CISCO SYSTEMS

Positioning Document

Selling Cisco Unified Communications Express— Cisco Unified CallManager Express with Cisco Unity Express

Comparing Cisco Unified CallManager Express with Cisco Unified CallManager

The Cisco Systems® portfolio of IP Communications options offers solutions suited to meet the needs of any customer and any deployment situation. To determine which solution or combination of solutions will best suit your customer, start by addressing your customer's needs:

- **Data needs**—Does your customer need a new router, or is a router currently in place? If so, which model? In addition to voice, does your customer want to upgrade the WAN or LAN data infrastructure; is the customer's WAN quality of service (QoS)-enabled?
- **Capacity requirements**—How many IP phones, analog devices, and circuits or trunks are required at each site today? How many will be required in 6 to 12 months?
- **Feature requirements**—What features does the customer require for telephony needs? For example, does the customer need paging, intercom, shared-line appearances, or a key system setup in "square mode," where each phone shares a common configuration, with all trunk lines appearing on line keys with direct access? Or does the customer require an office system setup more like a private branch exchange (PBX) with direct-inward-dialing (DID) numbers?
- **Voicemail and automated attendant**—How many voice mailboxes does the customer need? Will the customer require Cisco Unity® Cisco Unity Express with Integrated messaging. Or integration with an existing third-party voicemail system? Unified messaging? Centralized or local message store?
- **Applications**—Does the customer want more advanced voice applications, such as those typically deployed across an entire enterprise, or does the customer need more streamlined applications that can be customized on an office-by-office basis?
- **Management capabilities**—Is your customer looking for an easy-to-deploy solution based on Cisco IOS® Software? Is the customer more comfortable with a centralized or a local call-processing deployment?
- **Network integration**—Is the customer interested in a secure, converged solution for voice and data? How integrated are the remote sites? Are the sites loosely coupled branch locations or tightly integrated infrastructures with high bandwidth to all sites? Or are the sites a combination of both infrastructures?
- **Future direction**—Is the customer interested in trying IP Communications on a limited, local basis that provides a path to a centralized model? Does the customer want to deploy other services at branch locations in addition to voice?

When deciding between Cisco® Unified CallManager Express and Cisco Unified CallManager—or a combination of both—to provide call-processing functions, consider the characteristics of each solution given in Table 1 and compare them to your customer's answers to the previous questions.

Table 1. Cisco Unified CallManager Express Compared with Cisco Unified CallManager

Cisco Unified CallManager Express (Version 4.0)	Cisco Unified CallManager (Versions 4 and 5)
Up to 240 phones per site	More than 50 phones per site
Call processing at each site	Call processing at each site, or centralized
No servers required—Runs on Cisco 2600XM, 2800, 3700, and 3800 Series routers, and Cisco IAD2400 Integrated Access Device	Media convergence server (MCS)-based solution for larger deployments

