



Collaboration Delivering Real Business Outcomes

Cisco Powered Hosted Collaboration Solution™

More Than Ever, Collaboration is Key

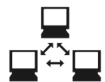


IT'S NO SECRET THAT DIGITIZATION IS CHANGING OUR WORLD FASTER THAN EVER BEFORE.

It's creating new opportunities for companies to gain market share and pull ahead of their competition.

To keep up, organizations are shifting their focus toward innovation and business agility. What does it mean to be agile? It's all about achieving better performance and results through teamwork.

An agile company:



Learns, responds, and adapts rapidly by encouraging an open flow of information



Encourages innovation and experimentation



Brings together an ecosystem of employees, customers, and partners, all working as a team

The right collaboration tools help make it easier for an organization to adapt to market changes and evolve their business faster.

According to the 2015 Gartner CIO global survey¹, not only do CIOs expect, and aspire to hold a leading role in digitalization, their CEOs expect them to step up and lead the digital charge during this critical transition period.

¹Gartner: [Flipping to Digital Leadership](#), 2015

Collaboration Delivers Real Outcomes

BUILDING A COMPANY WITH THIS LEVEL OF AGILITY REQUIRES CLOSE COLLABORATION.

Collaboration is a human activity that focuses on getting people to work together more effectively so they can reach common goals faster. And having the right set of collaboration tools accelerates these efforts.

Organizations are adopting more collaboration tools because they deliver tangible business results. They not only help drive innovation, but they can improve the workplace itself—not just for employees, but for partners and customers who interact with it. These tools are changing the way people engage and are boosting employee satisfaction, productivity, cost savings, competitive advantage and innovation.

Multiple studies prove this point:

- **A survey by ZDNet states that collaboration has become central to the high functioning of today's knowledge worker.²**
- **PWC's global annual CEO survey³ revealed that CEOs say that use of collaboration technology is key to creating and managing effective partnerships.**

²ZDnet: [How digital collaboration will evolve in 2015](#), January 2015

77% of CEOs

say that digital technologies are creating value for internal and external collaboration.³

³PWC: [18th Annual Global CEO Survey](#) January 2015

The Way We Work Together Has Changed



TODAY, PEOPLE WORK FROM ANYWHERE—AT HOME, IN COFFEE SHOPS AND AIRPORTS, HOTEL LOBBIES, AND EVERYWHERE IN BETWEEN.

People also tend to work differently, using their favorite devices, such as phones and tablets, and methods, such as video and messaging. And the mix is constantly evolving—especially as millennials enter the workforce.

And working together isn't always about working with internal coworkers. Now, a typical project might involve engaging with a broader ecosystem of business partners, vendors, employees, and even customers.

“ A 2015 PGI Report showed that 35 percent of participants reported an increase in innovation and creativity with collaboration outside the organization.⁵ ”

It's clear that the “one size fits all” approach won't work for today's agile businesses. People need to discuss issues interactively and connect with one another to build closer, more trusted relationships. They need to share ideas and information, make decisions, and document and recall them effectively. An effective collaboration platform will make communication simple and natural for everyone, regardless of their preferences.

According to Gartner

by 2018
50%

of team coordination will occur through mobile group collaboration apps.⁴

⁴Gartner: Gartner Digital Workplace, May 2015

⁵PGI Report, 2015

Cloud-Based Collaboration for Agile Organizations

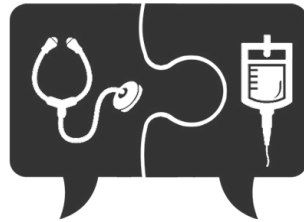


CLOUD-BASED COLLABORATION IS BUILT ON A COMMON ARCHITECTURE WITH A SET OF CORE COMPONENTS.

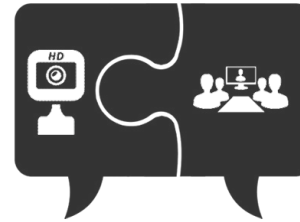
Cisco Unified Communications in Action: The Heart of Collaboration



Connect an engineer in Los Angeles with a project manager in New York to review a design.



Reach a doctor at her office or on the hospital floor instantly when a patient needs urgent care.



Or set up a videoconference or share your desktop with a single click.

Hosted Enterprise Unified Communications, powered by Cisco technology, is what makes it all possible. It delivers services like session management, voice and video communications, mobility, messaging, and presence. It also enables Web and videoconferencing across your whole company, and beyond.

A Rich Set of Endpoints

HOSTED ENTERPRISE UC IS DESIGNED TO DELIVER THE RIGHT EXPERIENCE TO THE RIGHT ENDPOINT, AT THE RIGHT TIME, VIA THE CLOUD.

A variety of high definition (HD) video and audio endpoints make it easier for employees to collaborate and share content on their device of choice.

Endpoints designed to connect securely with your existing endpoints and network bring agile collaboration to every room, every desk, and every pocket.



Every Room: Whether you're training dozens of salespeople or conducting a performance review in a small office, we offer the right video endpoint for the right space. Automated standup and whiteboard modes as well as settings enable flexible work styles and make it easy to share content and interact face to face—as easily as if you were together in the same room.



Every Desk: Desktop endpoints bring the office and mobile worlds together. With touchscreen interfaces and contact list support, placing an HD video call is as easy and intuitive as a phone call, so you can easily share content and interact face to face in real time.



Every Pocket: Jabber, Cisco's mobile client, allows your workforce to stay connected on their favorite device—tablet, laptop, or smart phone. Employees can access collaboration tools like instant messaging, presence, voice, video, voice messaging, desktop sharing, and conferencing wherever they are.

