

eBook

Webex Calling Hybrid

Elevate Cisco UCM with cloud innovation

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Introduction

Cisco Unified Communications Manager (UCM) remains the trusted calling platform for organizations that require proven reliability, security, and operational control

At the same time, expectations for cloud agility, AI-driven experiences, and simplified administration continue to rise, creating a need to modernize without disrupting existing investments.

Webex Calling Hybrid provides a strategic path forward. By extending Webex cloud innovation to Cisco UCM, organizations can preserve their on-premises foundation while selectively adopting cloud innovations on their own timeline. This modular approach enables access to capabilities such as Cloud PSTN, centralized administration through Control Hub, and AI-powered experiences, while still meeting regulatory, geographic, and operational requirements.

This eBook outlines how Webex Calling Hybrid helps organizations modernize with confidence, bridging proven on-premises communications with the flexibility and innovation of the cloud.



Competing priorities in enterprise calling

Enterprise communications leaders face a growing challenge: adopting cloud innovation while preserving the stability, control, and reliability required for mission-critical calling.

Organizations are under pressure to deliver AI-powered experiences, simplify operations, and reduce infrastructure complexity. At the same time, regulatory, residency, sovereignty, and operational requirements often make a full cloud transition impractical.

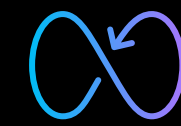
The question is not whether to modernize, but how to do it in a way that balances innovation with control, reduces risk, and aligns with real-world business and infrastructure constraints.

Key priorities include:



AI and cloud innovation

Organizations are under pressure to adopt modern capabilities such as automation, insights, and intelligent experiences without requiring a full migration.



Investment protection and operational continuity

Organizations must preserve existing UCM investments that support mission-critical operations while continuing to modernize.



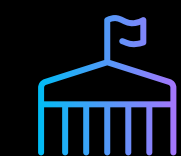
Infrastructure optimization and cost efficiency

Enterprises are driven to reduce infrastructure costs and complexity while maintaining the performance and reliability required for mission-critical workloads.



Flexible, phased modernization

Organizations need to modernize by site, user group, or use case rather than commit to a single end-state architecture.



Regulatory and global infrastructure complexity

Regulatory, residency, and sovereignty requirements, combined with varying network conditions and cloud availability, limit how and where cloud services can be adopted, making a hybrid approach essential.

