



QUICK LOOK

CISCO IP COMMUNICATIONS EXPRESS: CISCO CALLMANAGER EXPRESS WITH CISCO UNITY EXPRESS

COST-EFFECTIVE IP COMMUNICATIONS SOLUTION FOR THE SMALL OFFICE

Cisco® CallManager Express provides call processing for Cisco IP phones. Cisco Unity Express offers voice-mail and automated attendant capabilities for IP phone users connected to Cisco CallManager Express. The voice mail and automated attendant capabilities are fully integrated into the Cisco access router using a network module (NM) or advanced integration module (AIM). With this solution, the Cisco portfolio of access routers delivers features similar to those of a key system or hybrid private branch exchange (PBX) plus the rich data and routing capabilities expected on the new Cisco® integrated services routers designed specifically for voice services and the award winning Cisco Multi-service access routers which many organizations already have deployed in their networks. Customers can now deliver IP Telephony to their small sites and branch offices with a solution that is very simple to deploy, administer, and maintain. Cisco CallManager Express with Cisco Unity Express provides customers with a cost-effective, highly reliable, feature-rich solution for an office deployment of up to 240 users.

Extends the benefits of IP Communications and “enterprise-like” capability to the small office on a Cisco router.

- Reduces total cost of ownership (TCO) by delivering voice and data on a consolidated infrastructure.
- Complements the end-to-end Cisco IP Communications portfolio by cost-effectively extending IP Telephony support to the small-business telephony market.
- Offers simple configuration and deployment for enterprise customers who are familiar with Cisco infrastructure.
- Takes advantage of Cisco data expertise, market leadership, and industry-standard Cisco IOS Software.
- Enables flexible configuration and management using familiar Cisco IOS Software command-line interface (CLI) or a Web-based GUI.
- Supports converged applications including content networking, video, quality of service (QoS), firewall, VPN, DSL, Ethernet, and Extensible Markup Language (XML) services.
- Provides 100 percent investment protection for customers evaluating IP Telephony if they choose to migrate to a centralized Cisco CallManager architecture.

SEGMENT AND VERTICAL MARKET TARGETS

Enterprise

- Enterprises with multiple autonomous remote sites or branches, with up to 240 users per site that have telephony and data connectivity needs
- Enterprises that want decentralized call control due to bandwidth constraints or other considerations.
- Enterprise retail customers looking for distributed call processing solution without dependency of WAN link or limited features available when in SRST mode.
- Enterprises evaluating a Cisco CallManager deployment may use Cisco CallManager Express and Cisco Unity Express to evaluate IP Telephony at a limited number of small locations and then migrate to a Cisco CallManager solution with 100-percent investment protection. The Cisco integrated services or access router becomes a high-availability voice gateway offering Survivable Remote Site Telephony (SRST) through a simple configuration change. Cisco Unity Express is supported in both Cisco CallManager and Cisco CallManager Express networks so a customers' investment in Cisco Unity Express is also protected.

Commercial

- Small and medium-sized businesses with up to 240 users per site who want to take advantage of the inherent benefits of an IP Telephony system and need or have a Cisco router for data connectivity and Internet access.
- Small and medium sized businesses looking for a quick and easy way to install an IP Telephony solution from Cisco that does not require Microsoft Windows based servers for call processing.

Service Provider

- Service providers that want to add incremental revenue for data-managed services. Service providers can deliver IP Telephony on the same Cisco access routers they currently use to provide managed data services.
- Service providers selling managed Cisco CallManager services can use Cisco CallManager Express as an evaluation and sales tool to familiarize customers with IP Telephony.

Vertical Markets and Targets

- Retail
- Insurance
- Financial services
- Education
- Health care, medical
- Legal
- Manufacturing
- Federal and local government agencies

SITUATIONAL ANALYSIS AND RESEARCH NUMBERS

- There are 10 million small businesses in the United States using less than 100 lines—and 19 million in Europe, the Middle East, and Africa (Gartner).
- Small-business telecommunications spending will grow 70 percent in the next five years (Gartner).
- This segment spends US\$63 billion worldwide for basic telecommunications (Gartner).
- There are more than 5 million Cisco access routers installed worldwide.
- By the end of 2002, 260,000 U.S. firms, or roughly 2 percent of all U.S. firms, were using some sort of IP Telephony. This number will grow to more than 2.2 million U.S. firms by 2007 or 19 percent of all U.S. firms. These numbers represent businesses that have deployed IP telephony solutions to their end users (In-Stat/MDR).

