

# CISCO WEBEX FOR BROADWORKS

## A fresh face for our voice and collaboration portfolio

The way businesses collaborate and communicate has changed dramatically in recent times.

Cloud communications platforms like Cisco Webex for Broadworks is a big part of that. As well as enterprise-grade video conferencing, Cisco Webex for Broadworks delivers instant messaging, file sharing, collaborative spaces and IP calling features.

Cisco Webex for Broadworks is cost effective, easy to deploy, and it's backed by one of the biggest and most trusted names around. And with a range of different packages to choose from, our customers have more ways to serve their base.

### Key features of Cisco Webex for Broadworks

Cisco Webex for Broadworks isn't just a fancy toy; it adds real value to the businesses that use it. Below are just a few of its benefits:

- High-definition video conferencing with support for up to 1,000 users at a time.
- Collaborative spaces where users can share files, links, messages and other useful resources.
- High-quality voice calls thanks to noise-cancelling technology.
- Total mobility, thanks to apps for desktop computers, laptops, smartphones and tablets. So being out of the office doesn't mean being unavailable.
- Cloud-based business continuity for if and when disaster strikes.
- Supports a number of bots and add-ins for integrations with popular apps.
- Users can easily make calls within Microsoft Teams with the Webex add-in.

### Customer benefits of Cisco Webex for Broadworks

By adding Cisco Webex for Broadworks, we've given our customers a way to differentiate their services from the competition. But that's not the only benefit. Here are a few more:

- The Cisco brand is a persuasive selling point. It's one of the most recognised names in the world.
- Cisco Webex for Broadworks has robust security features, including encryption as standard, protecting both our customers and the businesses they serve.
- Our line-up of Cisco Webex for Broadworks collaboration packages add flexibility to the services our customers can offer.
- It adds real, compelling features - features that are fast becoming a standard part of business.
- Cisco Webex for Broadworks already has a loyal customer base, including major companies and government bodies.

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## Our Cisco Webex for Broadworks packages

No two businesses are the same. That's why our Cisco Webex for Broadworks packages can be tailored to suit the needs of our customers and the businesses they serve.

Product	Add tailored collaboration packages to suit the unique needs of employees and improve overall product adoption			
	Softphone	Basic	Standard	Premium
<b>Hosted seats</b> The ideal solution for end customers wanting to entirely replace their legacy ISDN and onsite PBX. It takes the journey one step further with delivering features directly from the cloud.	<p>Give end users the ability to make and answer calls on any device with Webex softphone.</p> <p>The desktop, mobile and tablet clients are all softphone capable.</p>	<p>End users can use all of the softphone functions as well as instant messaging and presence features, including direct and group messaging, spaces, screen sharing, Webex space meetings and guest meeting support.</p>	<p>Advanced end users can use all of the basic functions, as well as secure video conferencing that allows you to host up to a 25-person voice and video conference, engage in multi-party chat and desktop or application sharing.</p> <p>End users can invite guests to participate in a video conference through a web guest meeting experience.</p> <p>Finally, users can enjoy a personal meeting room, dedicated only to them with their own conference bridge.</p>	<p>When end users need enhanced meeting features such as meeting recording, remote desktop control, presenter controls and recording transcription services, upgrade them to the premium package.</p> <p>They'll enjoy all the features that come with the standard package, plus the enhanced meetings features for up to a 1,000-person meeting.</p>
<b>SIP Trunking</b> Offer end customers all the benefits of next-generation voice technology, without having to replace their existing PBX handsets.	<p>Depending on configuration, the end user can get VoIP, call control, call-through and call-back functions in the client. They can seamlessly transition calls between their desk phone, their softphone and even their mobile without interrupting the calls.</p>			



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### Target customers

- Existing Office UC customers who are looking for an improved digital mobile app experience.
- New customers who are asking for a combined voice and collaboration solution.

