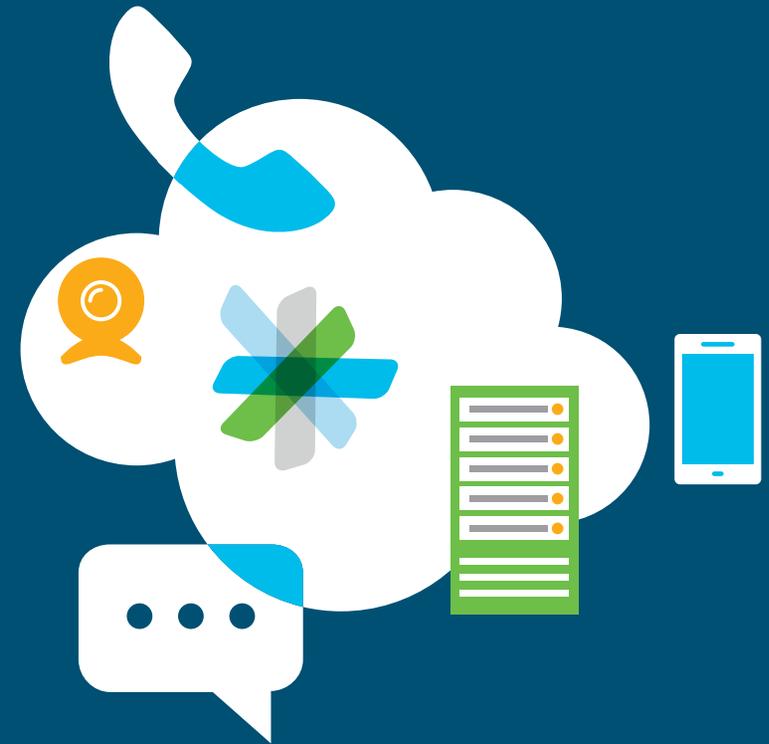# Building a Platform for the Future

Design and Deploy Your Communication Solution, Your Way

When it comes to unified communications and collaboration needs, there is no one-size-fits-all solution. The option that is best for your business will depend on your IT resources and skills, budget priorities, growth plans, security needs, and customization requirements.

Which deployment option is right for you?

With the right solution in place, you can improve business workflows to boost productivity, increase customer satisfaction, and simplify collaboration across your entire organization. And with the introduction of cloud-based applications and services, you now have a number of deployment options.

- **Cloud-based services** are designed for agility, offering a digital solution that is ideal for rapidly growing businesses or business models in flux. You can deploy services quickly and easily adopt the latest collaboration features to bring together your people and teams across both physical and virtual workspaces.

- **Hosted solutions** offer the flexibility and security of a dedicated solution, but with minimal impact to your IT resources. You only pay for what you need, making cost and service levels predictable and consistent.

- **Hybrid solutions** offer maximum flexibility by letting you add new, cloud-delivered collaboration capabilities to existing on-premises solutions. You can reduce your total cost of ownership by leveraging the equipment you already have, including using the same network for voice, data, and video. This is also a way to reduce service provider fees for connections, extension moves, additions, or changes.

- **On-premises solutions** give you maximum control of your collaboration platform with the ability to customize, ideal for organizations with strict compliance or security requirements.

Cisco offers a range of deployment options.

Cisco is driving the new era of unified communications by delivering a comprehensive collaboration experience on any device, to meet any business need. Find the deployment option that's right for you by choosing from several solutions, including:

- Cisco Spark™, a cloud-based service that brings together messaging, meeting, calling, file sharing, and whiteboarding in a single solution for a seamless user experience.

- On-premises, including phones and video hardware, Cisco Spark Boards, and Cisco® Business Edition or Enterprise Unified Communication packaged solutions for maximum control.

- A hybrid combination of the above options offers maximum flexibility and customization.

