Cisco Unified Communications 300 Series

February 2011

Market Drivers

- IT spending and adoption of technology are relatively resilient in the small business market segment.

- Small businesses tend to fund projects that drive sales and have a short payoff and solid ROI.

- Businesses are focused on becoming more efficient.

- Businesses want what unified communications delivers:

  Lower costs, improved productivity, better customer interactions, and a strategic advantage for their business

- UC steadily gaining ground due to the sheer economics of consolidating networks along with reduced operating costs and capital expenditures.

  Quantifiable justification from the benefits of unified communications

- Cisco® Unified Communications 300 Series (UC300) offers unified communications capabilities at a key system price.

Complete Portfolio for Small Business

Communicate

Secure

Connect

Broadest Portfolio for Small Business Customers and Partners

Cisco webex

Cisco Small Business Messaging

Cisco® Small Business technology helps you connect your business to the world, secure it, and communicate more effectively using reliable, affordable options that work together and fit your unique needs. A local reseller, backed by Cisco support and expertise, can help make the right choice simple.

Connect	Secure	Communicate
Cisco has everything you need to connect your business to the world—simply, reliably, and affordably.	Cisco helps secure your small business, with network security and video surveillance solutions that keep your business up and running.	Cisco helps you collaborate by bringing together your phone, email, text, conferencing, and video, making you more productive.

Cisco UC Portfolio for Small and Mid-Sized Business – At a Glance

Cisco® Unified Communications 300 Series

4 to 24 users

Standard hybrid voice, messaging, data, Wi-Fi

FXO, FXS, SIP

SPA300, SPA500 Series IP Phones

UC320

Cisco Unified Communications 500 Series

8 to 104 users

Voice, messaging, video, data, Wi-Fi

FXO, BRI, T1/E1, FXS, SIP

Basic VPN, firewall

SPA300, SPA500 Series 7900 Series IP Phones

UC540/560

Cisco Unified CM Business Edition 3000

75 to 300 users

400 total devices
10 sites
Voice, messaging, mobility, TI/EI gateway, GUI Management
Foundational UC
3905, 7937, 6900 Series IP Phones

