

Control Hub: A solution to the IT enigma

Today's enterprise IT department faces enormous challenges, heightened by an increasingly dispersed workforce, new workplace strategies that incorporate hoteling and hotdesking, and the growing use of multiple electronic conferencing and collaboration tools by a wider swath of employees. Managing multiple tools can be a significant task for most IT departments, particularly when it requires the use of multiple third-party dashboards.

To help conquer this ever-growing mountain of demands, Control Hub provides one single administrative dashboard to manage all Webex devices and services, including meetings, messaging, calling, devices, and contact center. For all these communication modalities, Control Hub provides actionable insights into usage, performance issues, diagnostics, and remediation tools to ensure a superior experience whether users are home, traveling, or in the office.

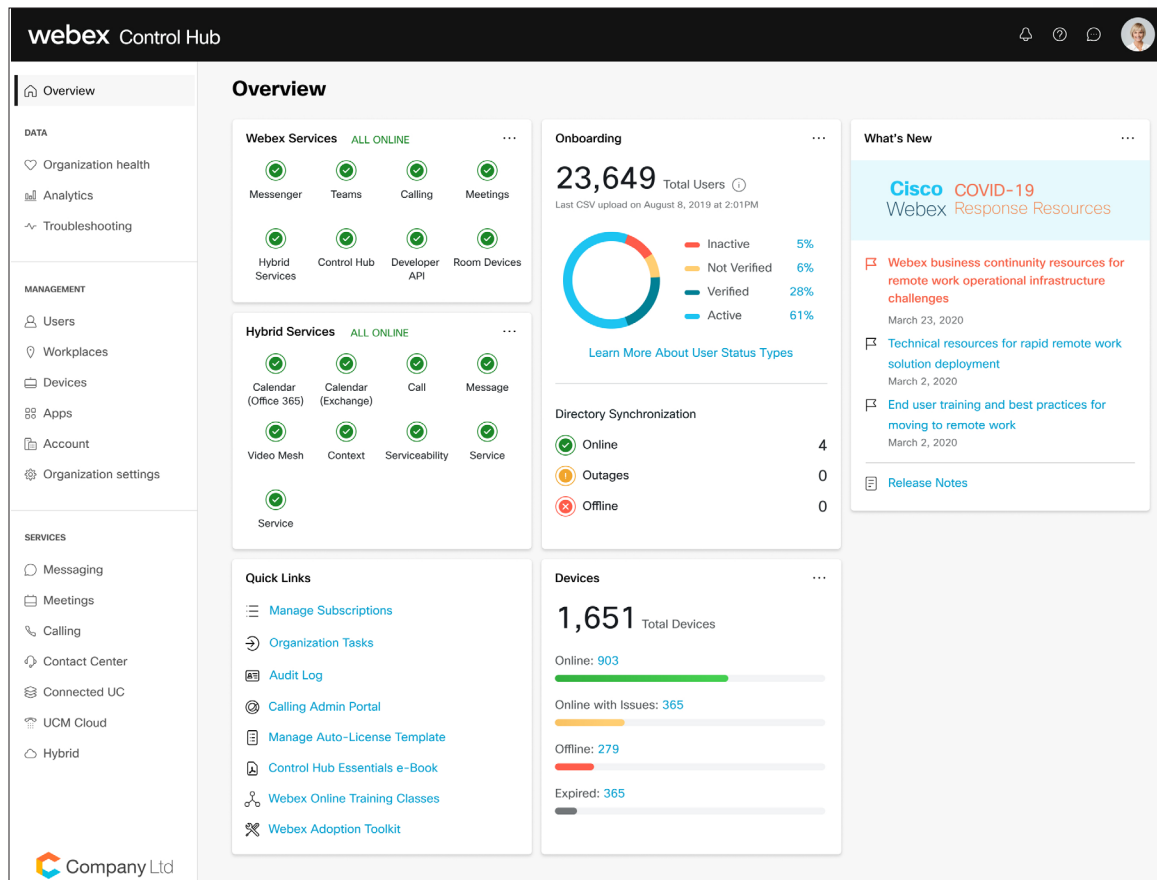
Supporting integrated or unified communications in today's workplace is necessary for business success — but support alone is no longer sufficient. The solution must also meet the enterprise's quality, reliability, and scale demands without unduly burdening the IT support group. This is where Control Hub plays a shining role.

