

Cisco WebEx Cloud Connected Audio Offering

Product Overview

Cisco WebEx® Cloud Connected Audio (CCA) is a cost effective audio conferencing solution for WebEx meetings, delivered over hybrid deployment model. It extends the functionality of Cisco Unified Communications Manager, and incorporates premise based equipment to connect your organization to a Cisco Collaboration Cloud data center via dedicated peering connections. Call routing is performed on-premises, call signaling and audio traffic occurs over redundant IP connections, and call mixing is done in the cloud. Cloud connected audio is designed for large enterprise customers using a minimum of 1.5 million minutes of audio conferencing per month.

Natively integrated to the Cisco WebEx Meetings experience, meeting hosts and attendees realize all the benefits of a purpose built integration in the in-meeting experience. These include: an integrated attendee list; active speaker; video and audio switching; and hybrid audio support - in addition to all the dynamic tools that have made Cisco WebEx Meetings today's market leading conferencing solution. Cisco WebEx Meetings lets you collaborate and communicate confidently and effectively across multiple offices, borders, and timezones.

Customer Benefits

Cisco WebEx Cloud Connected Audio makes telephony more effective with a powerful feature set for productive and efficient audio integration. Table 1 outlines feature benefits for CCA.

Table 1. Cisco WebEx Cloud Connected Audio Feature Benefits

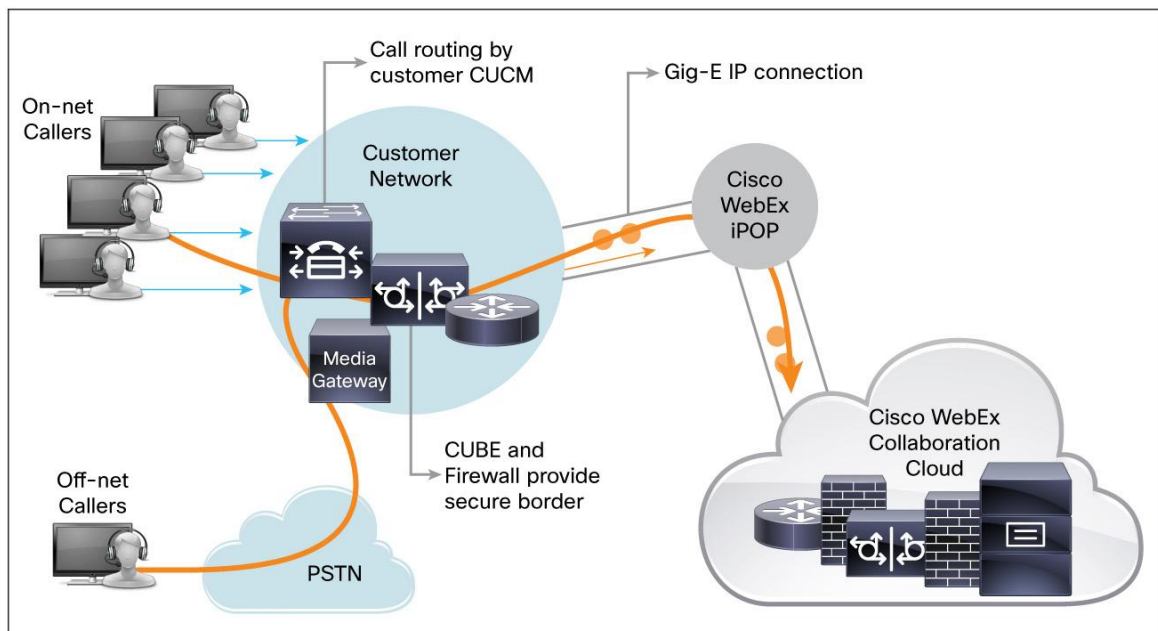
Feature	Benefit
Audio Cost Reduction	Reduces audio conferencing costs by eliminating PSTN transport and termination charges for all on-net calling
Feature Parity	Is fully and natively integrated into Cisco WebEx conferencing, providing the same market leading features, functionality, and user experience as found when using Cisco WebEx with WebEx Audio
Scalability	Easier than fully on-premise audio conferencing solutions to scale up if and when your audio conferencing usage increases
Investment Protection and Extension	Extends the investment benefits of Cisco Unified Communications Manager from IP telephony to conferencing
Port Pricing	Is sold on a ports-based model so monthly audio costs are predictable and can be budgeted
Cloud-Based Solution	Cisco WebEx Cloud Connected Audio removes the need to administer and maintain a complicated on-premise audio solution and makes all future enhancements and upgrades available to customers without any additional deployments

How Cisco WebEx Cloud Connected Audio works

Cisco WebEx Cloud Connected Audio (CCA) uses customer's on-premise IP telephony network and implements Session Initiation Protocol (SIP) trunks from customer's premises into the WebEx data center instead of using a traditional telephony connection. The SIP connection requires a certified Session Border Controller (SBC) at the customer's premises to connect with WebEx SBCs. All audio conferencing calls will be routed by the customer's IP PBX through SBC into the WebEx cloud over the SIP trunk. All callbacks made from WebEx are made to SBC at the customer's premises as well. This solution is certified to work only with Cisco Unified Communications Manager (CUCM) and Cisco Unified Border Element (CUBE).

