



what is Unified Communications?

Unified Communications bring together voice, messaging, video, and desktop applications designed to enable companies to adapt quickly to market changes, increase productivity, improve their competitive advantage, and deliver a rich media experience across any workspace. By unifying your communications, you can improve productivity and collaboration to gain a competitive edge.

unify your network, unify your communications

Cisco's **Smart Business Communications System (SBCS)** is designed to unify, or bring together, your phones and computers so you can deliver the following capabilities to your employees — wherever they are:

- + **communications** – integrated voice, data, and video
- + **messaging** – voicemail, e-mail, instant messaging
- + basic call center capability
- + **common user experience** – desktop, phone, mobility
- + audio conferencing and video calling
- + integration with business applications Microsoft Office, customer relationship management, and other third-party applications
- + **presence** – see other's status and to best reach them, via IP phone or a desktop client

When you deploy **SBCS**, your employees will have the same secure access to your network when they are away from the office that they have at their desks. **SBCS** allows your employees to do what they do best, even better.

ask yourself these questions...

How much time would your employees save if they could access voice mail from the phone's display and answer the most important messages first?

Do you avoid using your phone systems' features such as paging and audioconferencing because they're too hard to use?

How quickly could employees make decisions and respond to customers if they could stay in touch whether they're at home, on the road, or in a branch office?

Would your employees benefit from access to CRM applications, such as Microsoft CRM or Salesforce.com, through their phones

key benefits include

- + improved communication among employees, customers and suppliers
- + access the network and information from anywhere, anytime, any device
- + understand and respond to customer needs more quickly
- + quick adaptation to market changes
- + increased productivity
- + lower communications expenses
- + lower operational and maintenance costs
- + a highly secure rich-media experience delivered across any work space

Loop where IT comes together