Cisco Unified CallManager Express (Version 4.0)	Cisco Unified CallManager (Versions 4 and 5)
Cost-effective solution for opportunities in which the customer has both data and voice needs; price disadvantage when compared to single-purpose, voice-only (time-division multiplexing [TDM]) solutions, unless customer has existing compatible router	Cost-effective solution for a voice-only deployment when positioning a larger opportunity, especially using centralized call-processing model
Support for a subset of the Cisco IP Telephony Productivity applications delivered using Extensible Markup Language (XML)	Support for all Cisco IP Telephony Productivity applications, including Cisco Unified Contact Center, Cisco MeetingPlace® conferencing, Cisco Personal Assistant, and Cisco Emergency Responder
Easy deployment with Cisco Quick Configuration Tool, and rapid one-to-many upgrades using centralized scripting	Centralized server-based installation with Web-based configuration for each application
Failover achieved by using a local second router running Cisco Unified CallManager Express (CME)	Failover supported with Cisco Unified CallManager clusters and SRST on remote Cisco router if a WAN failure occurs
Business-Class Feature Set (Smaller Office Deployments)	**Enterprise-Class Feature Set (Larger Office Deployments)**
• System administration with HTML or Cisco IOS Software command-line interface (CLI)	• System administration with HTML
• Integrated phone intercom	• Phone-to-phone automatic answer intercom
• Cisco IP Communicator	• Cisco IP Communicator
• Internal paging with the phones	• Third-party application used for paging
• Call routing provided by hunt-group function	• Call routing using Cisco Unified Contact Center
• Music on Hold from external source using foreign exchange office (FXO) or ear-and-mouth (E&M) port	• Server-based Music on Hold with multicast
• Boss secretary features	• Enhanced boss secretary features
• Three-party conference calls with G.711	• Multiparty conference calls (>3)
• Hook flash pass-through to analog FXO lines	• Not supported as of Release 4.1
• Extension mobility not currently available	• Extension mobility
• Site-to-site transcoding	• Transcoding
• Meet-Me conferencing using T1 loopback or Cisco MeetingPlace Express conferencing	• Meet-Me conferencing or Cisco MeetingPlace conferencing
• Account codes (nonforced)	• Account and matter access codes
• Call traces not currently available	• Call trace facility
• No dial-plan partitioning	• Dial-plan partitioning
• Per-call outbound caller ID blocking	• Per-call outbound caller ID blocking
• Uniform dial plan, and interoffice calls on public switched telephone network (PSTN) or WAN	• Uniform dial plan, and interoffice calls on PSTN or WAN
• XML support	• XML support with local authentication
• Cisco Unified IP phone models supported: 7971, 7970, 7961, 7960, 7941, 7940, 7936, 7912, 7911, 7905, and 7902 plus Cisco Wireless IP Phone 7920; analog with analog telephone adapter (ATA), Cisco VG224 Voice Gateway, or router foreign exchange station (FXS)	• Support for all Cisco IP phones, analog with ATA, Cisco VG248 and VG224 Analog Phone Gateways, or router FXS
• Attendant console using Cisco Unified IP Phone models 7960 and 7914; third-party PC-based attendant console available	• Web-based Cisco Attendant Console with Cisco Unified IP Phone; third-party PC-based attendant console available

Cisco Unified CallManager Express (Version 4.0)	Cisco Unified CallManager (Versions 4 and 5)
• Complete investment protection with migration to Cisco Unified CallManager	• Zero-cost Cisco Unified CallManager Express license conversion to SRST license
• Voicemail support with Cisco Unity Express or Cisco Unity solution	• Voicemail and unified messaging with Cisco Unity solution, or voicemail support with Cisco Unity Express at each location

CISCO UNITY EXPRESS AS COMPARED WITH CISCO UNITY SYSTEM

Before determining which Cisco voice-messaging solution to recommend to your customer as part of the overall Cisco IP Communications solution, you must first learn:

- What type of traditional voicemail environment, if any, does your customer have in place? What are the features of that voicemail system? Does it offer broadcast message capabilities and other features? Are all existing features essential to the customer's needs?
- Is voicemail networking between sites, or to another voicemail system required?
- Does your customer want to deploy unified messaging, interactive-voice-response (IVR) capabilities such as database dips, or unified communications with speech recognition using Cisco Personal Assistant?
- Does your customer require voicemail distribution lists?
- What auto-attendant features are important to your customer? Does the customer want a basic greeting, or multiple greeting options, including time-of-day, day-of-week, and after-hours or multiple-menu options?

When deciding between Cisco Unity Express and Cisco Unity systems, consider the characteristics of each system given in Table 2 and compare them to your customer's answers to these questions.

Table 2.   Cisco Unity Express as Compared with Cisco Unity Connection and Cisco Unity

Cisco Unity Express	Cisco Unity Connection	Cisco Unity Software
Comprehensive voice messaging and automated attendant solution designed specifically for small or medium-size office and branch environments	Designed for medium-size customers requiring integrated messaging, speech recognition and call routing rules	Designed for the enterprise-regional, headquarters, or branch offices where advanced voicemail or unified messaging features are required
Supports IP telephony environments with Cisco Unified CallManager or Cisco Unified CallManager Express	Supports IP telephony environments with Cisco Unified CallManager or Cisco Unified CallManager Express and dual mode integration using PIMG	Supports IP telephony with Cisco Unified CallManager and Cisco Unified CallManager Express and multi vendor time-division multiplexing (TDM) private branch exchange (PBX) deployments using PIMG
Offers voicemail, integrated messaging and automated attendant	Offers voicemail, integrated messaging, speech recognition, rules based call routing and auto attendant	Offers voicemail, integrated messaging, unified messaging, and automated attendant
Modular option of Cisco integrated services routers and multiservice access routers	Provides centralized voicemail applications; on a server	Provides centralized or networked voicemail applications on a dedicated MCS server
Software is loaded at the factory and an initialization wizard is provided to ease startup activities	Win2003 pre-installed on server	Standard OS and application software shipped with system for customer installation