Cloud-Based Services

Cisco Cloud Collaboration Services; Cisco Spark (with meetings powered by Cisco WebEx); Cisco HCS

☐ Optimal business agility

☐ Reduce burden on IT staff

☐ Quickly add new users or new services

☐ Operating expenses (OpEx) budgets rather than capital expenditures (CapEx)

Hosted Solutions

Cisco Hosted Collaboration Solutions (HCS)

☐ Agility of cloud-based services with localized control

☐ Flexibility to add on-premises capabilities or cloud services

☐ Self-service user model

☐ Reduce burden on IT staff

Hybrid Solutions

Cisco Spark Hybrid Services; connects cloud-based solutions like Cisco Spark and on-premises equipment

☐ Flexibility to add new, cloud-based services

☐ Continue to use existing on-premises investments

☐ Blended financial model using both CapEx and OpEx

On-Premises Solutions

Cisco Unified Communications Manager; Cisco Business Edition packaged collaboration solutions (BE4000, BE6000, or BE7000)

☐ Maximum, on-site control

☐ Larger IT staff

☐ Use CapEx budgets

Next-generation team collaboration is here: Meet Cisco Spark.

Whether you have existing, on-premises technology you want to continue using or choose to deploy a fully cloud-based communication platform, Cisco Spark provides rich team collaboration.

Cisco Spark is an app-based service that delivers a rich collaboration experience from any device, wherever you are. And it can be used as a standalone service or in conjunction with your existing technology.

Within the easy-to-use Cisco Spark app, teams can:

· Message
· Meet
· Call
· File share
· Whiteboard

For a fully cloud-based experience, just download the Cisco Spark app.

For a hybrid approach, Cisco Spark can integrate with your current technology through Cisco Spark Hybrid Services.

Cisco Spark Hybrid Services – Connect your on-premises hardware with cloud-based Cisco Spark to create a single, integrated, and seamless user experience.

Cisco Spark Flex Plan – Cisco Spark Flex Plan offers cloud, on-premises, and hosted collaboration benefits delivered in a single user-based subscription. This allows you to mix and match services as your business evolves, all with a single agreement that includes software, upgrades, and support.

Cisco Spark

CISCO'S TECHNOLOGY AND SOLUTION LEADERSHIP IN

GARTNER'S MAGIC QUADRANT*

Gartner placed Cisco as a 2016 leader in its Magic Quadrant for the following technologies:

· Unified Communications for Midsize Enterprises, North America
· Corporate Telephony
· Contact Center Infrastructure
· Group Video Systems
· Web Conferencing

Find out how analysts compare Cisco collaboration products and services to competitors >

*Gartner Disclaimer: http://www.cisco.com/c/en/us/solutions/collaboration/gartner_disclaimer.html

Deployment examples

Golin Cuts Review Times in Half with Cisco Spark

With 50 offices around the globe, PR and marketing firm Golin depends on constant collaboration. They needed a simple, fast-to-deploy, and seamless way to bring creative professionals, account teams, and clients together. With cloud-based Cisco Spark, Golin and its clients have a means to share and collaborate on design files immediately, with consolidated workflows for streamlined project management. **The design firm was able to cut its design review and approval times by approximately 50 percent.**

Talbots Outfits Happier Customers Using Cisco HCS

Women's global retailer Talbots depends on collaboration to deliver consistent cross-channel customer support. To consolidate and centralize support channels, the retailer chose Cisco Hosted Collaboration Solution for Contact Center, **which increased call handling by 30 percent, boosted agent efficiency, and drove industry-best customer satisfaction scores.**

Credit Union Drives Collaboration with Cloud-Based Solutions

The Local Government Federal Credit Union (LGFCU) wanted to digitize some of its internal operations and find innovative ways to engage members. They turned to Cisco to create an open, flexible work environment designed to stimulate productivity and attract the brightest talent. With fast, effective collaboration driven by Cisco Jabber®, Cisco Spark, and WebEx®, **LGFCU is seeing a 25-percent increase in productivity and employee collaboration.**

Get started today.

Cisco offers the widest range of industry-leading collaboration solutions designed to meet even the most unique business needs. Design the right deployment plan for your business.

Explore Cisco's collaboration solutions >

Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at **www.cisco.com/go/offices**.