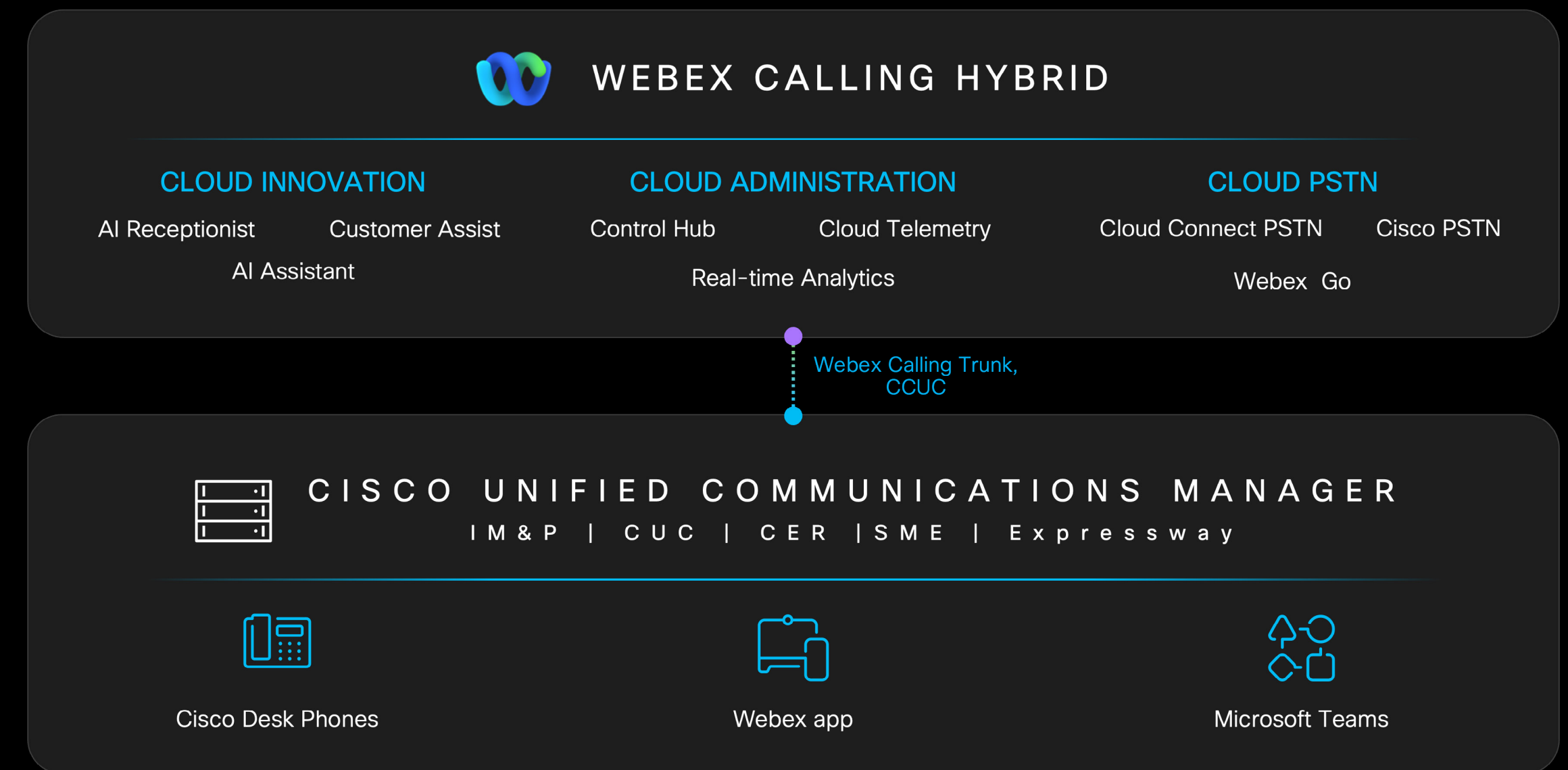
Webex Calling Hybrid

Modernization without compromise

Webex Calling Hybrid extends cloud capabilities to Cisco Unified Communications Manager (UCM), enabling organizations to modernize without replacing their existing calling environment.

By connecting UCM to the Webex cloud through a secure Webex Calling trunk, organizations can unify experiences across users, devices, and dial plans while introducing cloud innovation where it delivers the most value.

This approach enables a phased path to modernization, allowing businesses to adopt centralized cloud administration, Cloud PSTN, and AI-powered experiences by site, user group, or use case, while preserving operational continuity and meeting regulatory requirements.

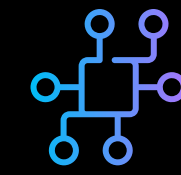


Balancing innovation, control, and continuity

Strategic benefits of Webex Calling Hybrid

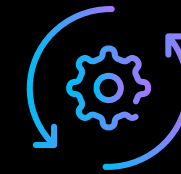
Webex Calling Hybrid provides a practical way to modernize enterprise calling without forcing a full migration. Organizations can introduce cloud capabilities where they create the most value while preserving the reliability, control, and continuity of existing Cisco UCM environments.

This hybrid approach helps businesses reduce complexity, improve agility, and access continuous innovation while aligning to operational, regulatory, and infrastructure requirements.



AI and cloud innovation

Bring AI-powered innovation to Cisco UCM environments where it delivers immediate value.



Streamline administration

Simplify management with cloud-based tools and gain real-time visibility into operations, telemetry, and performance.



Investment protection and operational continuity

Preserve the value of existing UCM deployments that support mission-critical operations.



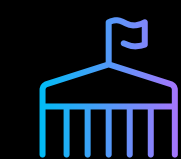
Infrastructure optimization and cost efficiency

Reduce and simplify on-premises infrastructure where possible while maintaining performance for critical workloads.



Modernize on your terms

Adopt cloud services by site, user group, or use case based on your business priorities.



Regulatory and global infrastructure complexity

Support residency, sovereignty, and compliance requirements with flexible cloud and on-premises architectures.