MCS 7890

Cisco Unified CM Express

5 to 450 users

Voice, messaging, video, mobility

Integrated TDM/IP gateway

Optional; VPN, firewall

3900, 6900, 7900, 8900, 9900 Series IP Phones

ISR G1 and G2

Cisco Unified CM Business Edition 5000/6000

75 to 1000 users

20 to 50 sites

Voice, messaging, mobility, video, virtualization, redundancy

Advanced UC
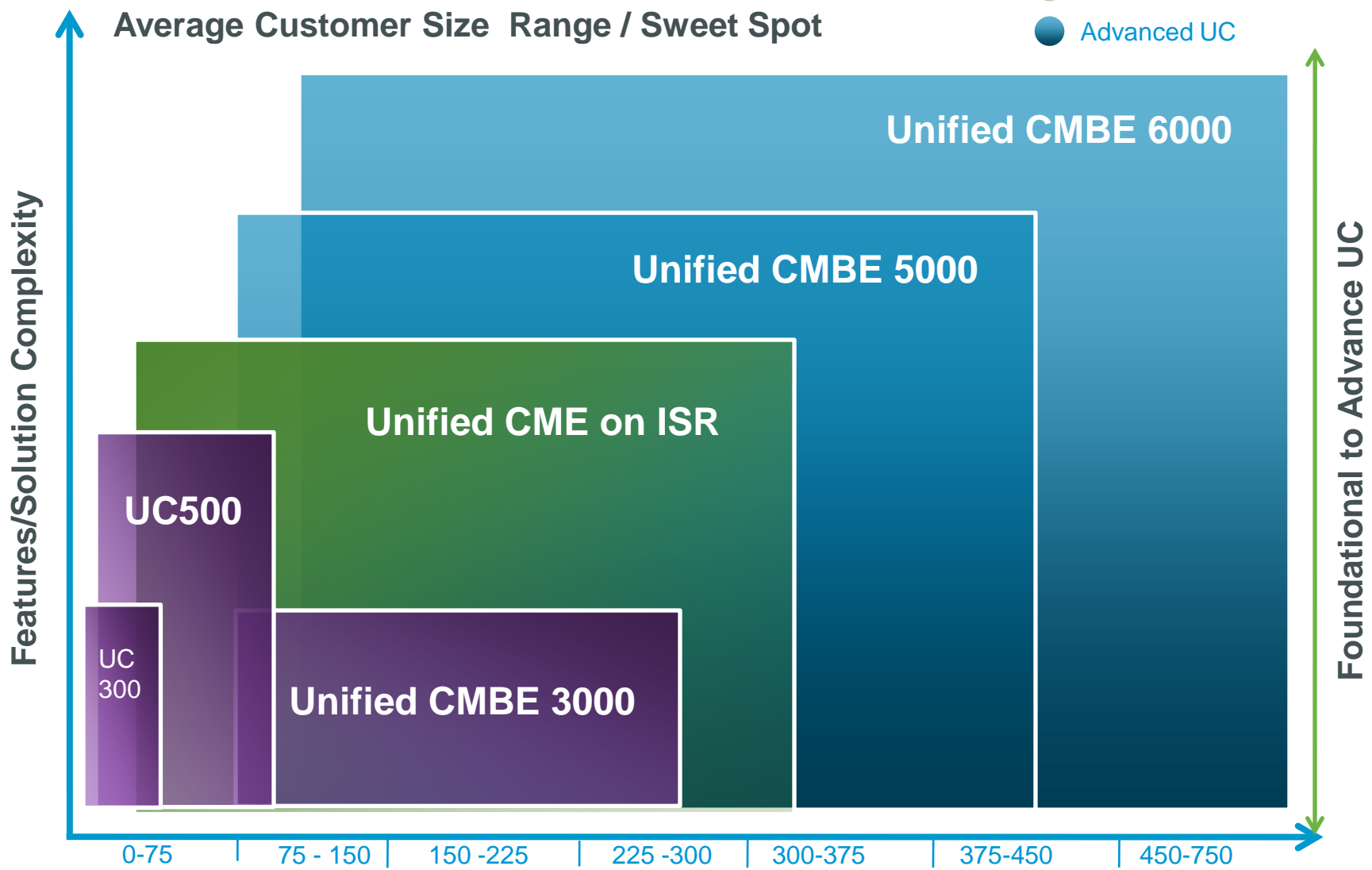3900, 6900, 7900, 8900, 9900 Series IP Phones

MCS 7828/UCS C200M2

Small and Midsized Business
Unified Communications Portfolio

UC300 Series Overview

- Target customer: 1 to 24 users (sweet spot is 4 to 16 users)

- Wants voicemail, auto-attendant and music on hold

- Voicemail to email notification desirable

- Open to data integration (wired and wireless)

- Key purchase decision factor is price and service

"I see the UC320 as a great product – perfect for the average small to medium business type."

Frank Lofreso – Multi-Tech Solutions Corp. Market Test September 2010

End Customer Messages

- Designed and built specifically for small business

- A complete unified communications system that brings together voice, data, and wireless communications

- Comes with an enhanced communications feature set at no extra charge

- Affordable, easy to use system

- Delivers reliable, business-class performance

- Delivered and supported by Cisco, a trusted brand and the world leader in networking and communications

Partner Messages

- Cisco® Unified Communications 300 Series is a competitively priced system with features and pricing appropriate for small business

- Offers a way to move your customer to a converged network (data and voice)

- Easy sale and installation reduces your costs with shorter sales cycles, fewer training requirements, and minimal post-deployment support

- Ease of installation could improve your margins

- The Cisco Small Business Advantage helps you develop a profitable small business voice practice

- Delivered and supported by Cisco, a trusted brand and the world leader in networking and communications

Cisco UC300 Series Overview
Easy, Affordable Unified Communications for Small Business

- Up to 24 users

- Voicemail and Auto-attendant

- Voicemail to email notification

- Supports Cisco® SPA300 and SPA500 wired and wireless phones

- Music on Hold and Paging

- 4 10/100/1000 Mbps LAN ports

- Integrated Wireless B/G/N Access Point

- 10/100/1000 Mbps WAN Ethernet

- 4 FXO/Line ports (universal config)
  - Up to 12 local PSTN via SPA8800
  - Up to 4 SIP accounts