Cisco Unity Express	Cisco Unity Connection	Cisco Unity Software
Provides an onboard, embedded message store	Local message store with IMAP interface for integrated messaging	Message store resides either on a Cisco Unity server or on a separate server for voice messaging; for unified messaging deployments, it uses either Microsoft Exchange or Lotus Domino
Beginning with Release 2.0, voicemail message networking is available with other Cisco Unity Express sites or with Cisco Unity using Voice Profile for Internet Mail (VPIM) Version 2 (RFC 3801)	No networking option is offered with Cisco Unity Connection at this time	Offers a broad range of options for networking between sites, including Cisco Unity Digital Networking, VPIM, Audio Messaging Interchange Specification (AMIS), or Cisco Unity Bridge for Avaya Octel message networking
Provides management interfaces, including an HTML GUI (subscriber/system administrator), CLI (system administrator), and an extensive telephone user interface (TUI) for subscriber management	Provides management interfaces, including an HTML GUI (subscriber/system administrator), and a TUI for selected systems and extensive subscriber management	Provides management interfaces, including an HTML GUI (subscriber/system administrator) and a TUI for selected system administrator and extensive subscriber management
Ideal for enterprise branch-office deployments as it minimizes WAN bandwidth dependencies. The call handling with automated attendant and users' message store is done locally	Does not affect WAN bandwidth requirements for the remote office because message store is local to the server	If the Cisco Unity solution is deployed in a centralized model, consideration is required for WAN bandwidth and quality of service (QoS) issues to the remote office voicemail
Multiple languages are supported and are summarized under "LICENSING AND ORDERING" section later in this document	North American English – other language support is planned for subsequent releases	Multiple languages supported

Cisco IP Communications Express is an excellent solution for customers who are looking for an all-in-one, easy-to-deploy and -manage solution for the small to medium-sized offices. It is also a good solution for branch locations where the WAN to remote sites is not yet ready for a centralized Cisco Unified CallManager solution, or for companies that have autonomous branch offices that do not plan to add voice to their WAN or require limited voice services. Cisco IP Communications Express is a quick and cost-effective way for customers to pilot Cisco IP Communications at one or more sites to familiarize themselves with the technology and then migrate to Cisco Unified CallManager with complete investment protection.

Cisco Unified CallManager Express and Cisco Unified CallManager share the same telephones, and they provide a similar customer interface for features, including voice messaging, meaning that customers in a multisite environment who do not need to have an integrated approach of Cisco Unified CallManager could choose to use Cisco Unified CallManager Express in smaller locations and Cisco Unified CallManager in headquarters and larger locations (refer to the Abercrombie & Fitch customer success story).

Cisco Unity Express, in conjunction with Cisco Unified CallManager Express or Cisco Unified CallManager, delivers localized IP-enabled voicemail and basic automated-attendant applications to meet the business requirements of the small business or branch office. Because there is typically little technical expertise at small-site locations, it has been designed for easy installation and activation.

The Cisco Unity system is the premier unified communications solution for enterprise-scale organizations, delivering powerful unified messaging (e-mail, voice, and fax messages delivered in one inbox) for Lotus Domino and Microsoft Exchange environments.

For information about Cisco Unified CallManager Express with Cisco Unity Express, go to http://www.cisco.com/ccmecue. Product pages are at the following URLs:

- Cisco Unified CallManager Express: http://www.cisco.com/go/ccme
- Cisco Unified CallManager: http://www.cisco.com/en/US/products/sw/voicesw/ps556/index.html
- Cisco Unity Express: http://www.cisco.com/go/cue
- Cisco Unity system: http://www.cisco.com/en/US/products/sw/voicesw/ps2237/index.html

For configuration information use the Cisco Unified CallManager Express Quote Builder tool: http://tools.cisco.com/cmesb/

For information about Cisco training and the Cisco Partner E-Learning Connection, visit:

http://www.cisco.com/en/US/learning/le36/learning_partner_e-learning_connection_tool_launch.html and search for Cisco Unified CallManager Express or Cisco Unity Express.

For answers to your questions, send an e-mail to: access-ccme-cue@cisco.com

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