Pillars for future-proof collaboration

Webex Calling Hybrid brings together the cloud capabilities organizations need to modernize with confidence.

Future-proofing collaboration demands AI innovation, unified administration, and modern connectivity. Webex Calling Hybrid delivers all three while extending the value of existing UCM investments.

Cloud innovation

Bring AI-powered capabilities to your UCM environment without a full migration. Extend innovations like AI Assistant, AI Receptionist, and Customer Assist where they deliver the most value.

Benefits

- Bring AI on-premises
- Automate workflows and improve productivity
- Deliver modern experiences by user or use case

Cloud administration

Unify management through the cloud with a single view across on-premises and cloud environments. Simplify operations and gain real-time visibility into performance and activity.

Benefits

- Centralize administration
- Gain real-time operational visibility
- Improve control across environments

Cloud PSTN

Modernize connectivity by extending cloud-based PSTN to UCM environments. Reduce infrastructure while increasing flexibility and scalability.

Benefits

- Reduce on-premises telephony infrastructure
- Expand provider flexibility
- Scale connectivity with ease

Cloud innovation

Customer Assist

Working from home

Search, meet, and call

Connect to device

Customer Assist

Agents Queues Recordings

Monitoring Statistics

Search

Displaying 16 agents

Agent name	Agent state	Agent state du...	Queue	Contact status	Time in cont...	Customer sentiment	Actions
Isabelle Brennan	Available	00:07:33	SalesWestCoast	Connected	00:17:42	Negative	
Darren Owens	Available	00:07:33	SalesWestCoast	Connected	00:17:42	Negative	
Clarissa Smith	Available	00:06:45	SalesWestCoast	On hold	00:10:01	Positive	
Clarissa Smith	Available	00:04:52	SalesWestCoast	On hold	00:6:21	Positive	

Short summary | AI-generated | 1 minute ago

Summary: Caller is interested in purchasing all season tires that work well in the rain for their 2025 Tesla Model 3. The caller is upset that the pricing is much higher than other stores in the area.

Topics: Tires, Financing

View details Transcript Agent performance

Call Settings Sonali Pritchard Available

Elevate the customer experience without cost or complexity

Many organizations operate customer-facing and internal service teams across branch, local, or regional offices where a full contact center platform is unnecessary. These businesses need a streamlined solution that integrates seamlessly into existing collaboration workflows while enabling efficient, high-quality service delivery.

Customer Assist is purpose-built to meet this need. It delivers essential customer engagement capabilities to Cisco UCM users in the Webex app. Agents can monitor queues, apply wrap-up codes, and leverage AI-generated summaries, while supervisors gain visibility through real-time monitoring and analytics. With skills-based and priority-based routing, calls are directed to the right resources quickly, improving responsiveness, simplifying operations, and enhancing the overall customer experience.