- 1 FXS port for Analog Phone

- 2 USB ports for configuration and voicemail backup

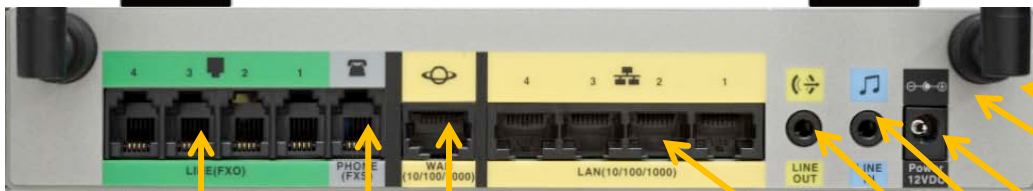- Embedded Cisco Configuration Utility
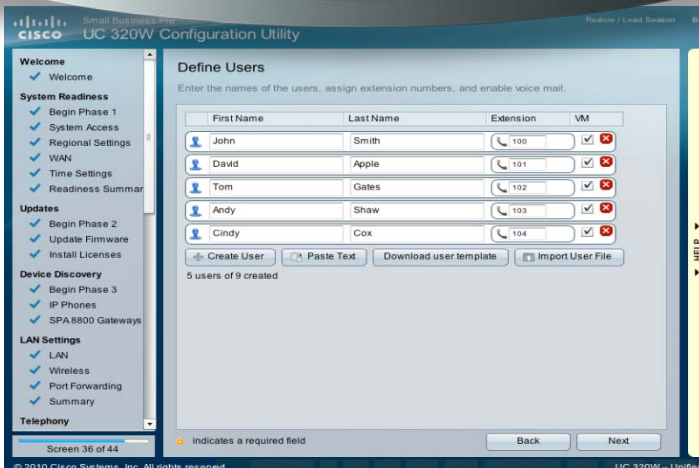
Cisco UC320W Hardware Overview
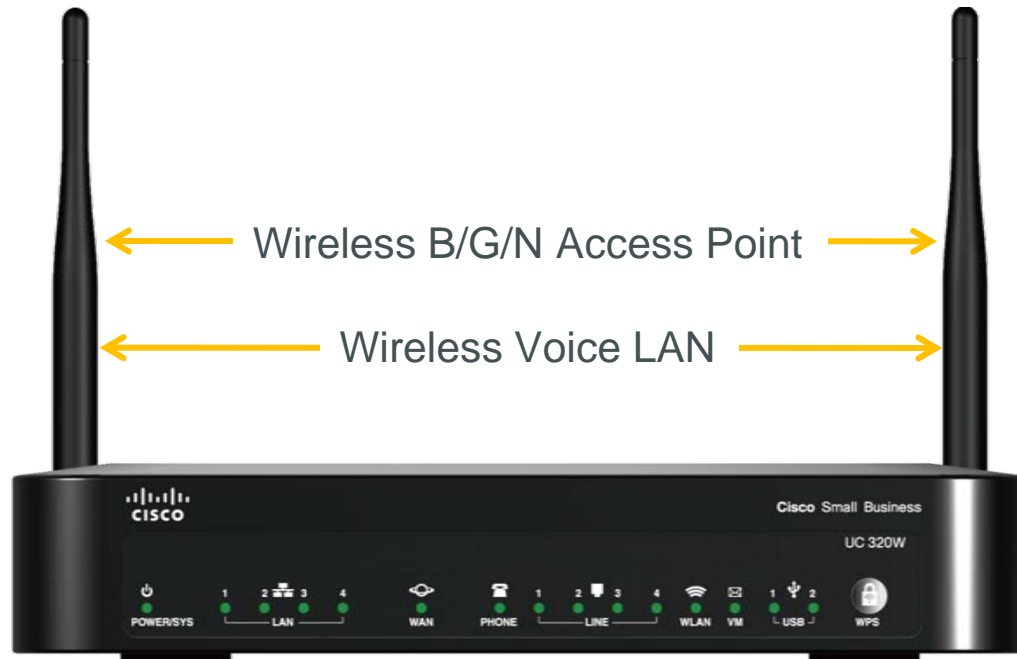
Wireless B/G/N Access Point

