Gain All the Benefits of IP Telephony with None of the Hassle

The days when only large enterprises used voice over IP (VoIP) are over. Thanks to small business unified communications platforms and new cloud hosting models, any business can theoretically enjoy the cost savings and productivity-enhancing features of IP telephony.

But for many small and medium businesses (SMBs), VoIP services are still out of reach. Too often, deploying voice technologies on the network is a complicated, time-consuming task, requiring advanced networking expertise that most SMBs don't have in-house. Even IT partners that focus on SMB customers often hesitate to recommend VoIP because of the complexity involved.

Now, however, you can get all the benefits of IP telephony without the complexity. With new patent-pending technology integrated into Cisco® Small Business switches, SMB companies and their IT partners can add voice services to the network in minutes, with virtually no configuration required.

The Myth of Auto-Voice VLAN

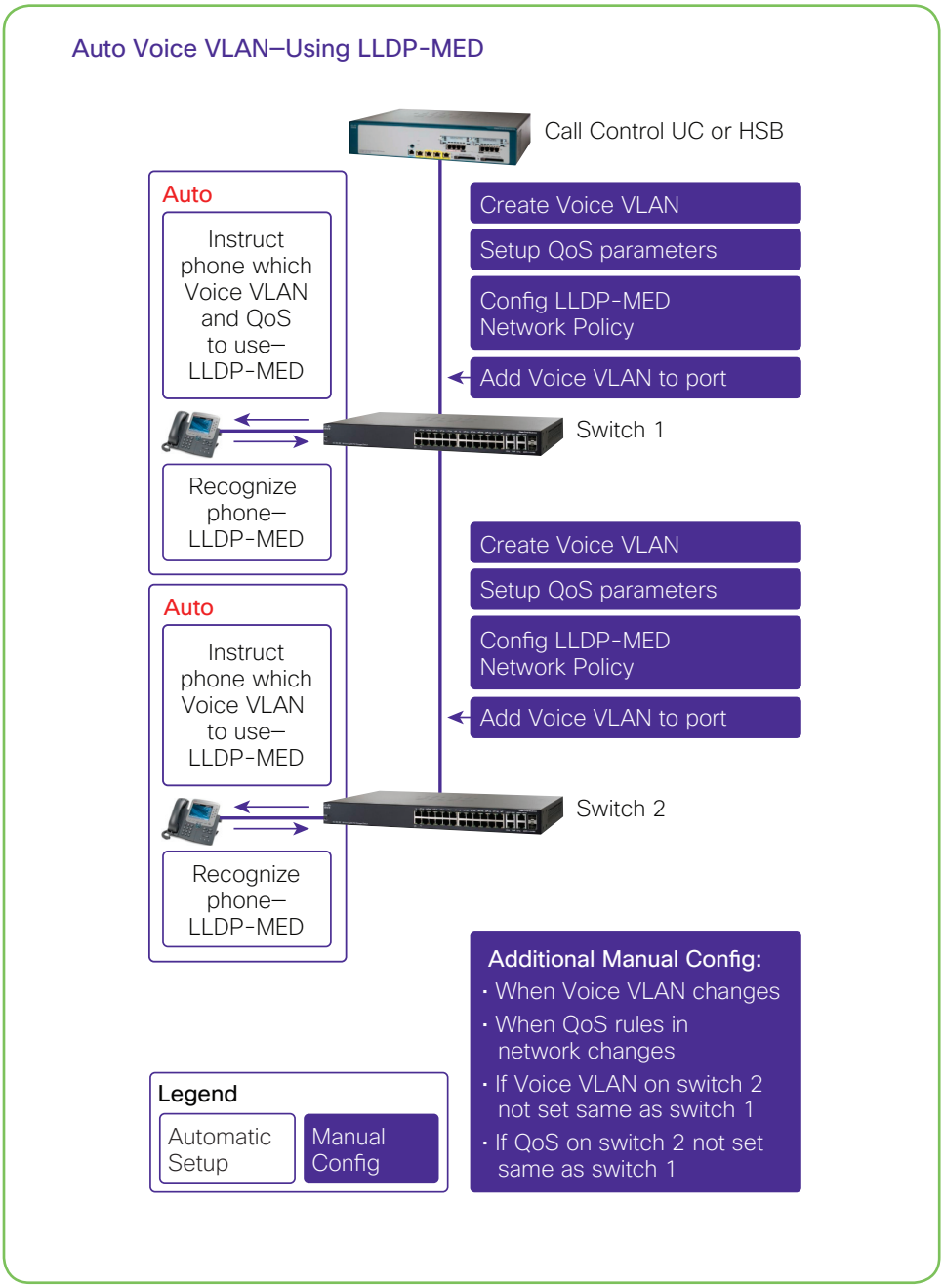
Many small business switches in the marketplace claim to simplify voice deployments with a feature called auto-voice virtual LAN (VLAN). In theory, users can just plug an IP phone into the switch and be up and running. In practice, however, SMBs and the technology partners who serve them know that this is not the full story. Auto-voice VLAN solves only one small part of the problem—setting up voice services between the phone and the switch it's connected to. For the rest of the network, you're still on your own (Figure 1).