Watch video

Cloud innovation

AI Receptionist



Let AI handle the busywork, so your employees can focus on what matters

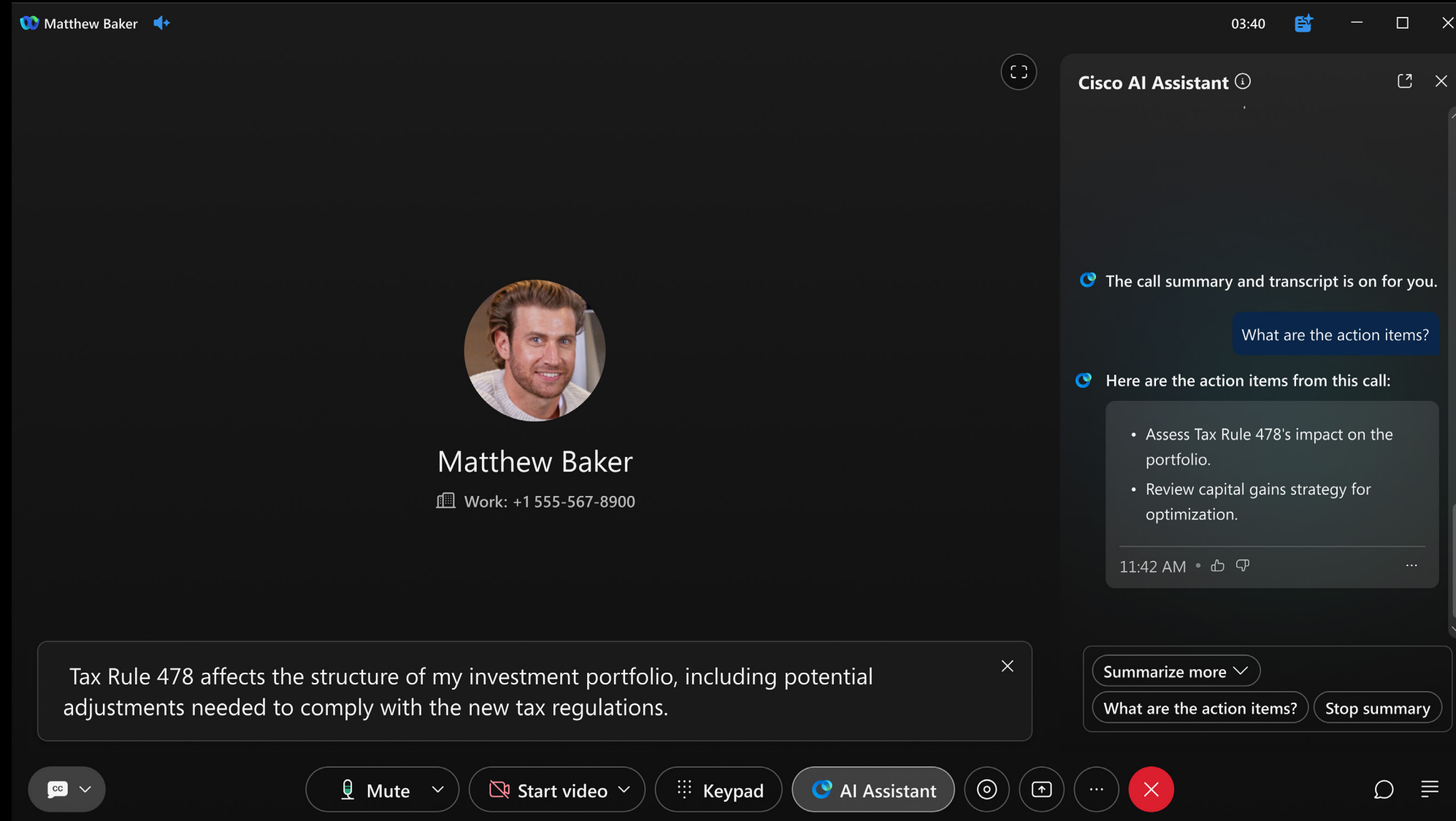
Front-desk functions often become a bottleneck, tying up employees with routine inquiries while other callers wait, abandon, or reach voicemail. This inefficiency not only impacts productivity but also degrades the overall customer experience.

AI Receptionist is an always-on, cloud-based virtual receptionist that can answer calls, respond to customer questions, and complete tasks such as scheduling appointments or transferring calls. By handling routine inquiries, it frees employees to focus on higher-value interactions that drive revenue and strengthen customer relationships. Coming to Cisco UCM in 2026.

[Watch video](#)

Cloud innovation

AI Assistant



Stay focused. Let AI capture the rest.

Employees who spend much of their day in back-to-back conversations often struggle to keep accurate records. Manual note-taking can lead to missed details, overlooked action items, and time spent documenting instead of focusing on meaningful work or engaging with customers.

Cisco AI Assistant for Webex Calling addresses this by automatically capturing transcriptions and generating concise summaries with key points and next steps. These insights are available during or after the call, helping teams stay aligned without revisiting entire conversations.

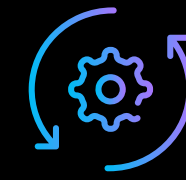
With a single click, AI Assistant can be activated during a live call with no interruptions. Summaries are accessible in real time and afterward in the Webex App, and can be shared during transfers to provide immediate context. The result is a more efficient, seamless experience that keeps employees focused and ensures nothing is missed.

[Watch video](#)

Cloud administration

Cloud-based administration simplifies how organizations manage Cisco UCM by providing a centralized, unified control plane across environments. IT teams gain a single view of operations, enabling them to monitor performance, manage configurations, and maintain systems more efficiently without the complexity of managing multiple tools or interfaces.

