



Smart Business Communications System

At-A-Glance

Validated Cisco Unified Communications Solutions for SMB (Cisco SBCS 1.1)

Cisco Smart Business Communications System

The Cisco Smart Business Communications System (SBCS) is an all-in-one solution designed for small- and medium-businesses (SMB) to provide voice, data, video, security, and wireless capabilities while integrating with existing desktop applications, such as calendar, E-mail, and customer relationship management (CRM). It offers a new way for SMBs to reach, serve, and retain customers. Having secure access—anytime, anywhere—to integrated voice, video, and wireless networking enables more effective and efficient communication with customers and employees. It mobilizes the workforce and extends full communications to home workers.

The Cisco Smart Business Communications System consists of a series of purpose-built, hardware platforms—starting with the new Cisco Unified Communications 500 Series for SMBs, companion Catalyst Express 500 series LAN switches, and wireless networking solutions. These platforms are complemented by GUI-based system management tools for easy set up, configuration, and monitoring.

The Cisco Smart Business Communications System is part of Cisco's comprehensive Whole Offer for customers in the commercial segment. The Whole Offer is a complete, smart offering that includes Cisco products, financing, partner and end-user training, services, and support.

The Cisco Smart Business Communications System enables customers to:

- Take advantage of Cisco and its world-class partners for the comprehensive technical solution, financing, support services, and business consulting.
- Harness the full value of the Cisco integrated secure network to achieve increased employee productivity, enhanced customer responsiveness, improved operational efficiency, and greater profitability.
- Evolve businesses with safe and strategic choices in infrastructure investment, resulting in lower Total Cost of Ownership (TCO) and the increased benefits of a safe and flexible network designed for each specific use.

What is new in Cisco SBCS 1.1

Cisco Smart Business Communications System 1.1 extends the capabilities of Cisco Smart Business Communications System 1.0 by adding the following functions:

- New Cisco Unified Communication 520 models supporting 32 and 48 IP phone users
- Support for Channelized T1/E1 interface on UC520 models
- New Cisco Catalyst Express 520 switch models, with up to 24 Power over Ethernet (PoE) ports
- Controller-based WLAN (WLC 526) to support more users
- Localized Cisco Configuration Assistant in eight languages with enhanced GUI support
- Support for VoiceView Express messaging*
- Support for Cisco VT Advantage Video Conferencing
- Support for multi-party conferencing*
- Monitoring of third-party devices such as printers or servers with Cisco Monitor Director and Cisco Monitor Director Agent and increased support of 100 customer networks
- Third-party application integration

* — Note: These features must be configured in CLI.