### What to ask customers

- How important is security to your customers? With Cisco Webex for Broadworks, security and privacy are built in, not bolted on.
- Do the businesses you serve want to use different tools for collaboration? Or would they prefer one unified solution, like Cisco Webex for Broadworks?
- Do you want to increase average revenue per user by offering a fully integrated UC solution?
- Who do you trust with your customers' critical business communications? With Cisco Webex for Broadworks is built directly onto the core network. That offers resiliency, reliability and security.
- Do you trust Zoom or Microsoft to be your sole provider for complete UC & telephony solutions?

### Common objection handling

#### Why choose Cisco Webex for Broadworks over Microsoft Teams?

To begin with, it's much more cost effective. With Microsoft Teams, customers need to buy Office 365 licences, as well as a calling plan for external PSTN calls. Cisco Webex for Broadworks packages provides both voice and collaboration but at a more cost-effective rate. And Cisco Webex for Broadworks isn't difficult to pick up. Its intuitive interface makes it easy to get started right away, with video calling, instant messaging and more.

#### Some of my customers have only basic needs and don't use collaborative tools yet. Will Cisco Webex for Broadworks be too complicated for them?

Not at all.

The Cisco Webex for Broadworks collaboration packages are made to be flexible. They can be paired with any of the licences, and there are no limits on upgrades or downgrades. That's great if your customers' requirements change.

And Cisco Webex for Broadworks isn't difficult to pick up. Its intuitive interface makes it easy to get started right away, with video calling, instant messaging and more.

#### My customer doesn't need another collaboration app. They're already using Zoom, Microsoft Teams, Google Hangouts or something similar.

That may be fine as a short-term solution during the pandemic. But industry experts have predicted that remote collaboration is here to stay, and that means preparing for the future. After the pandemic is over, your customers will be looking for longer-term solutions, ones that are built with resilience and security in mind. As an enterprise-grade collaboration tool, Cisco Webex for Broadworks meets those demands as standard.

### Cisco Webex for Broadworks talking points

- Cisco has been named as a 'Leader' in the Gartner Magic Quadrant for Meeting Solutions for 12 years running.
- Webex has been a major player for many years. Cisco acquired the company for \$3.2 billion in 2007.
- NASA has used Webex to coordinate some of its missions, including the successful landing of the Mars 2020 Perseverance rover.

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### Competitive market positioning

Here are four of the key advantages of Cisco Webex for Broadworks, which make this UC solution so appealing.

Highly cost effective	BroadWorks expertise	Customer flexibility	One go-to supplier
Cisco Webex for Broadworks packages provide end customers with voice and collaboration cheaper in comparison to alternative UC applications.	Our hosted voice platform is a feature-rich telephony solution, with years of PBX expertise in comparison to new UC providers with limited PBX knowledge.	Fully scalable proposition tailored to meet end customers' individual user collaboration requirements, with no limitations on upgrade/downgrade capability.	Making it easier to do business with one supplier with an award-winning access portfolio, robust voice platform and an industry leading collaboration app.

### Cisco Webex for Broadworks versus the rest

The collaboration software market is packed with worthy competitors. So how does Cisco Webex for Broadworks stand out from the crowd? The table below shows just a few reasons why it's better than some of the other big names:

Cisco Webex for Broadworks	Microsoft	Zoom	Slack
Rated higher than Microsoft, Zoom and Slack in Gartner Magic Quadrant.	Can be a more expensive solution.	Security concerns have been raised by the media about Zoom.	Relies heavily on customisation for layouts.
Uses Cisco's robust and secure platform.	Teams generally requires a commitment to Microsoft 365.	Known bugs compromising webcam and password security.	Has some stability issues, including delayed call initiation and notifications.
Strong market recognition as a leading business brand.	Doesn't play well with some non-Microsoft products, like Google Drive.	Problematic data sharing practices with social media platforms.	Aimed mainly at SMEs, so it's missing some enterprise-grade features.

### Additional benefits

**Security:** Two brands recognised for delivering highly secure, encrypted data sharing.

**Reliability:** Market leading connectivity, voice network and collaboration platform.

**Flexibility:** Scalable solutions for different end user profile needs.

**Collaboration:** Full functionality expected in today's remote working world.

**Mobility:** Work on the move or in the office on tablets, desktops and mobiles.

**Convenience:** One supplier for all telco digital transformation needs.