

Cisco Smart Business Communications System: A New Way for Small Business to Communicate

The Cisco® Smart Business Communications System (SBCS) is a complete system of voice, data, video, and wireless networking products for small businesses. It provides a new way to communicate, enabling highly secure access to information any time and anywhere, while helping people work together more efficiently and effectively. SBCS enables your business to better reach, serve, and retain customers.

Executive Summary

The Cisco Smart Business Communications System provides a unique, comprehensive business communications solution with tightly coupled voice, data, video, network security, wireless mobility, and system management that other vendors simply cannot provide. Its components were designed to be deployed individually or as a complete system, allowing your business communications to evolve as your needs change. The industry-leading Cisco Unified Communications applications and hardware, including the full line of Cisco Unified IP Phones and networking solutions, are now available to small businesses. With secure “anytime, anywhere” access to information, your business can communicate more effectively with customers and employees. The system is easy to deploy and use, and it scales to accommodate business growth. In addition, Cisco and its partners provide end-to-end service and support that can help increase the network’s business value and return on investment.

Challenge

Today’s small businesses face relentless pressures. To keep up with large global organizations and more technology-enabled businesses, they must boost productivity through better communications, simplify business processes, get full value from resources and applications, and manage costs effectively. The proliferation of mobile phones, personal digital assistants (PDAs), notebook computers, and other devices has made communications increasingly complex, and we now do business everywhere—in a taxi, on an airplane, at a customer site, at home, in the office, or at a coffeehouse. Users in these “workspaces” want to connect—anywhere, any time, and anyplace, using a variety of media, devices, and operating systems. They want the experience to be media rich yet easy to use, consistent, and effective. Businesses of all sizes want more efficient operations and a more effective way to communicate. SBCS can help you do all this with an affordable, complete system that is designed and built for businesses like yours.

Small businesses have identified the following as their top challenges. The Cisco Smart Business Communications System can help your business address each of these challenges.

- Improving operational efficiency and productivity
 - SBCS simplifies communications and provides unique features that help employees save time and increase productivity. Integrated messaging allows employees to see and prioritize voicemail, from either a PC or an IP phone. Built-in video communications make instant face-to-face video a reality. And new mobility solutions allow the use of a mobile phone as an office handset. Cisco Catalyst® Express switches support all devices and

applications attached to the network, to more effectively manage and prioritize high-bandwidth traffic, keeping employees productive and continually connected to business applications. Cisco Mobility Express delivers secure and reliable wireless LAN (WLAN) capabilities at an affordable price. It enables faster decision making through improved responsiveness, enabling anywhere, anytime access. It also provides highly secure Internet access to nonemployees or guests.

- Controlling costs
 - Unified communications can reduce local-line fees, long-distance costs, and toll charges and eliminate the cost of duplicate cabling for separate data and voice systems. It minimizes the time and costs associated with system installation and configuration and provides easy administration by allowing customers to make moves and changes without special tools or outside expertise. Cisco Catalyst Express switches and Mobility Express access points are scalable, which enables businesses to protect and extend their investments and to more cost-effectively manage growth by adding devices as needed. In short, SBCS helps customers maximize financial resources—as well as human resources.
- Providing superior customer service
 - SBCS improves customer interaction, providing around-the-clock availability and quick and effective service. Cisco Unified Communications Manager Express and Cisco Unity[®] Express offer automated attendant and Basic Automatic Call Distribution (B-ACD) features, making it easy for your customers to reach company employees. Cisco Unified CallConnectors provide integration with customer relationship management (CRM) solutions. These applications, together with Cisco Catalyst Express switches and Mobility Express WLANs, can help businesses create a network that enables them to offer availability and services that lead to increased customer satisfaction.
- Achieving a competitive edge
 - SBCS provides small businesses with greater business agility—the ability to quickly access and act on information at any time, from anywhere, with any device. Whether working in the office, from home, or remotely, employees get a highly secure connection to the system to reach the right resource the first time and do their jobs regardless of location. This agility can help businesses like yours keep pace with competitors.

Business Benefits

The Cisco Smart Business Communications System helps small businesses provide better customer responsiveness and service to their customers and create faster, closer connections with customers and other employees. It provides immediate, highly secure access to information, improves responsiveness and productivity, and, ultimately, produces a competitive advantage.