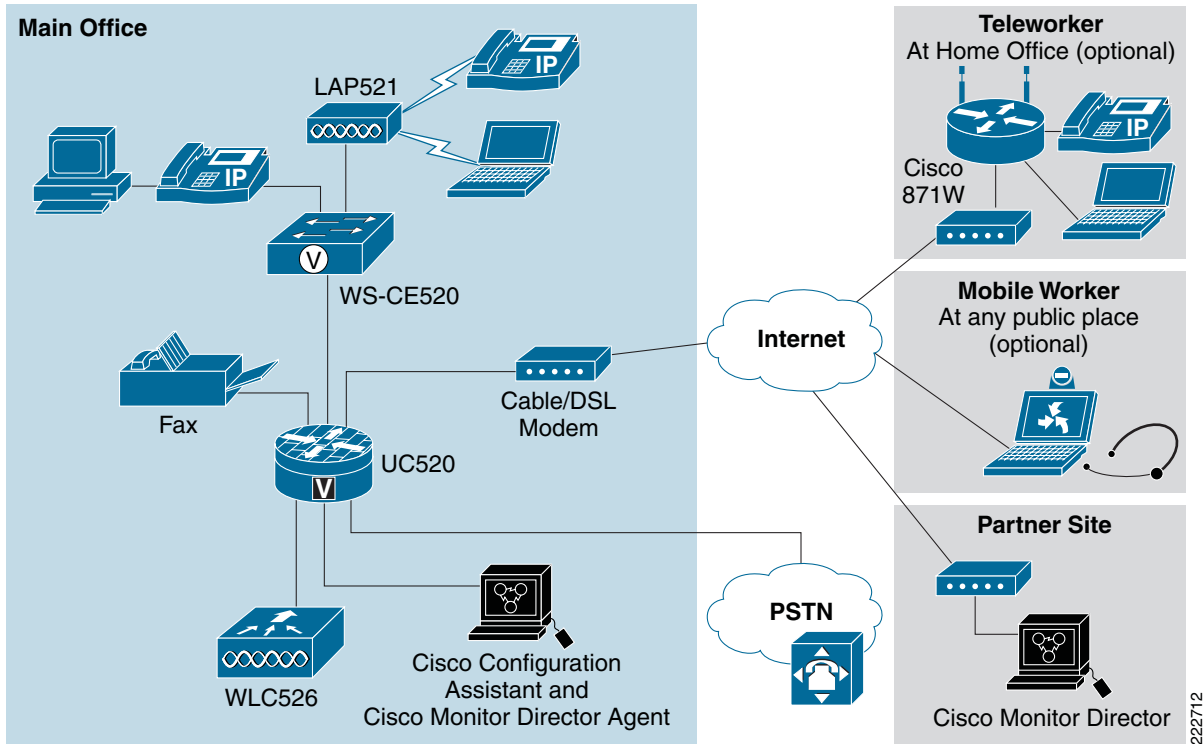
Cisco SBCS 1.1 Architecture Overview

Cisco Smart Business Communications System 1.1 is fully validated with comprehensive solution design and implementation documentation to provide best practice guidelines for network deployment and management. [Figure 1](#) shows a high-level view of a typical deployment.

While specific deployments are unique, the following scenarios are typically encountered in the SMB premises and are addressed as part of the validated design with the necessary design and implementation guidelines.

- Single-site PBX scenario
- Single-site Key System scenario
- Single-site PBX with remote teleworker scenario
- Single-site PBX with mobile worker scenario
- Single-site PBX with SIP trunking scenario

Figure 1 Smart Business Communications System Architecture Overview



Cisco Smart Business Communications System 1.1 Solution Components

Table 1 summarizes the hardware components that are included in Cisco Smart Business Communications System 1.1 and their functions, together with the system configuration and monitoring tools.

Table 1 Cisco Smart Business Communications System 1.1 Solution Components

| Cisco SBCS 1.1 Solution Components | Functions |
|---|---|
| Cisco Unified Communications 520 Series | Combines telephony, messaging, and mobility into a single device that is designed, packaged, and configured with simplicity in mind. It comes with eight Power over Ethernet (PoE) ports to support both IP phones and workstations, and through six different models it is possible to scale from 8 to 48 IP phones. The Cisco Unified Communications 500 Series also offers an integrated wireless access point option on specific models. This single access point resides in the Cisco Unified Communications 500 Series and provides wireless access, acting as a standalone access point. |
| Cisco Catalyst® Express 520 Series Switches | A series of fixed-configuration, managed switches that range from 8 ports of 10/100 PoE to 24 ports of 10/100/1000. These switches are a part of the Cisco Smart Business Communications System and enable the Cisco Unified Communications 500 Series to scale from 8 to 48 IP phones. |
| Cisco 526 Series Wireless Express Mobility Controller | A network appliance used to control and optimize the performance of multiple-access-point wireless networks and enables mobility services such as secure guest access and voice over Wi-Fi. |
| Cisco 521 Series Wireless Express Access Point | A single-band IEEE 802.11g access point with integrated antennas that offers business-class mobility features, flexible deployment options, and high-performance wireless connectivity ideal for small and medium business environments. It can function in two modes: standalone mode and controller-based mode. |
| Cisco Unified IP Phones | Cisco provides a complete range of IP phones and communications devices designed to take full advantage of converged voice and data networks while offering the convenience and user-friendliness businesses expect from a business phone. The Cisco Unified IP Phones 7931G, 7941G, 7961G, 7970G, and 7971G-GE are ideal for SMBs, offering various features. |
| System Configuration and Monitoring | |
| Cisco Configuration Assistant | Simplifies and reduces the time and expense required to set up and deploy a network—helping you set up a network quickly, and easing support and troubleshooting. PC-based application with a simple graphical user interface (GUI) discovers all devices in the network and dynamically configures all routers, switches, and wireless access points as well as Cisco Unified Communications call-routing and voicemail systems. |
| Cisco Monitor Director | Enables partners to manage 100 individual customers at the same time. Partners gain intimate knowledge of SMB customers and can migrate to the managed service provider (MSP) monthly recurring revenue model. |
| Cisco Monitor Director Agent (Cisco Monitor Manager) | Actively monitors devices on voice and data networks. This application allows customers to manage their own network infrastructure. A managed service provider can also use Cisco Monitor Director Agent, along with Cisco Monitor Director, to actively monitor the network. |