Wireless Voice LAN

- Up to 4 SIP accounts/trunks
  - Lifeline (FXS – FXO failover)
  - Local 911 even with SIP

2 USB Ports (side)

Internal Voicemail, 12 hour storage capacity

Integrated Auto-Attendant

Music on Hold

Paging out

4 GB LAN ports

4 FXO/Line ports (universal configuration)

1 FXS port for Phone/fax

Up to 1 Gb WAN Ethernet

UC300 Series Solution:
Supported Phones

SPA 525G2

Buttons on Phone: 5
- Wi-Fi
- Mobile Link (Bluetooth)
- Screen saver
- MP3 music player

SPA 508 and SPA 509

SPA 509

SPA 508

Buttons on phone:
- SPA 508: 8
- SPA 509: 12

SPA 502 and SPA 504

SPA 504

SPA 502

Buttons on phone:
- SPA 502: 0
- SPA 504: 4

SPA 501

Paper label
Buttons on phone: 8

SPA 301 and SPA 303

- No display / display
- Limited feature set
- Replace SPA 901, 921, and 941
- Under $100 US

Dynamic Soft Keys and Monochrome Backlit Display

A Broad IP Phone Portfolio for All Types of Users

Entry Level Phones	Retail Desk or Break Room	Office Employee	Administrator and Manager	Executive

Cisco SPA 525G2 IP Phone
Ultimate Wireless Desktop Phone

News Service
RSS feeds
(SIP)

USB 2.0
Digital Photo Frame

USB 2.0
Music Player

Hands Free Headset
2.5 mm Stereo Headset Or Bluetooth®

Network
Wired Ethernet with POE or
802.11g Wireless

Bluetooth Speakerphone

MobileLink
Import phonebook

Receptionist phone – 69 buttons
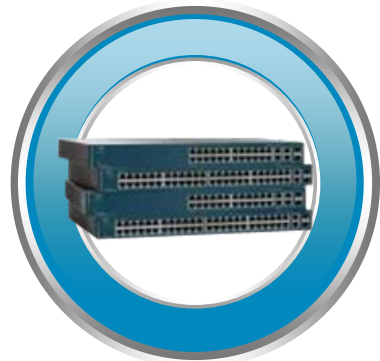With up to 2 SPA500S attendant Console

UC300 Series Solution– Supported Devices

Cisco® AP541N Wireless AP

Cisco SRP500 Services Ready Platform

Cisco ESW 500 Series Switches

CiscoSA500 Security Appliance

Cisco SPA 8800 Gateway

Mediatrix 4402 Gateway
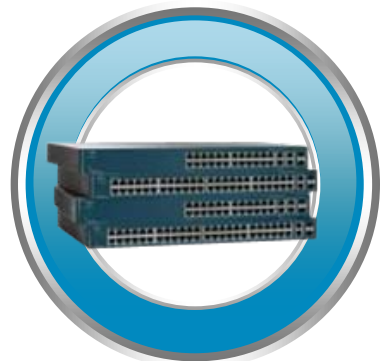
Cisco 300 Series Managed Switches

UC300 vs. Key System Comparison

	Typical Key Systems	Cisco® UC320W
Key System Functionality	✔	✔
PBX System Functionality	?	✔
Wireless Voice Network	Extra $	✔
Integrated Voice Mail	Extra $	✔
Integrated Auto Attendant	Extra $	✔
Advanced UC Messaging		✔
Data Network		✔
Wireless Data Network		✔
Simplified GUI for setup (1 hour set up)		✔

UC320W Beats Key Systems, Easily

Available Today

Voice & Data Network
Access news & weather (RSS)

MobileLink
Import phonebook
Place/answer mobile calls on 525G2

Voicemail to Email

Remote Management

Internet

In the Lab

Surveillance

3G Wireless Backup

Soft Phone

Android & iPhone Mobile Client

Cisco UC320W Premise Mode Deployment Models

PSTN

Internet

Optional SIP trunking

4 PSTN FXO Lines

and/or

UC 320

1 Fax, Door Bell,

1-5 Users
(4 wired IP phones)

