

eBook

Webex Calling eBook of innovations

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Introduction

We’re entering a new era of business communication and collaboration. Today’s organizations operate from increasingly hybrid work environments, and expectations have changed for employees, businesses, and administrators.

Employees want flexible collaboration tools that adapt to their environment, whether they’re in the office, at home, or anywhere in between. Businesses and administrators need collaboration tools that are reliable, easy to manage, cost effective, and secure.

Effective collaboration is fundamental to the hybrid workplace. Organizations need tools that elevate the talents of their employees—regardless of their preferred work style—in order to achieve business goals. Their transformation strategy must serve all types of workspaces to connect their people in new ways, with solutions that are:



Inclusive
Offering equal experiences for everyone



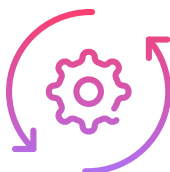
Flexible
Adapting to any work style, role, or environment



Supportive
Focusing on enhancing health and well-being, safety, and efficiencies



Secure and compliant
Being secure by design and private by default



Managed
Delivering a modern infrastructure and frictionless administration

90%

of respondents indicated that their hybrid work experience can be improved with better collaboration solutions.

The State of Remote Work: Understanding the benefits, challenges, and solutions for those working from home. Dimensional Research, 2021.

Innovation is continuous with Webex

As we advance our solutions to be smarter and more adaptive, we define the future of work.

The cloud offers businesses an opportunity to modernize premises infrastructure that's unable to adapt to the quickly-evolving requirements of hybrid work. But to harness this opportunity, businesses need a cloud platform that's supported by continuous innovation; a stagnant solution in the cloud is no better than an outdated solution on-premises.

At Webex, we continue to make ongoing investments in our platform to deliver an experience that is more powerful for users, easier to manage, and less costly for businesses to operate. Through these innovations, Webex empowers your organization with the collaboration capabilities you need for the journey ahead.



Enabling new hybrid work experiences

The shift to hybrid work has blurred the lines between personal and business devices, and workspaces in and out of the office. We've introduced several innovations that enable Webex Calling to address new requirements for hybrid work across different devices, anywhere and everywhere users work.

Webex Go

Mobile workers increasingly rely on personal devices to make business calls. Webex Go brings powerful Webex Calling enterprise features like extension dialing, business voicemail, and call recording, to the native dialer on iOS and Android mobile phones.

Webex Go provides users with a more familiar and intuitive business calling experience through their personal device. The service also leverages the phone's cellular voice network to deliver higher quality calls and greater coverage no matter where you go.