What Is Control Hub?

Control Hub is a web-based portal, a central command system that enables IT administrators to manage, control, and analyze the entire collaboration experience, including Webex Hybrid Services such as Hybrid Call Service, Hybrid Calendar Service, Hybrid Directory Service, and Edge Video Mesh, from a single interface.

The Control Hub portal includes features and functions in five areas central to those tasked with providing and supporting mission-critical enterprise communications capabilities.





Manage services and users

Control Hub not only enables administrators to set up their Webex Meetings, Webex Messaging, Webex Calling, and Care services; it also includes an identity and access management service. This integration provides one of the key pillars of security protection for the Webex platform. The ability to provision, authenticate, and authorize users to the service and appropriate spaces underpins the industry-leading security model embedded in Webex. Only users who successfully authenticate and are authorized to join a space or meeting receive the unique keys provided by the Key Management Service (KMS) to encrypt or decrypt content in that space.

Control Hub makes user onboarding simple. Customers and partners can manage identities during the creation, updating, and deletion process, either manually via a comma-separated values (CSV) upload, with the Active Directory synchronization tool, or via APIs that follow the industry-standard system for Cross-Domain Identity Management (SCIM). Administrators can manage which features are available to specific users and different levels of administrators, define security profiles, and switch capabilities on and off as required. Standard functions include the ability to block external communications, control the use of GIFs or previews of shared web links, and prevent file sharing when not on the corporate network.

Within Control Hub, administrators can view licenses across all services, assign licenses to users, and see notifications to stay up to date. They can choose to set up single sign-on (SSO) or use a third-party identity provider. An administrator can create a license template to automatically assign licenses to new users in Control Hub. With automatic license assignment, new Control Hub users can start using their assigned services immediately. An onboarding report is available to administrators to view user onboarding history and trends.



In addition to its native file sharing and storage, Control Hub also offers IT administrators the flexibility to enable Microsoft OneDrive, SharePoint Online, and Box as an enterprise content management (ECM) solution to their users. Users can share, edit, and grab the latest OneDrive, SharePoint Online, and Box (editing not supported) files within Webex workspaces.

Provision, maintain, and troubleshoot devices

IT administrators need visibility into every device on the network. Control Hub enables administrators to activate devices and manage users and services while making sure that the configured security settings are in place to keep employees, customers, and the organization safe. Zero-touch provisioning makes it easy to import and sync users from any identity provider, whether on-premises or in the cloud. Devices themselves can be activated quickly via a 16-digit activation code or QR code and assigned to specific users, classes of users, or shared workspaces.

Support the hybrid workplace

Control Hub helps the IT organization scale and manage remote devices in a hybrid work environment. Once devices are onboarded, administrators have visibility into the details and states of those devices, including headsets and desk cameras, whether on-premises or located elsewhere. They can push firmware updates and update configuration settings, such as turning on a lock to prevent end users from changing a room system configuration. If any issue with a device needs attention (such as an unplugged cable or upgrade requirements), the administrator can see the issue listed in Control Hub on that device's detail panel.

Supporting a hybrid work environment is no longer an option; it is a requirement. Both enterprises and employees want a safe return to the office, and Control Hub includes multiple features to support this need. For example, digital signage delivered on all Webex personal and shared devices through Control Hub can provide important updates and reminders to all workers about capacity limits (set within Control Hub), safety alerts, and social distancing.

Configure security and compliance policies

Enterprises require controls to ensure that their employees don't accidentally or maliciously send sensitive and critical information (credit card numbers, Social Security numbers, intellectual property, patient records, etc.) via collaboration tools. To this end, the Webex platform (Webex Messaging and Webex Meetings) has integrated with several data loss prevention (DLP) and archival solutions (powered by APIs from Webex platform).