Wireless data access

+

ESW520-8p-k9

5-11 Users
(11 wired IP phones)

or

ESW520-24p-k9

SPA8800

5-25 Users
(8 analog lines +
24 IP phones)
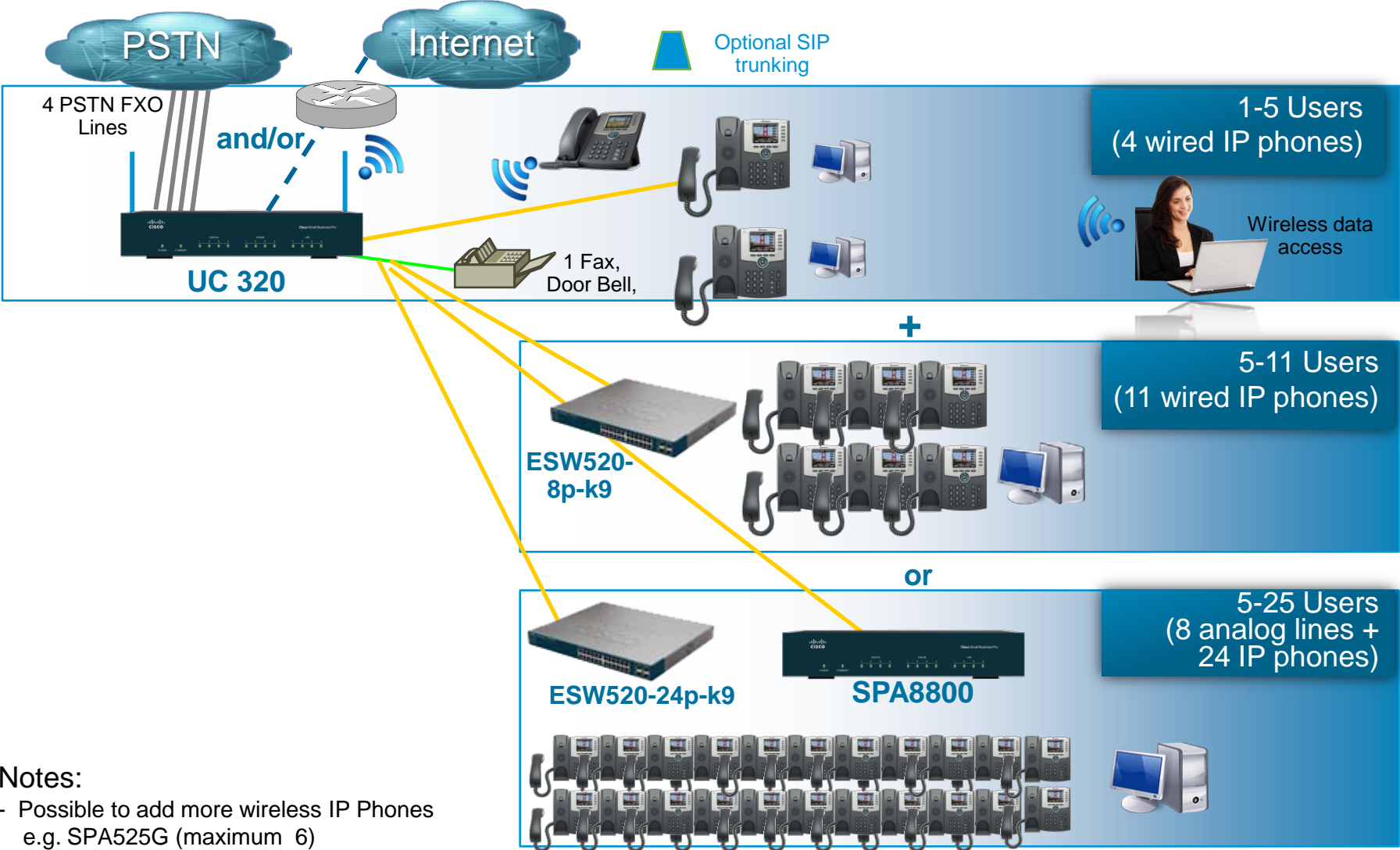
Notes:
- Possible to add more wireless IP Phones
  e.g. SPA525G (maximum 6)