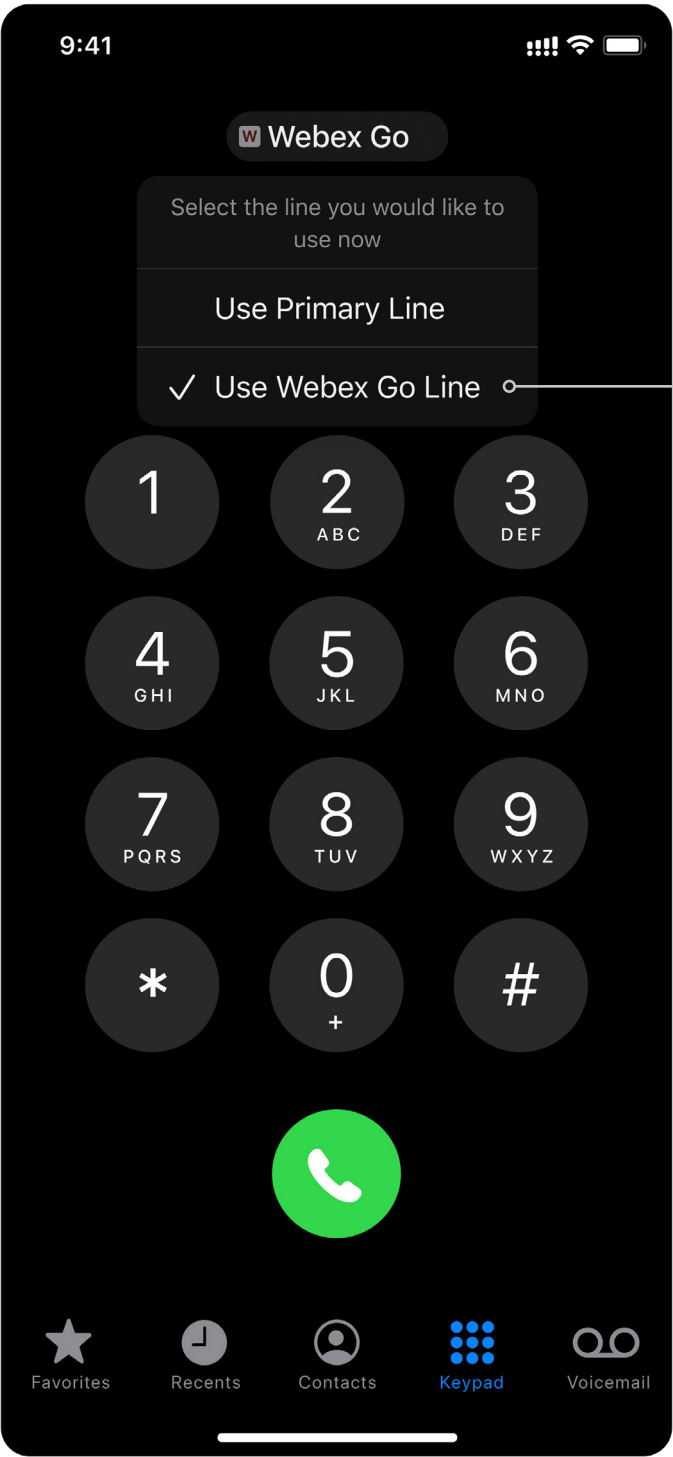
With Webex Go, businesses no longer need to track personal phone numbers to stay in contact with mobile workers and key personnel. Administrators provision and manage Webex Go through Control Hub, and users enable the service on their personal devices by simply scanning a QR code, so they are always accessible from their enterprise extension.

Give users the flexibility to bring enterprise calling to their personal devices and create an easily managed experience for administrators.