Solution

The Cisco Smart Business Communications System includes the following:

- Cisco Unified Communications 500 Series for Small Business, with models supporting 8, 16, 24, 32, or 48 users. A license-based upgrade will expand the 48-user system to 64 users.
 - T1/E1 voice trunking interface is standard on specific Cisco Unified Communications 500 Series models and an option on others

- Cisco Unified Communications Manager Express for call processing
- Cisco Unity Express voicemail
- Automated attendant
- Cisco Catalyst Express 520 Series Switches in five different models, with up to 24 ports of Power over Ethernet (PoE) to support expansion in multiple deployment scenarios
- Cisco 520 Series Secure Routers, which combine Internet access and wireless services with advanced security features to protect the business from threats and malware
- Cisco Mobility Express solution, with the Cisco 521 Wireless Express Access Point and the Cisco 526 Wireless Express Mobility Controller
- Customizable secure guest access web portal is included in the Cisco 526 Wireless Express Mobility Controller
 - Optimized for voice over WLAN with secure, fast roaming and quality of service (QoS)
- Cisco Unified IP Phones, including Cisco Unified Wireless IP Phones and Cisco IP Communicator (Softphone). The Cisco Unified IP Phones 500 Series is a group of affordable, entry-level IP phones designed for use exclusively with Cisco's Unified Communications 500 Series. The Cisco Unified IP Phones 521G and 521SG are single-line phones with two call line appearances. The Cisco Unified IP Phones 524G and 524SG are four-line phones with up to eight call line appearances. The SG models include a 10/100 switch port for LAN connection to a colocated PC.
- Business productivity applications from Cisco and third parties
- Support for the dual-mode cellular/802.11 phone from Nokia
- Cisco Unified CallConnector Server for Presence, with single-number reach features
- Simple system configuration for all Cisco Smart Business Communications System components using the Cisco Configuration Assistant, available as a free download at: <http://www.cisco.com/go/configassist>.
- Cisco Monitor Director, providing network monitoring and troubleshooting to help ensure dependable network performance and monitoring of all networking devices and IP phones

For more information about the Cisco Smart Business Communications System, visit:

<http://www.cisco.com/go/sbcs>.

Intelligent Networking

Integrating your communications systems with an intelligent IT infrastructure allows your business to move with you. Security is everywhere, and your information is always available—whenever and wherever it's needed. You can efficiently access information on demand, interact with virtual teams all over the world, and manage these interactions on the go, in real time, as if you were everywhere at once. Every interaction is more valuable. Everyone is more efficient. All communications are more effective and secure. These capabilities let you excel in today's fast-paced marketplace and give your business the agility it needs to innovate continuously, adapt quickly, and grow successfully.

Cisco SMARTnet Service for Cisco Smart Business Communications System

Cisco SMARTnet® Service for the Cisco Smart Business Communications System delivers award-winning Cisco service to small business customers. It provides a cost-effective, flexible service plan supported by Cisco that includes full voicemail coverage, software upgrades and updates, around-the-clock telephone and web-based support, and on-site parts delivery. A single Cisco SMARTnet Service contract covers most of the Cisco Smart Business Communications System products attached at the initial point of sale.

Why Cisco?

Cisco is a worldwide leader in networking technologies, with a 20-year record of supporting customers of all sizes. The industry-leading, rich communications experiences provided by Cisco solutions and network connectivity are now available to small businesses. By working with the established industry leader, customers can benefit from:

- More than a decade of experience with video and Internet initiatives
- Proven network performance, reliability, and security
- Award-winning services and support provided by Cisco and its partners
- Flexible end-user and partner financing packages

The Cisco Smart Business Communications System provides an affordable, complete business communications solution to small businesses. Other vendors provide components separately, or they are provided by multiple vendors, and integration is often limited. The components of the Cisco Smart Business Communications System were designed to work together. In addition, the entire network can be configured and managed using a single tool. The ability to migrate customers to the full line of Cisco products is also a crucial feature, unlike the limits customers face with other vendors. Finally, the integration of business productivity applications by Cisco and select third-party vendors utilizes the infrastructure solution provided by the Cisco Smart Business Communications System.

Overall, Cisco is the only vendor that can deliver a complete solution to small businesses and provide a single tool to deploy and manage the solution.

For More Information

For more information, visit: <http://www.cisco.com/go/sbcs>.

Questions may be directed to: sbcs-interest@cisco.com.



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