Session Initiation Protocol (SIP) Trunking

- Voice over IP (VoIP) service offered by Internet telephony service providers (ITSPs) that connects PBX to PTSN via the Internet

- Benefits:

    Single connection delivers both voice and data to customers

    SIP trunks dynamically allocate bandwidth based on usage

    Offers significant cost savings by eliminating the need for local PSTN gateways, costly ISDN Basic Rate Interfaces (BRIs) or Primary Rate Interfaces (PRIs)

    Cisco® Configuration Utility provides ease of installation for SIP trunking

Some well known SIP Trunk Providers:

UC320 + SIP = Significant $$ Savings

Annual savings for a small business more than pay for the Cisco UC320 voice platform

Traditional Phone Lines and Broadband Internet Service			SIP Trunking and Broadband Internet Service	
3 lines for service with 1000 min Local/Domestic Long Distance	$ 135		SIP Service with 3 Concurrent Call Sessions & 1000 min Local/Domestic Long Distance	$ 57
250 min International Long Distance	$ 36		250 min International Long Distance	$ 8
High Speed Internet for Data	$ 90		High Speed Internet for Data	$ 90
Monthly Charges:	$ 261		Monthly Charges:	$ 155
Annual Cost:	$ 3,131		Annual Cost:	$ 1,860
			Annual Cost Savings with SIP	$ 1,272

Source: Cost analysis is based on traditional phone lines with local/long distance rates from AT&T, SIP Service charges from Broadvox, and High Speed Internet charges from Comcast in the San Francisco Bay Area

Cisco Configuration Utility for the UC320

- Intuitive, easy-to-use User Interface

- Takes away the complexity and reduces the time required to deploy solution

- Intro video allows you to get started quickly

- Guides partner through the install with a step-by-step wizard

1
**Connectivity
and Basic
Settings**

2
Updates

3
Local Network

4
**Configure
Telephony**

- Back up/save and continue the install at your convenience

- Comprehensive context-sensitive help built into the User Interface

Service and Support

Cisco Small Business Support Service Extends to All Cisco Small Business Products

Small Business Support Service

- 3 years peace of mind support for any Cisco Small Business Series product

- Call and online chat support

- Software updates

- Next-business-day hardware replacement

Same Four-Banded Pricing

$19 $69 $149 $499

- Four-banded price based on device complexity

Available for *Any* Cisco Small Business Series Device

Formerly known as the Cisco Small Business Pro Service, the Cisco Small Business Support Service can now be attached to any Cisco Small Business Series device

Cisco Small Business Support Service "3 Years Peace of Mind"

| Cisco® UC300 Series	
Length	3 years
Hardware replacement	Next-business-day advance hardware replacement where available; otherwise same-day shipping
Complimentary phone support	Call support during local business hours
Software	Software updates (for 3 years and includes bug fixes)
Click-to-chat support	Online click-to-chat 24x7
Community	Web 2.0 enabled Small Business Support Community access

For
Small
Business

CISCO

Partner Enablement

Resources for You

## Reduce Quoting Time with Cisco Quick Pricing Tool

- Easily generate bill of materials and estimated pricing

- Use an easy, clear GUI; conveniently available in offline mode
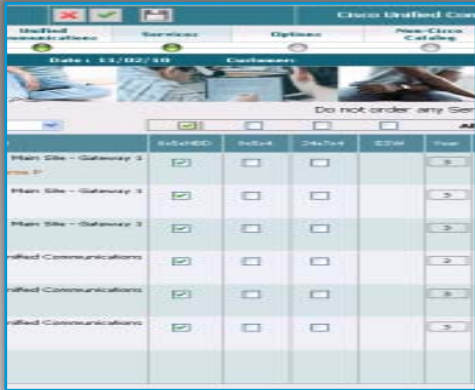
www.cisco.com/go/qpt