Learn more about Webex Go 

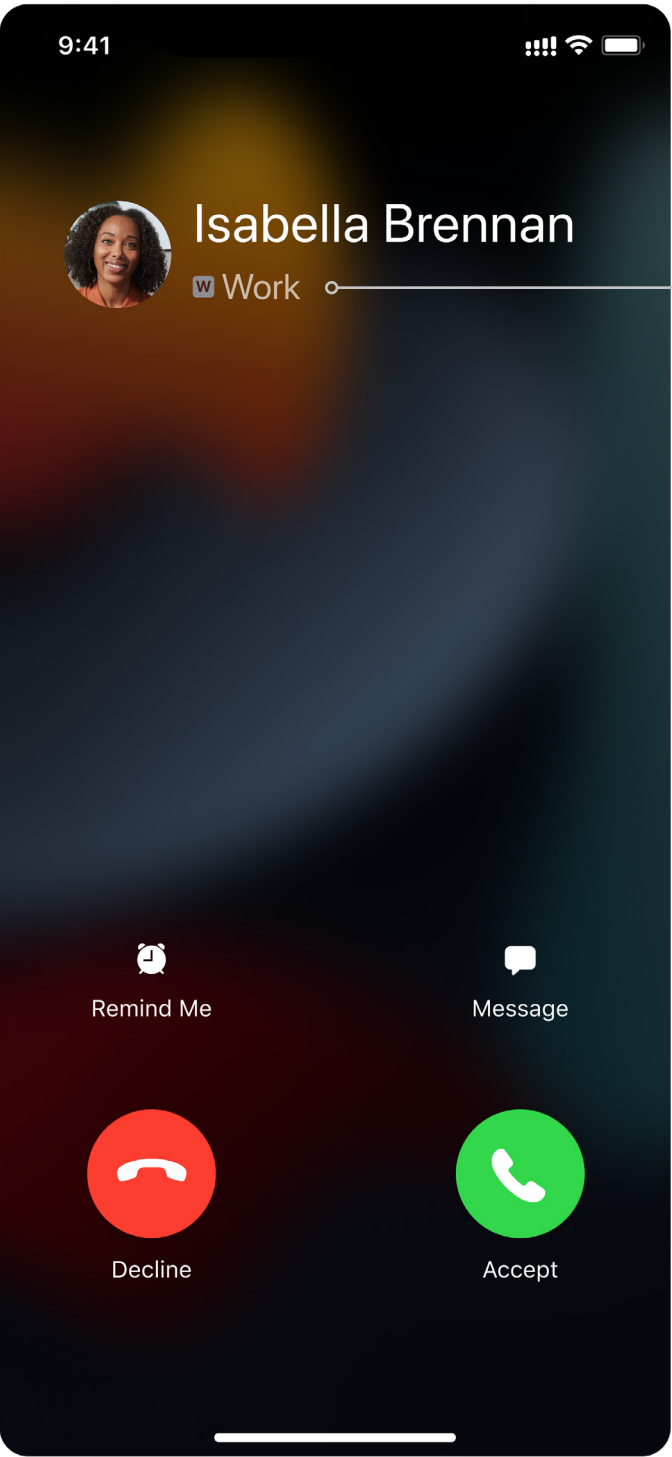
Webex Go user experience

Native dialer



Easily select Webex Go from the native dialer

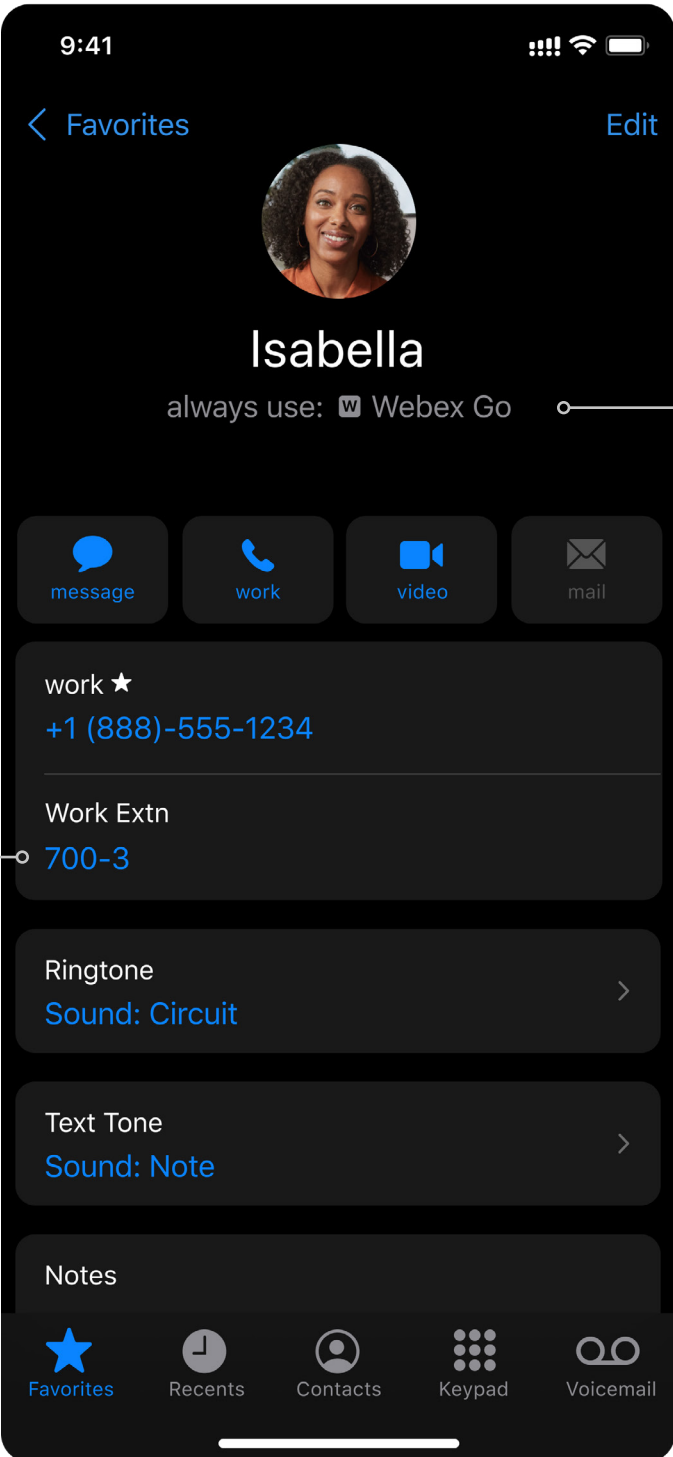
Incoming call



Incoming Webex calls are labeled

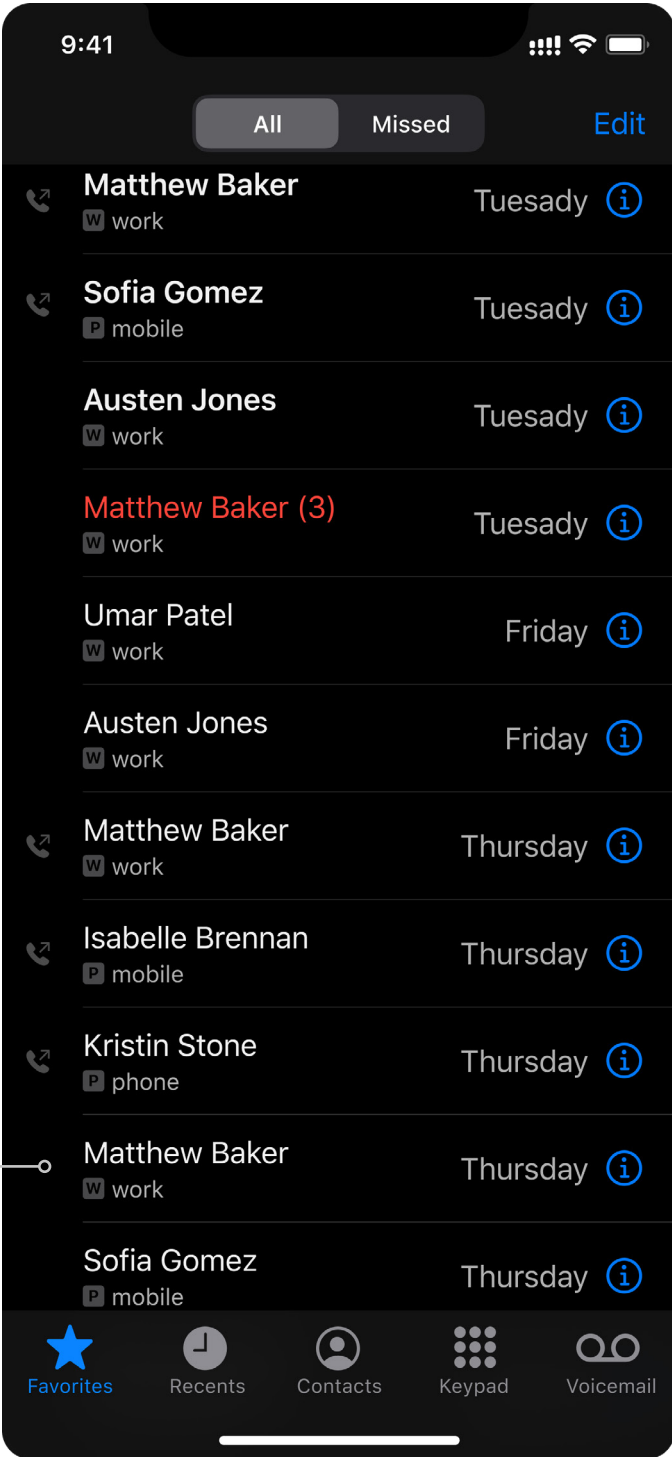
Extension dialing for Webex contacts

Native contacts



Webex contacts automatically called with Webex Go line

Native call history



Webex Go calls labeled in call history

Effortless communication

Artificial intelligence noise removal

Hybrid work environments can be stressful, as users struggle with distracting background noise that reduces the productivity of calls and meetings. We all know how hard it can be to stay focused and productive in a busy household, coffee shop, or a temporary office space.

Webex adds AI to automatically remove all background noise and background chatter from calls. This means that calls made in noisy environments sound just as clear as if they were made in a private room.