Cisco Small Business Switches

Built for Small Business to Provide Maximum Cost Savings and Productivity

Is your network set up to use a separate network segment (VLAN) for voice traffic, and are the switch ports connecting your phones configured to use it? If not, you'll have to configure all that. Is the network using the right quality-of-service (QoS) settings to prioritize voice traffic over other, less delay-sensitive applications? If not, you'll be manually configuring those settings in your network as well. What happens if you need to make a change in your telephony system, such as changing VLANs or QoS settings, or simply plugging a phone into a different port on the switch? You're on your own. What happens if there are multiple switches in your network and they all need to deliver voice services to connected phones? You have to set up the switches and their interconnected links to correctly handle the voice traffic. What if there is a discrepancy in the settings between two different devices on the network? Expect a long afternoon trying to isolate the problem and then making manual changes on each device in the network to fix it.

Figure 1. A Partial Solution



Cisco Small Business Switches: True "Zero-Touch" Voice

Fortunately, you don't have to rely on a partial solution (along with a lot of manual effort) to roll out IP telephony. You can use a fully automated voice solution that dynamically configures your entire network. That solution is already integrated into the Cisco Small Business 200 Series, 300 Series, and 500 Series switches.

These switches also provide auto-voice VLAN capabilities, but they go much further, automating voice deployments across your entire environment. Using patent-pending Cisco Voice Service Discovery Protocol (VSDP) technology, Cisco Small Business switches really do go from out-of-the-box to fully functional IP voice in minutes, with no manual configuration.