Generate Customer Proposals with Cisco UC300 Proposal Template

- Quickly deliver a professional customer proposal

- Use a simple template with content that you select and customize as needed
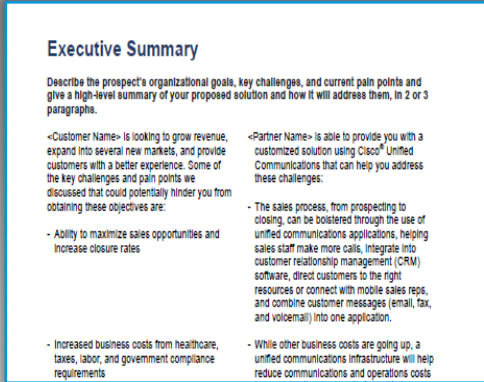
www.cisco.com/go/uc300

More Resources for You

Cisco UC300 Series Go-to-Market Guide

- Everything you need to know – and where to find it

www.cisco.com/go/uc300

Cisco UC300 Series Demo Solution

- Recommended Cisco® UC300 Series portable demo solution

- Configuration guide and demonstration script

- Equipment purchased via Cisco's Not-For-Resale (NFR) Program

www.cisco.com/go/demolounge

For
Small
Business

Cisco UC300 Series SMART Design

Products	UC320W and … *Switches:* Cisco® 300 Series and ESW 500 Series *Gateways:* Cisco SPA8800 (FXS/FXO) and Mediatrix 4402 (BRI) *Endpoints:* Cisco SPA300 and SPA500 IP Phones

Deliverables	SMART Design for UC320 will include:
	 • Solution overview and bill of materials
	 • Technical presentation (with webinars for partner systems engineers)
	 • Design guide
	 • Configuration guides (for Cisco 300 Series and ESW 500 Series)
	 • Application notes:
	     • SIP trunking configuration
	     • Adding FXS/FXO ports using Cisco SPA8800
	     • BRI connectivity using Mediatrix 4402

Competitive Summary

	Cisco® UC320	Avaya IP Office	Panasonic KX-TA824	Panasonic KX-TDA50	NEC DSX 40/80	NEC SV 8100	Toshiba CIX 40	Toshiba CIX 100	Samsung OfficeServ 7030	Samsung OfficeServ 7100	Mitel 3000	Mitel 3300
One Box – Voice, Data	G	G	R	R	R	G	R	G	R	G	R	G
Web UI for Configuration	G	R	R	R	R	R	G	G	R	R	R	R
Integrated Voicemail/ and Auto Attendant	G	G	⚠	⚠	⚠	⚠	⚠	⚠	G	G	⚠	G
Integrated Voicemail to Email	G	⚠	⚠	⚠	⚠	⚠	⚠	⚠	⚠	G	⚠	G
Integrated Data Switching and Routing	G	G	R	R	R	G	R	G	R	G	⚠	G
Wireless LAN	G	R	R	R	R	⚠	R	R	⚠	⚠	⚠	R
Wireless Phones	G	⚠	⚠	⚠	⚠	⚠	⚠	⚠	⚠	⚠	⚠	⚠
SIP Trunking	G	⚠	R	⚠	R	⚠	⚠	⚠	⚠	⚠	⚠	⚠
Remote Web Access for Maintenance and Administration	G	R	R	R	R	⚠	G	G	R	R	R	R
Investment Protection	G	⚠	⚠	G	R	G	G	G	G	G	G	G
One Vendor - Switching, Routing, Security, Wireless & Voice	G	R	R	R	R	R	R	R	R	R	R	R
Street Price *(w/ VM based on 10 users)*	$995 (List)	$1,286	$1,287	$1,295	$1,100	$2,575	$ 1,219	$2,657	$1,750	$2,300	$1,518	$3,515

Legend:
- G = Feature available
- ⚠ = Feature available with limitation/ requires additional module /cost
- R = Feature not available

Based on information available at time of publication

For More Information

- Cisco® UC300 Series Product Pages

    www.cisco.com/go/uc300

- Voice and Conferencing – Partner Central

    www.cisco.com/web/partners/sell/smb/products/voice_and_conferencing.html

- February 2011 Launch Page for Partners

    http://www.cisco.com/web/partners/sell/smb/300series.html

- Small Business Support Community

    www.cisco.com/go/uc300support

Thank you.