Elevate a call to a meeting

In a hybrid work environment, users require the flexibility to transition seamlessly between communications forms without switching applications—just as they would if they were in the office. Collaboration moves fast, and spontaneity is key for co-creation and ideation.

Webex lets users elevate a call to a meeting with a single click from the Webex App. Users can dive deeper into any topic, bring together the right people to solve problems and make decisions faster, keeping the momentum of creativity flowing.



Integrating with more devices in more places

The cloud enables customers to extend calling to a broad range of fixed and mobile devices. But an inconsistent experience between cloud devices and apps can be frustrating for users, and complex for administrators to manage.

Webex Calling continues to invest in innovations that create a refined, seamless experience between our phones, apps, and unique devices, like our award-winning Room and Desk devices.



Webex Room and Desk devices

Cisco is the global leader of the IP endpoint market, with over 100 million calling devices shipped to date worldwide, and a 30% share of the video collaboration device market.

Our Webex Room and Desk devices bring powerful collaboration features to workspaces anywhere—from the living room to the board room. We've extended Webex Calling capabilities to these devices, so they can register natively to our platform and leverage enterprise calling features such as hold, resume, transfer, conference, record, and voicemail access, in addition to extension and PSTN dialing.



IP phone enhancements

We continue to create a more consistent and intuitive experience between Cisco IP phones and the Webex Calling platform.

With rich call presence, your presence is automatically updated to “on a call” on the Webex App when you’re using your desk phone, so colleagues always know when you’re busy.

We’ve also brought powerful Webex Calling features like background noise removal, unified call history, enhanced directory integration, and improved serviceability features to Cisco 8800 series devices. These devices can also now onboard directly to the Webex platform for simplified deployments and migrations.

For administrators and the business, Dedicated Instance for Webex Calling helps organizations to protect their investment in the user experience, phones and key applications integrations, with more control than typical multi-tenant UCaaS services offer.



Devices for any environment

Device pairing and control

People are working in new places and environments all the time—sometimes within the same day. These workers need a familiar, personalized collaboration experience, whether they're at their desk, in a shared workspace, or in a conference room.

With Webex, it's easy to pair and control desk phone and video room systems with the Webex App, so workers have a personalized and more private collaboration experience, with rich media, in shared workspaces.

DECT Network

Many businesses, including those in retail, healthcare and logistics industries, need scalable, high-quality, wireless calling for workers who are far away from a desk phone. Digital enhanced cordless telecommunications (DECT) phones are in wide use around the globe, in a variety of different environments.

DECT Network support lets administrators deploy both single-cell and multi-cell DECT networks in a single location. DECT base stations are added and managed centrally through Control Hub.

Singlewire InformaCast

In the event of an emergency, enterprises need to quickly broadcast messages or live announcements to users on fixed and mobile devices across campus. Seconds matter in the event of a natural disaster or security incident, and fast communication is key to keeping people safe.

Webex Calling now enables users to dial an extension to connect to a Singlewire/ InformaCast server and broadcast pre-recorded or live announcements to phones across campus.

**With Webex,
it's easy to pair
and control
desk phone
and video room
systems with
the Webex App**

Transforming the migration experience

Many benefits of the cloud are lost through a migration path that is disruptive for users and customers, time consuming for administrators, or costly for businesses. We've focused several of our latest Webex Calling innovations on transforming the migration experience to eliminate friction for our customers and partners.

Dedicated Instance

In the past, migrations to the cloud forced customers to make a disruptive move away from on-premises systems, resulting in downtime for users and customers, broken workflows and integrations, and replacement of old IP endpoints.

In 2021, we introduced Dedicated Instance for Webex Calling—a dedicated cloud instance, based on the Cisco Unified Communications Manager (CUCM) architecture that enables customers to move to the cloud at their own pace, without disruption.

With Dedicated Instance, customers can preserve CUCM workflows and integrations, continue using IP endpoints and local survivability solutions, and distribute users between multi-tenant and dedicated instances for a staged migration to the cloud.

