

CISCO WEBEX CLOUD CONNECTED AUDIO



Authorized West Partner

Collaboration continues to change the way companies operate, creating more opportunities for productive teamwork regardless of physical location. Meetings that incorporate high-quality voice, data, and video can accelerate business processes and decision making, and strengthen relationships with customers, partners, and employees.

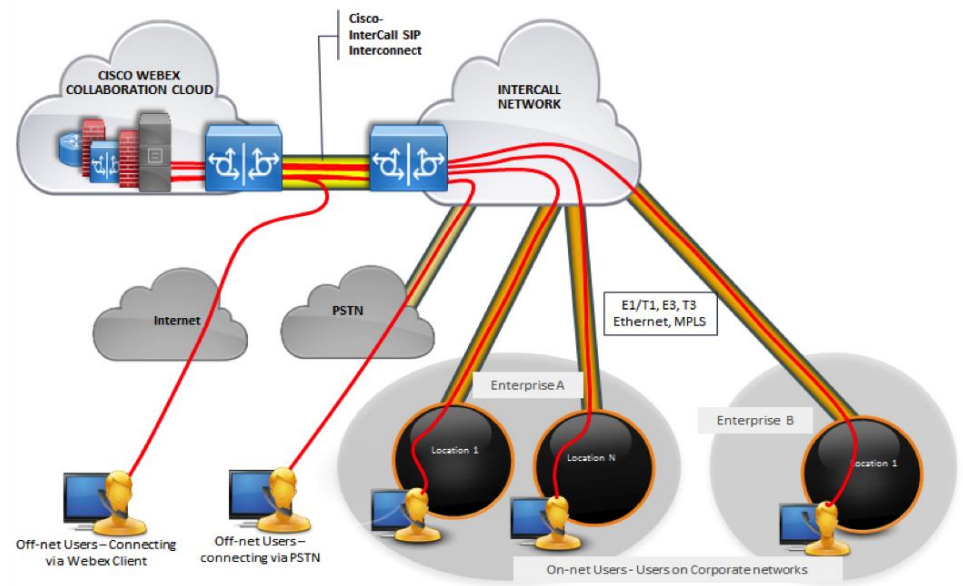


Cisco WebEx Cloud Connected Audio powered by West Unified Communications Services is a conferencing solution for WebEx that connects customers to a Cisco collaboration cloud datacenter via West's dedicated peering connections. Whether you are a current WebEx customer, or in the process of moving to one or more WebEx conferencing applications to deliver the type of dynamic, multimedia meeting experience that your users expect, adding Cisco WebEx Cloud Connected Audio is an investment built for the future. With Cisco WebEx Cloud Connected Audio, you can:

- Deliver a seamlessly integrated audio, web and video conferencing experience
- Take advantage of a full range of calling options: call-in, call-back, integrated VoIP, and hybrid audio (phone and VoIP connections in same meeting)
- Leverage West's audio conferencing expertise and deep proficiency in supporting the WebEx platform

HOW CLOUD CONNECTED AUDIO WORKS

Cloud Connected Audio uses SIP signaling between West's IP network and WebEx's audio bridge that are front-ended by a Session Border Controller (SBC) and interconnected by dedicated IP connections between West's and Cisco's data centers. West carries the on-net and off-net audio traffic from your location and sends it to the Cisco Collaboration Cloud.



CONNECTIVITY OPTIONS

Connectivity can be delivered in a variety of methods including through a cross-connects or through direct IP connectivity via West IP Communications' Maxxis network. Maxxis, a flexible and highly capable WAN, serves your team, no matter their location. Maxxis MPLS offers flexible service delivery from multiple Tier 1 carriers to ensure wide geographic coverage, a complete choice of network interfaces to suit your business needs, and a level of resiliency that is not found in single-carrier networks. Maxxis provides a fully managed router; QoS optimized for voice traffic, along with comprehensive bandwidth monitoring and access to the West IP Communications support teams.

BENEFITS FOR YOUR ORGANIZATION

CONFIDENTLY PREDICT AND BUDGET AUDIO CONFERENCING COSTS

Use fixed-cost licensing you can predict and budget your monthly audio conferencing costs

FAST ACCESS TO THE LATEST TECHNOLOGY

Take advantage of future enhancements and upgrades without any additional deployments

REDUCE ADMINISTRATION AND MANAGEMENT OVERHEAD

Eliminate the ongoing administration overhead associated with traditional on premise audio conferencing

SINGLE VENDOR FOR SERVICE DELIVERY

Use West for implementation and ongoing service delivery

we connect. we deliver.