A key differentiator for Webex is its ability to provide unified and easy-to-use compliance tools that work across meetings content (transcripts and recordings) as well as messaging content (messages, shared files, whiteboards), allowing enterprises to meet corporate compliance guidelines.

Configuring and managing the application of customers' compliance and security policies is accomplished by Control Hub. Administrators



can also view administrative logs to review actions and make changes if an incorrect configuration has been applied.

For customers that require the ability to search and extract content generated by their employees for legal reasons, the e-discovery search and extraction capability lets the compliance administrator extract this information in reports. In addition, compliance officers can add exceptions to retention policies and put users on a legal hold when those users are under investigation. This helps ensure that users' content can be preserved and not purged by an organization-wide retention policy during investigations.

Enterprises also prefer to control exposure and limit their liability by constantly purging data that has no business value. The retention feature provides the ability to do that.

View real-time analytics and trends and troubleshoot within Webex

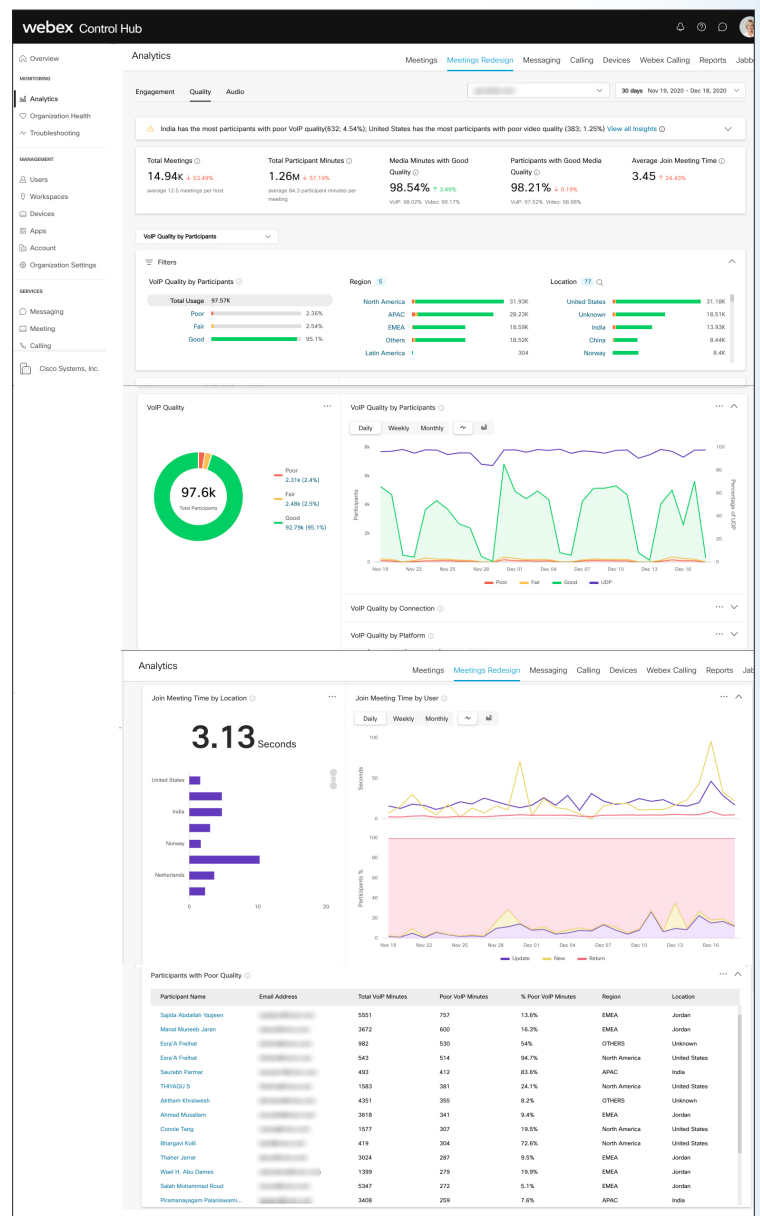
A key benefit provided by Control Hub is the ability to troubleshoot proactively via notifications. While meetings are in progress, Control Hub, with its live monitoring dashboard, enables support personnel to see real-time, live statistics such as packet loss, latency, jitter, and CPU usage, and view client data such as joining method and devices. Drilling down to the participant level can identify the root cause of any issue quickly. The intuitive graphical interface allows administrators access to usage, adoption, and other important information.