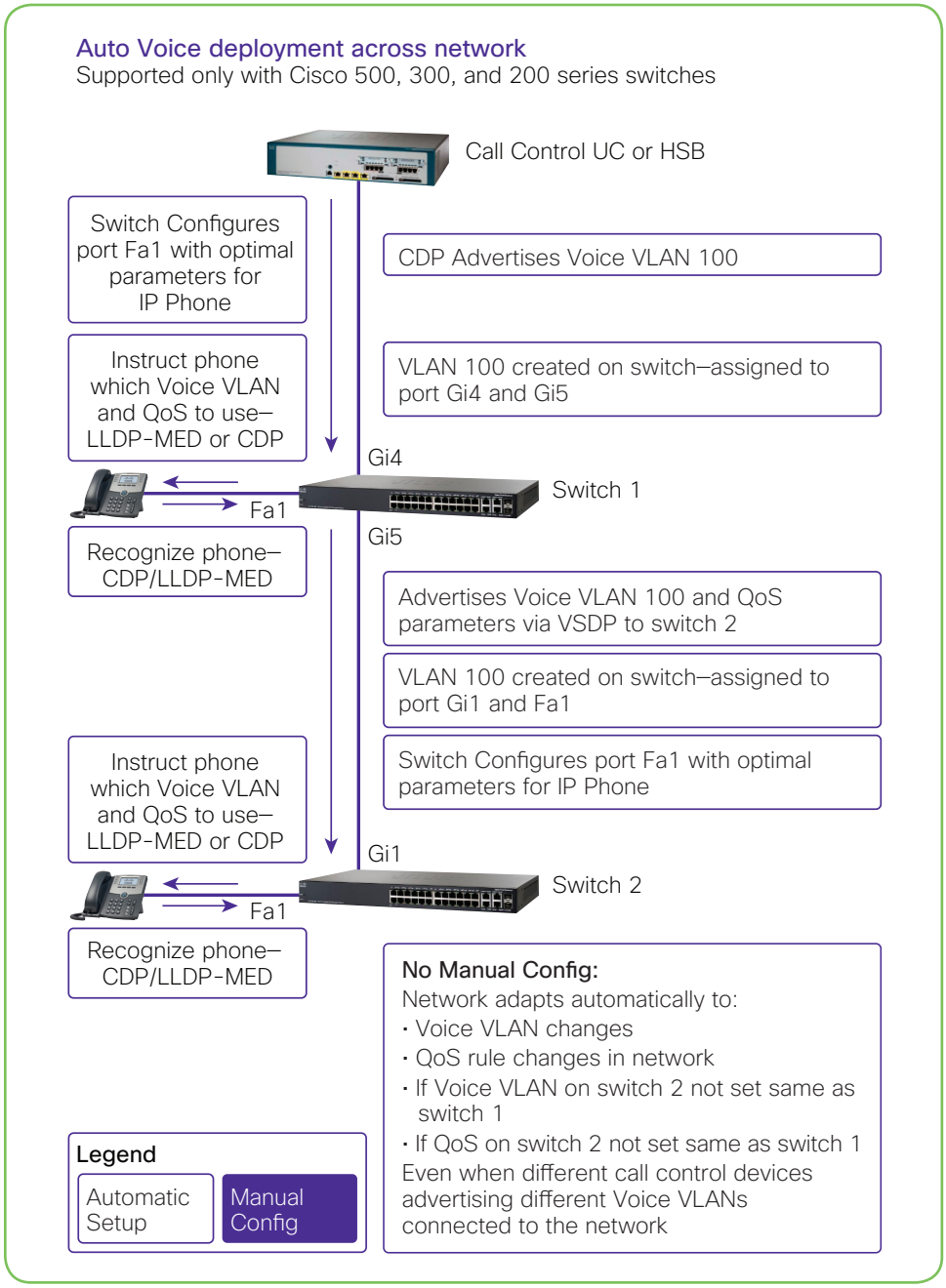
Here's how it works (Figure 2):

- **Step 1.** Plug an IP phone into your Cisco Small Business switch. (You can use a Cisco phone, a third-party phone, a Cisco or third-party call processing platform, a hosted voice service in the cloud—it doesn't matter.)
- **Step 2.** Your Cisco Small Business switch detects the device, recognizes it as a phone, and automatically creates a voice VLAN on the switch. The switch also automatically configures the port that the phone is connecting to with the right QoS for voice services.
- **Step 3.** Using patent-pending Cisco VSDP technology, the Cisco Small Business switch then propagates these settings throughout the rest of the network—updating every switch and telephony port in your network with the new voice VLAN and the right QoS settings.
- **Step 4.** Continue connecting phones to any Cisco switch in the network. They will all be configured correctly and identically, from the moment you plug them in.

This same patent-pending Cisco VSDP technology also makes it easy to make changes in your voice network. Need to adjust VLAN or QoS settings? Configure a change once, and the network automatically updates every device in the environment. Adding a new switch with different default settings? The network takes care of it—automatically standardizing the configuration of all connected devices to help keep your voice network up and running smoothly.

All these automated voice capabilities—capabilities no other small business switch on the market can provide—are part of the factory-default feature set of the Cisco Small Business 200 Series, 300 Series, and 500 Series switches, and operate right out of the box.

Figure 2. True Zero-Touch Deployment



Why Cisco?

SMBs can benefit from VoIP services just as much as large enterprises do—if not more. But the complexity of deploying and managing voice services has often been more than SMB companies and their IT partners wanted to take on. Now Cisco makes it easy for SMBs and their IT partners to take advantage of IP telephony.

By bringing unmatched automation and simplicity to IP voice deployments, Cisco can help you:

- Bring the full cost and productivity advantages of IP telephony to your business
- Deploy voice services on your network quickly and easily, with zero-touch configuration
- Simplify the ongoing management of your network
- Reduce the risk of network downtime due to a misconfigured device
- Easily expand your network and unified communications environment

For more information on Cisco Small Business switches, visit: www.cisco.com/go/smallbizswitches

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