



# Benefits of Upgrading to Cisco Unified Communications Manager 7

To excel in today's fast-paced world, businesses have to communicate and collaborate in every imaginable way: mobile phones, PCs, pagers, personal digital assistants (PDAs), video conferencing, voicemail, instant messaging, and email messaging.

Cisco® Unified Communications Manager Version 7 delivers the exceptional communications and collaboration capabilities you need to:

- Boost productivity
- Access a greater number of collaborative applications
- Accelerate business innovation
- Reduce IT complexity

## Boosting Productivity

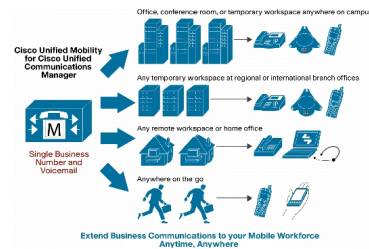
Upgrade now to help ensure that your company can continue to build productivity, gain access to new value-added applications, enable business innovation, and reduce IT complexity.



## How Upgrading Can Help:

### User Mobility

- Cisco Unified Mobility is integrated into Cisco Unified Communications Manager software, providing single number access to your desk phone, mobile phone, and other client devices, increasing first-time reach regardless of your location.
- You can store messages in your company voicemail, eliminating the need to check multiple voicemail repositories.



### Presence-Enabled Decision Making

- You can use Cisco Unified Presence to support your presence status for Cisco Unified Communications and critical business applications, including Cisco Unified IP Phones, mobile devices, and Cisco Contact Center Agents—accelerating decision making.
- You can check availability of colleagues in real time, reducing “phone tag” and improving productivity.
- Your unified client experience across a PC, Mac, mobile phone, and contact center agent desktop is consistent.



### Enhanced Phone Support

- Cisco Unified Communications Manager supports higher-resolution color displays on Cisco Unified IP Phones.
- Voice quality is improved with support for low bandwidth and high-definition audio codecs.
- Cisco TelePresence™ conferencing works with Cisco Unified IP Phones to make face-to-face communication and collaboration over the network as easy as making a phone call.

### Personalization and Productivity

- Phone Designer allows you to customize ring tones and background images.
- You can view, listen, and respond to voicemail messages directly from your Cisco IP Unified Phone display, allowing better, quicker prioritization of messages.
- Click-to-dial widgets allow you to place Cisco Unified Communications Manager calls directly from your desktop productivity applications.





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## Why Should I Care About Collaboration?

Today's workspace is dramatically different from the workspace of even five years ago. Today's global economy and geographically dispersed workforce has created a need for 24-hour collaboration solutions.

Many knowledge workers already use Web 2.0 services and social networking sites in their personal lives, and are quick to embrace—or even expect—these new tools.

Transparent communication has the potential to accelerate productivity and help your organization achieve higher customer satisfaction rates, faster cycle times, improved product quality, and greater corporate agility.

## Accelerating Business Innovation

Cisco Unified Communications Manager allows integration of unified communications and network services with other business applications that can deliver benefits such as increased sales, reduced costs, improved customer satisfaction, and improved employee productivity.

These applications are available from Cisco technology developers, or you can develop and manage custom applications with tools such as Cisco Unified Application Environment.

## Reducing IT Complexity

Since 2006, Cisco Unified Communications Manager has been based on an appliance deployment environment, reducing the cost and complexity of delivering communication services.

## Advantages of the appliance deployment model:

- Quicker and easier installation and upgrades.
- Improved security and resiliency: built-in Cisco Security Agent for threat mitigation, and IP firewall tables to enforce access restrictions.
- Reduced complexity, allowing better staff and resource usage.
- System locked down to external software, protecting mission-critical media and call processing.

## Minimize ongoing operational costs:

- No industry certification or basic OS administration skills are required.
- Fewer updates annually are required vs. monthly security updates required on other operating system deployment models.

## Minimize business disruptions due to upgrades and patching:

- Delivery is simplified: There is a single download file and a single upgrade task.
- Service effect is reduced and maintenance windows are shorter; time required for upgrades is decreased with the support of dual partition.
- You can perform most upgrade work during business hours, with reduced time after hours for actual cutover.
- You can easily revert to the previous version of software if necessary.

## How to Get There

Cisco Unified Workplace Licensing is an easy and affordable way to flexibly meet your business needs with a broad range of Cisco Unified Communications applications and services.

Your investment in Cisco Unified Communications will be compatible with future versions because this licensing provides additional upgrades and products as they become available.



## For More Information:

- Cisco Unified Communications Manager Appliance video data sheet: [www.cisco.com/en/US/products/sw/voicesw/ps556/index.html](http://www.cisco.com/en/US/products/sw/voicesw/ps556/index.html)
- Why Upgrade to Cisco Unified Communications? [www.cisco.com/en/US/prod/collateral/voicesw/ps6788/vcallcon/ps556/solution\\_overview\\_c22-502302.html](http://www.cisco.com/en/US/prod/collateral/voicesw/ps6788/vcallcon/ps556/solution_overview_c22-502302.html)
- Collaboration: [www.cisco.com/en/US/netsol/ns870/index.html](http://www.cisco.com/en/US/netsol/ns870/index.html)
- Cisco Collaboration community: [www.cisco.com/go/joinconversation](http://www.cisco.com/go/joinconversation)