The graphical interface provides real-time analytics for meetings (quality, engagement, audio, and participants), calling, messaging, and devices. Administrators have the capability to join a meeting to experience any quality issues firsthand and then assist participants. Special notifications, including quality of service alerts, quality thresholds, and duration of any threshold breach, can be provided as well.

Optimize your real estate with workspace analytics

Control Hub also provides real-time and historical analytics on workspaces, including meeting room occupancy counts and performance metrics such as audio and video device utilization, adoption trends, and activity per participant. Via environmental sensors, Control Hub can monitor parameters such as room temperature, ambient noise levels, and humidity to ensure a safe and comfortable working environment for employees. Data can be aggregated and presented in daily, weekly, and monthly formats. Taken together, these features and functions help optimize collaboration resources and drive adoption to increase productivity.

Control Hub supports the concept of workspaces, an increasingly important development as more organizations embrace hybrid working strategies moving forward. When people are at work, they get together in many types of workspaces, including huddle rooms, lobbies, and conference rooms. With Control Hub, administrators can support a shared collaboration environment by setting up shared Webex devices in named workspaces and then adding devices and services to those spaces. The key concept is that devices are assigned to the workspace rather than an individual user and can be managed and monitored with the full range of Control Hub capabilities.



Support third-party integrations to Webex

Control Hub includes API resources for integration and automatic data access to preferred third-party business tools, including existing security, compliance, and analytics software. Control Hub enables deep integration while also controlling the configuration of the Remember Me API and Persistent Session Tokens (PST).

Empowering IT to Deliver the Collaboration Future

The world of unified communications has morphed significantly over the past two decades. Today's solutions now support multiple communication modes within a unified client — a single interface that gives users access to meetings, audio calling, video conferences, whiteboarding, texting, and more. These features and functions continue to expand and evolve, with many new capabilities

based on embedded artificial intelligence technologies. What is totally new, however, is unified management for a unified collaboration solution. This is the innovation represented by Control Hub.

Control Hub improves and simplifies the admin experience.

The expansion of collaboration tools sometimes means accessing multiple admin dashboards and third-party tools — each with different provisioning and management capabilities. Control Hub improves productivity across the enterprise while significantly streamlining the IT support load via a centralized admin experience for all Webex functions. The collaboration support team no longer needs to go to different dashboards or third-party tools to access information. Instead, teams can use a single dashboard for management and insights into meetings, messaging, calling and device management.



Control Hub improves the quality of the collaboration experience. Poor-quality meeting experiences reduce productivity, demotivate end users, raise complaints, and drive down usage. Control Hub provides administrators with not only real-time views into media, device, and network performance levels and trends, but also the insight and tools to fix the problems. Quality can be monitored for specific meetings and collaboration sessions as well as across the board for system usage.

Control Hub improves reliability. A mission-critical collaboration service simply must work every time it is needed. Control Hub improves reliability in two ways. At the individual level, the portal ensures that devices are configured correctly and the features users need are available. On a system level, reliability is improved by ensuring that security, privacy, and compliance policies are in place and being followed.

Control Hub overcomes the challenges of scale. Over the past two years, the use of electronic tools for meetings, presentations, training, recruiting, and general collaboration sessions has exploded. More people are working remotely or in a hybrid mode, and more work-life activities are relying on collaboration services than ever before. The challenge for many organizations is to expand the collaboration service geometrically without a similar growth in support personnel or costs. Control Hub, with its expansive capabilities embedded in a single application, enables a small IT resource team to support a large and dispersed deployment of collaboration users.



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