We continue to make this solution easier for customers to order and deploy. Dedicated Instance for Webex Calling can now be purchased as part of the Webex Suite, or with Webex Calling only. Customers with an Enterprise Agreement (EA) and over 1,000 Knowledge Workers (KWs) can select one dedicated instance at no additional cost, with additional instances available, as needed, in different geographies.

We also continue to expand our Dedicated Instance footprint. There are now four Dedicated Instance data centers in North America, two in Europe, and four in the Asia Pacific, to enable calling in over 180 countries around the world.

Dedicated Instance delivers customers a flexible migration experience and eliminates the friction of cloud migrations.

Connecting users around the world

Cloud calling presents businesses with an opportunity to connect users and customers around the world.

To harness this opportunity, customers need a platform that continuously expands to reach new countries, supports customers in different languages, and adapts to local regulations.



Expanded global coverage

With three, flexible options for PSTN connectivity

Flexibility is a critical characteristic of PSTN connectivity, since every business has unique requirements that can vary between different office locations. Webex Calling offers our customers three flexible options for PSTN connectivity that can be selected on a site-by-site basis, and we continue to invest in the expansion of these services options around the world.

Cisco Calling Plans offer the simplicity of a single vendor solution that enables customers to procure, port, assign, and manage directly from the single-pane-of-glass Control Hub administration experience. In less than two years, we've expanded the availability of Cisco Calling Plans to 17 countries in North America and Europe, with expansion in the Asia Pacific region coming soon.

Cloud Connected PSTN delivers PSTN connectivity in over 65 countries through an exclusive selection of Cisco-certified providers. Webex was first to market with this innovative service, which gives customers the flexibility to select from the world's leading service providers on a site-by-site basis, and the convenience of managing numbers directly through Control Hub.

Local gateway is available in over 85 countries worldwide. This option allows customers to continue using their existing service provider, while managing phone numbers through Control Hub. When combined with Dedicated Instance, customers can use local gateway for service in over 180 countries around the world.

See Webex Calling global availability and our three flexible options for PSTN connectivity 

Support for multinational corporations with branch offices in India

India is one of the world's largest economies and a critical location for the global business process outsourcing (BPO) industry. But India's unique telecommunications regulatory requirements can make it difficult for businesses to adopt technologies like cloud calling. For example, the country prohibits the use of Voice over IP (VoIP) telephony for toll bypass (avoiding long-distance toll charges), and requires that the local PSTN is used when connecting calls outside the enterprise.

To support multinational corporations with branches in India, we've added innovative location-based policies to Webex Calling that enable businesses to easily comply with toll bypass regulations. These policies, combined with the analytics and reporting capabilities of Control Hub, provide customers with confidence that they are always in compliance with India's regulations.

Localized experience

Connect with users and customers in their language

Cloud calling announcements are often the first thing your customers hear. Webex Calling continues to expand our language support to provide customers and users with a localized experience through auto attendants, call queues, voice portals, and individual voicemail prompts.

We’ve expanded our language support to include Danish, Dutch, Indonesian, Norwegian, Polish, Russian, Swedish, Turkish, Mandarin (Taiwan), Thai, Vietnamese, and Spanish (Columbia), for a total of nearly 30 languages.

We continue to improve the inclusivity of Webex Calling, so customers can be more supportive of users and customers around the world.

See the full list of languages supported with Webex Calling [➤](#)



Powerful administration

When users and customers complain about poor call quality, it's too late—your business has already been impacted. We've created a new analytics dashboard that gives administrators the power to quickly drill down from a global view of call quality, to detailed information for individual calls, so issues can be quickly diagnosed and solved.

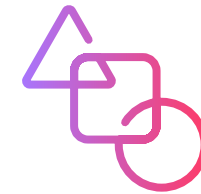
Our new analytics and troubleshooting tools make Webex Calling easier to manage, so businesses can ensure that users have a high-quality, inclusive calling experience from anywhere they work.

See our new analytics dashboard in action [➤](#)



Global KPIs

Provide administrators with a quick view of call quality across the entire organization.



Quality trends

Give insight into how call quality, jitter, packet loss, and latency have trended over time, so administrators can diagnose periods of poor call quality.



Call quality by type

Detailed call quality data by location, IP address, media type, connection type, codec, and endpoint type.