All calls from on-net callers, i.e. calls originating from or terminating to end points on the customer's network will bypass PSTN toll. However, customer must use its existing telephony infrastructure for all calls from off-net callers, i.e. calls originating from or terminating to end points not on customer's network. (See Figure 1)

Figure 1. Example of Cloud Connected Audio Architecture



Technical Specifications

Table 2 outlines the technical specifications for Cisco WebEx Cloud Connected Audio that customer must adhere to.

Table 2. Technical Specifications for Cisco WebEx Cloud Connected Audio

Media	Supports audio compression codec G.711. Any non-G.711 traffic will need to be transcoded at the customer premises.
Signaling	SIP (Session Initiation Protocol) signaling and RFC2833 for DTMF.
Customer Premise Equipment	CCA architecture requires a customer to deploy Cisco Unified Border Element (CUBE) at its premises. CCA supports both Cisco Integrated Services Routers (ISRs) and Cisco Aggregated Services Routers (ASRs). Choice of hardware will depend upon CCA port requirements. Redundant or active/active CUBE licenses can be purchased based on customer redundancy requirements.
Conference Telephony Numbers	Conference numbers belong to the customer. The customer will provide at least one toll and one toll-free number. WebEx does not provide the WebEx PSTN numbers with CCA. The customer will also provide the international call-in numbers if applicable. The customer must pass one DID (DNIS) to WebEx CUBE for all conferencing numbers.
Peering Connections	Circuit hand-offs must be optical Ethernet-based. Minimum Ethernet hand-off interface is Gigabit Ethernet; Link Aggregation Control Protocol (LACP) may be used to bundle multiple circuits.
Security	sRTP is not supported. Traffic only from pre-configured dial peers is allowed on either side of a peering connection. Secured through ACLs with only UDP traffic between CUBEs permitted, only on ports greater than 1024.

Cisco WebEx Interconnection Locations

A customer will need to peer with Cisco WebEx with at least two geographically dispersed locations. This architecture enables redundancy and failover in the solution. In the event that one peering connection or customer premise equipment fails, the Cloud Connected Audio traffic will traverse the redundant link.

Cisco WebEx does not provide or provision the peering connections for Cisco WebEx Cloud Connected Audio. The customer will need to procure and pay for the peering connections from its service provider.

Table 3 provides the locations where Cisco WebEx offers peering with customers.

Table 3. Locations Where Cisco WebEx Offers Peering

Region	City
North America	San Jose, CA
	Los Angeles, CA
	Chicago, IL
	New York, NY
	Dallas, TX
	Ashburn, VA
Europe	London
	Amsterdam
Asia	Hong Kong
	Tokyo

How to Buy Cisco WebEx Cloud Connected Audio

WebEx technology offers a flexible, high-performance platform of products for organizations of any size that want to deploy online meetings with audio conferencing. The CCA option is designed to attach to a Cisco WebEx Meeting application purchased from the Cisco Global Price List (GPL); it is not a standalone product. CCA is sold as monthly audio ports and is available in one-, two-, three-, and five-year contract terms. CCA ports represent the concurrent call capacity the customer needs to purchase from Cisco WebEx and includes toll, toll-free, and call-me services. CCA is not available in monthly minute packages.

Hardware and software SKUs required for CCA service will need to be purchased off GPL as well. Separate statements of work (SOWs) are required for day one implementation and day two support if provided by Cisco Advanced Services. Peering connections can be ordered with the customer's service provider, which is independent of Cisco WebEx.

How Many Cisco WebEx GPL CCA Ports Are Needed

The default for CCA is 5000 minimum per CCA port unless the customer provides the data on concurrent call usage. In this case, the customer's data will supersede any default calculation.

Customer Example

The customer has 15,000 employees with total audio conferencing minutes per month equal to five million. The customer is using third-party audio conferencing and wants to move to integrated WebEx web and audio conferencing. The customer would like to sign a three-year contract. Table 4 outlines the procurement source based on sizing.

