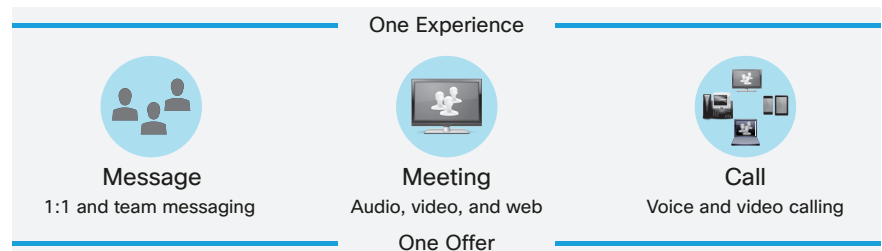
Cisco Spark

A Cloud-Based Business Collaboration Service

Communication is about more than simply being able to dial or send a message to employees or partners. It's about being able to message, meet, and call instantly in a way that strengthens relationships and increases productivity (Figure 1).

And now communication needs to be agile. Mobile. Collaborative. All thanks to mobile devices and evolving innovations in infrastructure and applications for voice, video, messaging, and content sharing. The Cisco Spark service makes instant communications and live meetings possible through a deeply integrated set of industry-leading communications tools for an unmatched collaboration experience—that only the Cisco cloud can deliver.

Figure 1. Simply Communicate Better with Cisco Spark

One Experience

Message	Meeting	Call
1:1 and team messaging	Audio, video, and web	Voice and video calling

One Offer

Message. Meet. Call.

With the Cisco Spark solution, you can:

- **Message:** Business messaging lets you prepare, share, and iterate on content. Enjoy 1:1 and team messaging in virtual rooms with persistent content and context for team interactions. Cisco Spark services break down communication barriers and make it incredibly simple to work with anyone.

- **Meet:** Connect teams and meet customers easily with the added benefits of messaging and content sharing before, during, and after the meeting. It's easy to schedule or join a meeting at a main office, a branch office, at home, on the road, or from a room-based video system. Every meeting is video-centric. Users shouldn't have to think about what type of conferencing they need before scheduling; after all, it's just a meeting.

- **Call:** The service enables voice and video communications via mobile, desktop, and room-based devices. Simply connect your existing PSTN[1] services to Spark to enjoy one-touch directory dialing and join meetings from anywhere on any device. Mobile users get features such as single number reach, single voicemail service, video services, and the ability to seamlessly move between devices during a call.

[1] The Cisco Spark service doesn't include PSTN services. Customers need to purchase PSTN services from a third-party provider. For the complete Spark service, Cisco preferred media provider ecosystem partners can provide PSTN local, long-distance, and direct-inward-dial services. Existing Cisco UC customers will use Spark Hybrid Services to connect on-premises call capabilities to Cisco Spark capabilities in the cloud.

Investment Protection

Using Spark Hybrid Services, customers can connect their existing Cisco call control (such as Unified Communications Manager, Business Edition series, or Cisco Powered HCS services) to the messaging and meeting services hosted in the Cisco Collaboration Cloud. In addition, all Cisco Spark service-supported phones and video endpoints have updated software that provides simple registration and connection to the Spark service in the cloud.
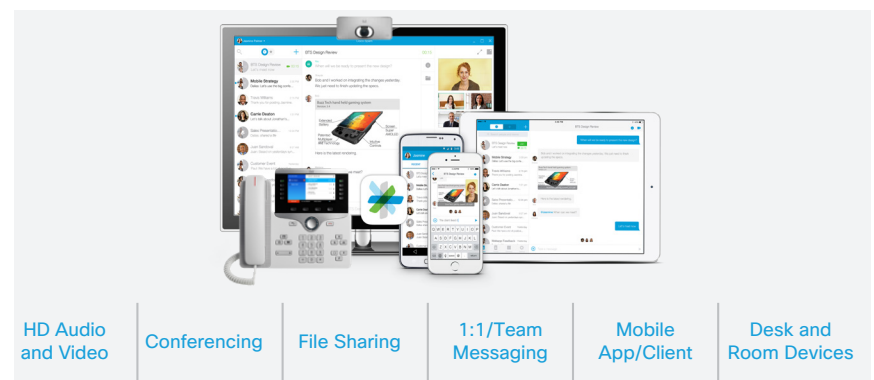
Next Steps

To learn more about how the Cisco Spark service can transform your communications, please visit www.ciscospark.com.

Designed for the Way You Do Business

The Cisco Spark service delivers a powerful set of communications services for all the ways you need to communicate. Maybe you're a startup business with an ad hoc solution, or you have an outdated key system or PBX and want to upgrade. Perhaps you've already made the move to IP or deployed a cloud-based service and want to expand your capabilities even further. Cisco Spark will take your communications to the next level by providing the benefits of a complete business collaboration service for everyone in your company: one service, one experience, for everyone (Figure 2).

Figure 2. Deliver One Service and One Experience for Every Employee

HD Audio and Video	Conferencing	File Sharing	1:1/Team Messaging	Mobile App/Client	Desk and Room Devices

- Personal productivity on the road, in the office, and with customers:
  - Join meetings when mobile, from a desk, or from a room-based system.
  - Move seamlessly between your mobile device and desktop.
  - Access common contacts and call history from your mobile device or desktop.
- Team agility and rapid response from the start of a project to its completion:
  - Hold more effective meetings with sync-ups, discussions, and preparation ahead of time.
  - Get access to content and discussion threads during meetings.
  - Review, follow up, and take quick, informed action after meetings.
- Acceleration of business growth and success:
  - Focus IT resources to move them from being a cost center to a platform for innovation and growth.
  - Improve company culture by working smarter from anywhere and connecting and engaging employees.
  - Meet business demands by working faster and smarter, controlling costs, and maximizing resources.