Dynamic filters

Powerful filters enable administrators to refine data by call type to identify the root cause of call quality issues.



Call troubleshooting

Detailed information about the quality of individual calls, that enable administrators to diagnose media quality at either end of the call, or the network in between.



Call detail reports

Detail about every call is easily accessible via download or API so organizations can manage costs, billing, and usage.

Enhancing architecture, media, and performance

Webex is built for enterprise-class communication and collaboration, and we continue to deliver architectural innovations that improve the quality and flexibility of our collaboration experience.

Media optimization

Media from internal calls typically take an unnecessary, circuitous path over the public Internet. This increases bandwidth costs, and can result in latency which degrades the calling experience.

Media optimization connects audio and video calls directly through the corporate network. All media stays local, improving call quality and reducing bandwidth costs.

Webex Edge Connect

The Internet can be unpredictable. Bandwidth and connectivity can vary over time, potentially causing issues for business-critical traffic. Now with Webex Edge Connect, Webex Calling users can leverage the same guaranteed connectivity to the Webex cloud for both their Calling and Meetings traffic.

Webex Edge Connect bypasses the public Internet with a private point-to-point link that connects a customer's network directly to the Webex global backbone. Engineered for business-critical communication, it provides users with guaranteed bandwidth and quality of service (QoS), to minimize network latency, packet loss, and jitter, backed by best-in-class security, integrated everywhere. Webex Edge Connect sets the stage for rock solid quality, for all Webex collaboration traffic.

Strengthening compliance and safety

Compliance is key for every organization, especially when it comes to employee safety. We've strengthened our compliance capabilities to help organizations stay in step with the latest regulations and requirements.

Nomadic E911 dynamic location updates

Starting on January 6, 2022, RAY BAUM'S Act Phase II requires businesses to provide accurate location information to emergency services for 911 calls made from non-fixed and off-premises devices. Sharing these location details can be challenging in today's hybrid work environment where users work remotely from multiple locations, making calls from a laptop or other devices. These challenges are compounded in large campus environments, where a street address may not provide detailed location information.

Nomadic E911 provides accurate location information from the Webex App and devices. When on campus, a user's location is automatically provided based on the network topology configured by administrators. Off-campus users are prompted to enter their location information. Multiple locations can be saved and automatically recognized when users reconnect to an on or off-campus network. Nomadic E911 is included with Webex Calling and requires no additional cost or contract.

Voicemail security enhancements

Businesses in regulated industries need to implement strict policies that protect sensitive customer information stored in calling systems, such as voicemail. We've strengthened Webex Calling with voicemail security enhancements that enable administrators to easily set organizational policies that govern voicemail forwarding, deletion, retention, and password policies through Control Hub. These tools provide organizations with confidence that they are in compliance with industry regulations, and that customer data is always protected.

Coming soon

Innovation never stops at Webex. Here’s a sneak peek into some of our upcoming releases that are coming to our customers soon:

Multi call window

In the past, the easiest way for power users to manage multiple lines was through physical keys on a desktop phone. But the shift to hybrid work necessitates a more flexible and powerful experience for users in the office, working from home, or on the road.

Our new multi call window brings the multi-line experience to the Webex App. Through a new, compact window, users will be able to manage up to eight lines or groups from the convenience of their personal computer—eliminating the need for bulky, immobile desktop multi-line phones.

The multi call window will transform the calling experience for power users like support groups, administrative assistants, and operators, and enable these users to be more productive from anywhere.

Support for up to eight lines, groups or queues

Easily accessible enterprise calling features

Presence indicators (BLF)

Multi Call

Search or dial

9728131000 (Marise Torres)

Austen Jones

+1 888 555 4756

03:11

9728131001 (Clarissa Smith)

Emily Nakagawa

408 111 234

9725555555 (HR Support)

9725556666 (Sonali Pritchard)

9728131000 (Marise Torres)

Privacy

Slim, compact design to optimize desktop productivity

Answer or decline calls on any line

Intuitive message indicators

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webex by cisco

Learn more

If you'd like to learn more about how Webex can help you take advantage of powerful, enterprise-grade calling and collaboration

Webex Calling

Contact us