Table 4. Cisco WebEx GPL Cloud Connected Audio Sizing Procurement Source

CCA Component	Sizing	Buy From
CCA Ports	5M monthly minutes/5K minutes per CCA Port = 1000 CCA Ports	GPL
CUBE	ISR3945E (supports 2500 concurrent calls) FL-CUBEE-1000	GPL

CCA Component	Sizing	Buy From
Peering Connections	Two 100 MB connections (approximately 100 Kbps per CCA port)	Customer's service provider
Day 1 PDI	Custom SOW	Cisco Advanced Services
Day 2 Support for CUBE and Peering Links (Optional)	Customer SOW	Cisco Managed Services

Cisco WebEx Cloud Connected Audio Port Overage

If the customer uses more than its committed ports, the CCA service will continue and the customer's service will not be interrupted, however the customer will be charged an overage. An overage agreement is required and is available at http://try.webex.com/mk/get/CCA_CONTRACT_FORM. Overage will be billed monthly in arrears, calculated based on peak usage in a given month, and invoiced through Cisco WebEx.

What Term Should Be Selected

Cisco WebEx GPL Cloud Connected Audio service must be associated with a new or existing Cisco WebEx data service purchased from the Cisco GPL. The CCA service must co-terminate with the Cisco WebEx data service. If a two-year contract for WebEx data service began six months ago and you wish to add Cisco WebEx CCA service, you must select the 18-month SKU. There are four annual SKUs for use with new Cisco WebEx Web Conferencing services; they include one, two, three, and five years. There are 60 monthly SKUs to provide co-termination of the audio service for up to five years (60 months). Please refer to the "CCA GPL SKUs" section below for the complete list of SKUs.

Cisco WebEx Cloud Connected Audio GPL Procurement Options

You can procure Cisco WebEx Cloud Connected Audio through the Global Price List (GPL) by selecting from the following three subscription types:

- **New Subscription** - A new subscription should be purchased for those customers who want Cloud Connected Audio and do not currently have a CCA subscription
- **Add-On Subscription** - An add-on subscription should be purchased for those customers who are currently using Cloud Connected Audio as their audio solution and would like to add additional ports to their current subscription. The add-on ports must co-terminate with the existing ports
- **Renewal Subscription** - A renewal subscription should be purchased for those customers whose current Cloud Connected Audio subscription is expiring and who want to continue with uninterrupted CCA service for one, two, three, or five years. The renewal must be purchased from Cisco GPL prior to the expiration of the existing subscription

Available GPL SKUs for Cisco WebEx Cloud Connected Audio

Table 5 gives ordering information for Cisco WebEx Cloud Connected Audio on GPL.

Table 5. GPL Ordering Information for Cisco WebEx Cloud Connect Audio

SKU	Price	Description
L-WBX-CCA-NEW	\$0	New CCA subscriptions
L-WBX-CCA-RENEW	\$0	Renew expiring CCA subscriptions
L-WBX-CCA-ADDON	\$0	Add On to existing CCA Subscription
L-WBX-CCA-ANNUAL	\$0	Cloud Connected Audio ports - Annual Subscriptions