With real-time visibility and AI-driven insights, administrators can detect issues earlier, diagnose them faster, and take action before they impact users. Automated lifecycle management and flexible alerting further reduce operational overhead, helping organizations stay current, secure, and responsive while improving overall reliability and performance.



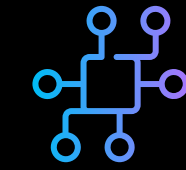
Control Hub administration

Hybrid services organizations are pre-provisioned with an on-premises bridge to cloud administration with Control Hub.



AI-driven insights

AI-powered insights leverage real-time UCM performance metrics to detect issues early, simplify diagnosis, and accelerate resolution across call quality, signaling, registrations, and security.



Alert center integration

Create Control Hub alert rules that deliver real-time RTMT and AI-driven anomaly alerts across UC applications, with flexible notification options including email, Webex App, and webhooks.



Automated upgrades

Stay current, secure, and compliant with fully automated UC app upgrades from Control Hub.



Hybrid E911

Fully Nomadic E911 for Hybrid users by leveraging the power of Webex cloud.



Secure Calling

End-to-end protection against spam, fraud, and emerging threats with centralized controls, user-level blocking, caller reputation intelligence, and standards-based verification.

Cloud PSTN

Simplify voice connectivity by moving telephony services to the cloud, reducing reliance on on-premises infrastructure while improving flexibility and scalability. Cloud PSTN enables organizations to expand globally with ease, manage services centrally, and deliver a consistent, mobile-first calling experience across devices, all while lowering operational complexity and cost.

Cloud Connect

Cloud Connect enables businesses to access cloud-based PSTN through a global ecosystem of more than 40 world-class Certified Calling Providers. With coverage across more than 70 markets, it gives organizations the flexibility to choose providers and plans that best align with their business, regulatory, and geographic requirements.

[Learn more →](#)

Cisco Calling Plans

Cisco Calling Plans provide a fully cloud-delivered PSTN solution, available in 17 countries, that simplifies how organizations deploy and manage voice services. Delivered directly by Cisco and tightly integrated with Cisco UCM, they enable businesses to provision numbers and manage services centrally through Control Hub, reducing complexity and accelerating time to deployment. Coming in 2026.

[Learn more →](#)

Webex Go

Webex Go extends Cisco UCM to mobile devices, enabling employees to make and receive business calls directly from their phone's native dialer while using their enterprise business number. It provides a seamless, mobile-first experience by integrating business calling into the cellular network, eliminating the need for a separate app and allowing users to access enterprise features like call transfer, voicemail, and recording on the go. Coming in 2026.

[Learn more →](#)

The strategic path forward

Webex Calling Hybrid is built for organizations navigating the balance between innovation and control. It provides a practical way to introduce cloud capabilities while preserving the reliability, security, and operational continuity of existing Cisco UCM environments. Rather than forcing a single migration path, hybrid enables organizations to modernize selectively, aligning adoption to business priorities, regulatory requirements, and global operational realities.

This flexibility is especially valuable for enterprises operating in regulated industries, across distributed geographies, or with mission-critical communications that cannot be disrupted. Customer-facing teams can adopt advanced capabilities such as intelligent routing and AI-driven insights, while the broader workforce continues to operate on UCM. At the same time, organizations can modernize connectivity and reduce infrastructure through cloud-based services, creating a more agile and resilient communications environment.

Realizing this value begins with a clear, outcome-driven approach to planning. Organizations should identify where cloud capabilities deliver the greatest impact, segment users and use cases accordingly, and define a phased path that minimizes disruption while accelerating progress. Connectivity, administration, and operational models should evolve alongside this strategy, ensuring alignment across technology and business objectives.

Webex Calling Hybrid is not a one-time transition. It is a long-term strategy for modernization, enabling organizations to evolve at their own pace while continuously adopting innovation. With the right plan in place, it becomes a strategic foundation for a more flexible, intelligent, and future-ready communications environment.



Learn more

Learn more about how Webex Calling Hybrid helps you modernize without disruption and unlock cloud innovation.

Contact sales

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