| Cisco IP Communications Express Features | Benefits |
|--|--|
| Single Platform to Manage and Maintain | Reduces operating costs. The portfolio of Cisco access routers provides industry-leading features such as robust QoS, network security, encryption, and firewall, and offers new network modules that deliver content networking, enhanced VPN services, and a variety of other capabilities to address branch and small-office business needs. Now these routers can also deliver integrated IP Telephony, voicemail, auto attendant services and basic Automated Call Distribution (ACD), allowing customers to deploy a single platform to address all their business needs, simplifying management, maintenance, and operations, and resulting in a lower TCO. |
| Interoperability with Cisco CallManager and Unity | Customers can deploy mixed call processing platforms and voice mail/automated attendant solutions; Cisco CallManager, Cisco CallManager Express, Cisco Unity or Cisco Unity Express link all sites across WAN with full integration. Voice mail messages may be shared between Cisco Unity and Cisco Unity Express sites using VPIM based networking. |
| Easily Replicated Solution | Provides consistency across all locations. With one platform and configuration replicated across many sites, network administrators greatly reduce the complexity of their environments. |
| Small Form Factor | Saves valuable space in retail environments—a single platform can replace several standalone solutions |
| Supports XML Applications | Enables a wide variety of productivity-enhancing applications for end users |
| Reduces Moves, Adds and Changes (MAC) Effort and Cost | IP Telephony lowers the complexity and human intervention often required for traditional telephony Moves Adds and Changes. |
| IP Telephony Architecture Supports On-Net Calling | Enables companies to save money on toll charges by routing their inter-site calls over their QoS-enabled WAN. |
| Robust Set of Commonly Used Telephony Features | Small offices have different workflows, and require specialized features to support their work practices. Cisco CallManager Express can be configured to deliver commonly used key system or low-end PBX like features for the small office. |
| Centralized Provisioning and Monitoring, Remote Maintenance and Troubleshooting | Allows users to configure and administer their entire voice and data network from a central location, as well as allows monitoring of the systems using centralized tools. IP connectivity to the systems also allows for remote trouble shooting and problem resolution—enabling significant savings in network operations and maintenance costs. |
| Built-in Voice Mail | Cisco Unity Express on an advanced integration module (AIM) provides up to 14 hours and the network module (NM) provides 100 hours of voice-mail storage, from 4 up to 16 concurrent sessions, along with a suite of commonly used voice-mail features including distribution lists, broadcast messages and voice mail message sharing between Unity Express and Unity sites. Users get started with voice mail by using the complete yet concise Telephone User Interface (TUI) tutorial. It takes the user step by step through the mailbox setup process, minimizing the need for administrator intervention or assistance, saving both time and money. |
| Built-in automated attendant | Cisco Unity Express includes a full featured customizable automated attendant with these key features; 5 different automated attendant greetings, dial-by-name, dial-by-extension, one key dialing, multiple menu levels, holiday schedules, business hours, zero out to alternate phone number and return-to-operator. These robust capabilities simplify self-service for callers by allowing them to quickly reach the right person with or without operator assistance. |
| Cisco CallManager Express License Upgradeable to SRST | Investment protection and ease of upgrade to centralized call processing solutions. A system with Cisco CallManager Express can be converted to a highly available, robust voice gateway at a remote site in a centralized Cisco CallManager deployment architecture. This flexibility helps ensure full and risk-free investment protection to successful businesses that might outgrow the system capacity of 240 users. |

When to Sell—Customer Requirements

Where to Sell—Customer Candidate Requirements

Cisco CallManager Express is designed for an office of up to 240 users who need data-routing capability and want to enable telephony features, including voice mail and automated attendant on the same router.

“When-to-sell” Triggers Include:

- Customers who have key systems or PBXs that are reaching the end of life or lease expiration.
- Customers who want to consolidate and integrate network services onto a single device and want that device or platform to be capable of supporting a multitude of business requirements.
- Customers who are looking to reduce operating expenses through standardization, central management and provisioning, improved employee productivity, reduced effort and cost of MACs etc.
- Customers who are expanding and adding new offices.
- Customers who are moving locations.
- Customers who are consolidating or restructuring.
- Customers who are planning an upgrade of their voice network.
- Customers who are planning an upgrade of their data network.
- Customers who are interested in IP Telephony but are uneasy about committing to a large initial investment.

- Requires less than 240 phones
- Has or needs router (WAN or VPN Internet)
- Needs voice mail and has an available network module or AIM slot for Cisco Unity Express on the Cisco 2600XM Series, Cisco 2800, Cisco 2691, Cisco 3700, or 3800 Series router
- Desires distributed call processing at each location to minimize WAN bandwidth or QoS engineering requirements
- Wants key-system or PBX-hybrid type features
- Requires an Automated Attendant or basic ACD functionality
- Does not require more advanced voice applications including: IP Contact Center (IPCC), Extension Mobility, Conference Connection, or Cisco Personal Assistant

WHY CISCO SYSTEMS® SURPASSES THE COMPETITION

- **Market leadership**—20 years of experience and expertise in IP innovation
- **End to end solution**—THE ONLY all-in-one, *office in a box* solution for SMBs or branch office locations: switching, routing, call processing, auto attendant, voicemail, conferencing, voice gateway, PoE and more!
- **Industry-leading security and reliability**
- **World-class service and support**
- **Industry-leading investment protection for future growth**

FOR MORE INFORMATION:

For more information about Cisco CallManager Express visit <http://www.cisco.com/go/ccme>.

For more information about Cisco Unity Express, visit <http://www.cisco.com/go/cue>.

E-mail questions to access-ccme-cue@cisco.com.

Availability—Orderable by IP Communications Express Specialization, IP Communication Specialization or IP Telephony Revised Partners only.

Upgrade to SRST—Cisco CallManager Express license includes no-cost upgrade to SRST.

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