SKU	Price	Description
L-WBX-CCA-MONTHLY	\$0	Cloud Connected Audio ports -Monthly Subscriptions
L-WBX-CCA-S2	\$0	CCA Volume Tier 2
L-WBX-CCA-P-Y1-S2	\$996	1 Year Subscription. Qty 300 or more
L-WBX-CCA-P-Y2-S2	\$1,992	2 Year Subscription. Qty 300 or more
L-WBX-CCA-P-Y3-S2	\$2,988	3 Year Subscription. Qty 300 or more
L-WBX-CCA-P-Y5-S2	\$4,980	5 Year Subscription. Qty 300 or more
L-WBX-CCA-P-S2-M1	\$83	1 Month left until CCA renewal
L-WBX-CCA-P-S2-M2	\$166	2 Months left until CCA renewal
L-WBX-CCA-P-S2-M3	\$249	3 Months left until CCA renewal
L-WBX-CCA-P-S2-M4	\$332	4 Months left until CCA renewal
L-WBX-CCA-P-S2-M5	\$415	5 Months left until CCA renewal
L-WBX-CCA-P-S2-M6	\$498	6 Months left until CCA renewal
L-WBX-CCA-P-S2-M7	\$581	7 Months left until CCA renewal
L-WBX-CCA-P-S2-M8	\$664	8 Months left until CCA renewal
L-WBX-CCA-P-S2-M9	\$747	9 Months left until CCA renewal
L-WBX-CCA-P-S2-M10	\$830	10 Months left until CCA renewal
L-WBX-CCA-P-S2-M11	\$913	11 Months left until CCA renewal
L-WBX-CCA-P-S2-M12	\$996	12 Months left until CCA renewal
L-WBX-CCA-P-S2-M13	\$1,079	13 Months left until CCA renewal
L-WBX-CCA-P-S2-M14	\$1,162	14 Months left until CCA renewal
L-WBX-CCA-P-S2-M15	\$1,245	15 Months left until CCA renewal
L-WBX-CCA-P-S2-M16	\$1,328	16 Months left until CCA renewal
L-WBX-CCA-P-S2-M17	\$1,411	17 Months left until CCA renewal
L-WBX-CCA-P-S2-M18	\$1,494	18 Months left until CCA renewal
L-WBX-CCA-P-S2-M19	\$1,577	19 Months left until CCA renewal
L-WBX-CCA-P-S2-M20	\$1,660	20 Months left until CCA renewal
L-WBX-CCA-P-S2-M21	\$1,743	21 Months left until CCA renewal
L-WBX-CCA-P-S2-M22	\$1,826	22 Months left until CCA renewal
L-WBX-CCA-P-S2-M23	\$1,909	23 Months left until CCA renewal
L-WBX-CCA-P-S2-M24	\$1,992	24 Months left until CCA renewal
L-WBX-CCA-P-S2-M25	\$2,075	25 Months left until CCA renewal
L-WBX-CCA-P-S2-M26	\$2,158	26 Months left until CCA renewal
L-WBX-CCA-P-S2-M27	\$2,241	27 Months left until CCA renewal
L-WBX-CCA-P-S2-M28	\$2,324	28 Months left until CCA renewal
L-WBX-CCA-P-S2-M29	\$2,407	29 Months left until CCA renewal
L-WBX-CCA-P-S2-M30	\$2,490	30 Months left until CCA renewal
L-WBX-CCA-P-S2-M31	\$2,573	31 Months left until CCA renewal
L-WBX-CCA-P-S2-M32	\$2,656	32 Months left until CCA renewal
L-WBX-CCA-P-S2-M33	\$2,739	33 Months left until CCA renewal
L-WBX-CCA-P-S2-M34	\$2,822	34 Months left until CCA renewal
L-WBX-CCA-P-S2-M35	\$2,905	35 Months left until CCA renewal
L-WBX-CCA-P-S2-M36	\$2,988	36 Months left until CCA renewal
L-WBX-CCA-P-S2-M37	\$3,071	37 Months left until CCA renewal
L-WBX-CCA-P-S2-M38	\$3,154	38 Months left until CCA renewal

SKU	Price	Description
L-WBX-CCA-P-S2-M39	\$3,237	39 Months left until CCA renewal
L-WBX-CCA-P-S2-M40	\$3,320	40 Months left until CCA renewal
L-WBX-CCA-P-S2-M41	\$3,403	41 Months left until CCA renewal
L-WBX-CCA-P-S2-M42	\$3,486	42 Months left until CCA renewal
L-WBX-CCA-P-S2-M43	\$3,569	43 Months left until CCA renewal
L-WBX-CCA-P-S2-M44	\$3,652	44 Months left until CCA renewal
L-WBX-CCA-P-S2-M45	\$3,735	45 Months left until CCA renewal
L-WBX-CCA-P-S2-M46	\$3,818	46 Months left until CCA renewal
L-WBX-CCA-P-S2-M47	\$3,901	47 Months left until CCA renewal
L-WBX-CCA-P-S2-M48	\$3,984	48 Months left until CCA renewal
L-WBX-CCA-P-S2-M49	\$4,067	49 Months left until CCA renewal
L-WBX-CCA-P-S2-M50	\$4,150	50 Months left until CCA renewal
L-WBX-CCA-P-S2-M51	\$4,233	51 Months left until CCA renewal
L-WBX-CCA-P-S2-M52	\$4,316	52 Months left until CCA renewal
L-WBX-CCA-P-S2-M53	\$4,399	53 Months left until CCA renewal
L-WBX-CCA-P-S2-M54	\$4,482	54 Months left until CCA renewal
L-WBX-CCA-P-S2-M55	\$4,565	55 Months left until CCA renewal
L-WBX-CCA-P-S2-M56	\$4,648	56 Months left until CCA renewal
L-WBX-CCA-P-S2-M57	\$4,731	57 Months left until CCA renewal
L-WBX-CCA-P-S2-M58	\$4,814	58 Months left until CCA renewal
L-WBX-CCA-P-S2-M59	\$4,897	59 Months left until CCA renewal
L-WBX-CCA-P-S2-M60	\$4,980	60 Months left until CCA renewal

For More Information

For more information on Cisco WebEx Cloud Connected Audio please visit <http://www.cisco.com/go/cwcca>.

To order CCA please contact your Cisco representative.



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