Cisco Smart Business Communications System Technical Overview

The Cisco Smart Business Communications System 1.1 solution fully integrates voice, data, video, and wireless functions with the security architecture that delivers necessary services while maintaining the integrity of corporate information and systems. The basic premise of the design is to simplify installation and operations while inheriting the widely deployed capabilities of Cisco Unified Communications Manager Express and Cisco Unity Express. The following are the salient features of the solution offering:

- Call processing (with Cisco Unified CallManager Express 4.2 as a baseline)
 - Sophisticated system features including conferencing, shared line appearance, intercom, and paging
 - Full-featured VoIP using H.323 and SIP protocols
 - PBX/Key System dial plan support
 - Full portfolio of IP phones support
 - FXS ports for FAX support*
 - CRM and Cisco Unified CallConnector support
- Messaging (with Cisco Unity Express 2.3 as the baseline)

- Comprehensive voice mail with local storage
- Desktop messaging (IMAP compliant E-mail client integration)*
- VoiceView Express (browse voice mailbox using Cisco IP phone display)*
- Auto Attendant capability
- Video conferencing
- Cisco Unified Video Advantage (Cisco VT Advantage)
- Deployment Flexibility
 - Integrated solution with switching, VPN, encryption and routing
 - PoE for IP phone support
 - Wireless LAN
 - Integrated wireless option on UC520
 - Standalone mode
 - Controller-based mode
 - Remote teleworker support
 - Mobile worker support
- WAN and PSTN connectivity choices
- Installation, management, and monitoring
 - Desktop- and rack-mount packaging for the ease-of-installation
 - Shipped with a default configuration that can be further customized onsite
 - GUI-driven Cisco Configuration Assistant for customization
 - Smartports macros for LAN configuration
 - Cisco Smart Assist plug-and-play capability
 - Local and remote management and monitoring options through Cisco Monitor Director Agent and Cisco Monitor Director

* — Note: These features must be configured in CLI.

Optional Productivity Applications

Table 2 illustrates optional third-party applications that augment the capabilities of the Cisco Smart Business Communications System 1.1.

Table 2 Third-party Application Options

| Third-Party Application | Integration Detail |
|--|---|
| Cisco Unified CallConnector for Microsoft Windows | Desktop application that lets you communicate virtually anytime, from anywhere, and easily implement methods for more effective communications. Available in Personal, Server, and Mobility editions. |
| Cisco Unified CallConnector for Microsoft Dynamics CRM | Brings the power of Cisco Unified Communications together with the Microsoft Dynamics CRM application, providing all employees in your business with a complete, easy-to-use customer relationship management (CRM) solution. |
| Cisco Unified CallConnector for Salesforce.com | Integrates Cisco Unified Communications with the salesforce.com on-demand CRM services. |
| ARC Express Attendant Console | Full-featured attendant console application for Cisco Unified Communications Manager Express that delivers an advanced set of inbound call handling capabilities, combined with presence management and directory features. |
| IPcelerate IPsmart Suite | Provides industry-specific applications for business solutions on Cisco Unified IP phones. |
| The SkyStone Skype Gateway | Provides integrated telephony services from Cisco Smart Business Communications System to the Skype Internet VoIP facilities. |
| Dual-mode Cellular/802.11 Phone from Nokia | Supported as an option for IP phone endpoints. |

Integrated Services and Support

Cisco Systems and its specialized partners maintain high standards for expertise and experience—delivering consistently excellent results based on best practices and tailored solutions. A single Cisco SMARTnet® service contract is available for Cisco Smart Business Communications System products attached at the initial point of sale. Cisco offers a minimum 1-year warranty on system components.

Cisco Capital Financing

Cisco Capital™ offers a wide range of financing services designed specifically for the needs of SMBs. With straightforward, flexible financing options, competitive rates, and fast credit processing, Cisco Capital can help reduce cash flow limitations by allowing payment over time and allow use of operating budgets instead of capital budgets.

Why Cisco?

Cisco Systems is the industry's only technology provider to offer industry leading technology integrated with best-in-class service and financing/leasing options—delivered through experienced partners for the specific needs of SMBs. Unlike other providers, Cisco can deliver tightly integrated solutions for infrastructure and application services that allow businesses to benefit from simple, secure, and scalable deployments for the lowest TCO. By delivering a rich portfolio of applications on a secure and flexible infrastructure, Cisco empowers customers to address business needs effectively and efficiently.