Conferencing Brings Your Business Together



WHEN THE RIGHT PEOPLE GET TOGETHER, THEY CAN SHARE KNOWLEDGE, SOLVE PROBLEMS, AND REACH A CONSENSUS MORE QUICKLY.

Our industry-leading conferencing solutions make it easy to bring employees, customers, and partners together in scheduled or impromptu meetings, wherever they are, with highly scalable voice, video, and content sharing. Conferencing tools allow everyone to meet on their device of choice, whether that is their mobile device, desktop, or via TelePresence in a meeting room.

There's no need to decide which tool to use based on limitations like number of participants, devices in use, and whether participants are inside or outside the company. People shouldn't have to think about what type of conferencing they need. After all, it's just a meeting.

Helping You Innovate and Succeed

WHEN YOU GIVE YOUR EMPLOYEES ACCESS TO COLLABORATION OVER THE CLOUD, YOU SET THE STAGE FOR SOME POWERFUL BUSINESS OUTCOMES.

Build a More Flexible, Efficient Company

Cloud-based collaboration helps your organization get out in front of changing markets and new demands.



Deliver collaboration services faster so you can scale up or down when your business needs to evolve.



Free up your IT teams to focus on things that matter most, like growing your business and serving your customers better, instead of managing network devices.



Pay only for what you need with a simple monthly subscription.



Shift your business model from a CapEx focus to an OpEx approach for more predictable costs.

Improve Business Productivity



USE COLLABORATION TOOLS TO ENABLE OFFICE WORKERS, MOBILE AND REMOTE WORKERS, AS WELL AS TEAMS TO BECOME MORE PRODUCTIVE.

- **Help mobile and remote workers be as productive as they are in the office.** Securely extend your company's network and applications to them wherever they are. Our cloud-based collaboration includes built-in support for all leading smartphones, tablets, and laptops, and offers the same collaboration tools that are in office.
- **Easily meet with co-workers, mobile and remote workers and outside organizations.** Your employees, customers, and partners can attend meetings from anywhere on any device and share documents, images, designs, worksheets, and more— together with high-definition audio and video.
- **Interact anywhere with video.** There's nothing like meeting face to face to solve a problem, share knowledge, or reach a decision. You can choose from our rich endpoint portfolio to support high-quality video in every room, every desk, and every pocket.
- **Collaborate from within business applications.** Access collaboration and conferencing tools directly from the applications that you use most often, like email and CRM solutions.

KEEP UP WITH TECHNOLOGY

Deliver the latest collaboration features quickly and simply using the cloud.

Easily meet user expectations, and IT requirements, without the headaches of maintaining and upgrading an on-premises solution.

Support Open, Interoperable Collaboration

YOU'VE INVESTED A LOT IN YOUR TECHNOLOGY, AND YOU DON'T WANT TO RIP AND REPLACE YOUR PHONES AND NETWORK GEAR. SIDESTEP EXPENSIVE UPGRADES WITH THE CLOUD.



Integrate cloud collaboration with your current systems and applications using solutions based on open standards and interoperability.



Stay secure and help safeguard your company and customer data, as well as your reputation.

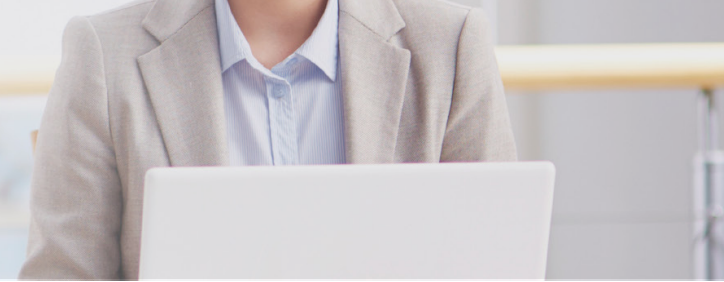


Maintain integrity and privacy to protect your business, employees, customers, and partners with a secure cloud solution.



Take advantage of advanced cloud technology in a hosted solution that's as secure—or even more secure—than traditional on-premises systems.

Not All Cloud Services Are Equal: Choose Wisely



THE CISCO POWERED HCS ADVANTAGE.

The success of your business depends upon the reliability of your IT solution. That's why CBTS provides Cisco Powered services. Built on Cisco reference architectures, only a Cisco Powered HCS solution offers:

Enterprise-class performance and reliability
End-to-end security
Third party audits
Reliable SLAs
24x7 support
Ongoing innovation

Cisco Powered HCS services are offered only by cloud providers who have proven to be the best in the industry. Each provider undergoes a comprehensive partner certification process. In addition, their solution must pass a rigorous third-party audit to verify that they can deliver as promised.

It starts with the foundation—a solution based on a Cisco reference architecture and aligned to your business needs.

Not all cloud offerings are created equal. Commodity-based services are typically hindered by cloud architectures that limit flexibility and workload mobility. They provide best-effort performance and may offer insufficient SLAs. Often security, compliance, and data privacy are inadequate as well.



Ready to Learn More?



DEMONSTRATED EXPERTISE FOR GREATER CONFIDENCE.

In a changing world, you need to do more than just control costs and work more productively. You need to give your workforce the right tools so they can have the agility to innovate and make decisions faster.

Collaboration is the cornerstone of an agile business. And using the right cloud collaboration solution is a secure, affordable way to get there fast.

Let us work with you to understand your specific needs, and build the collaboration solution that's right for you.

THE CBTS ADVANTAGE

- CBTS is a telecommunications leader with over 17 years of experience providing unified communications solutions.
- Over 800,000 endpoints being managed, hosted, or maintained.
- Reliable and resilient, we utilize two MPLS networks and redundant data centers to make one of the most reliable solutions in the market.

The CBTS Advantage

www.cbts.net

1-866-587-2287

ucaas@cbts.net