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SBA
FOR
GOVT

MIDSIZE

COLLABORATION

Web Meetings Guide

● ● ● SBA FOR GOVERNMENT

Revision: H2CY10

The Purpose of This Guide

This guide is a companion document to the Cisco SBA for Midsize Agencies Design and Deployment Guides.

Web conferencing is a User Service. User Services are the services or applications we use every day and interact with directly, from picking up the phone to use the phone service to reading our email using the email service. How well a User Service interacts with the Network Service impacts how it performs when a user actually uses it.

The Cisco SBA Baseline incorporates a secure Internet edge, which allows midsize agencies using this architecture to “snap in” WebEx without modifying their design or configuration.



Reader Tip

To learn more about Cisco SBA, visit:

<http://www.cisco.com/go/smartarchitecture> or

<http://www.cisco.com/go/partner/smartarchitecture>.

Who Should Read This Guide

This guide is intended for the reader who:

- Conducts meetings, trainings, or events with remote employees or customers
- Wants to share and collaborate on content in real time over the Internet
- Wants to minimize cost by utilizing Software as a Service
- Wants to understand the difference between the various WebEx solution offerings

The reader should have:

- 100–1000 connected employees

Related Document

Before reading this guide

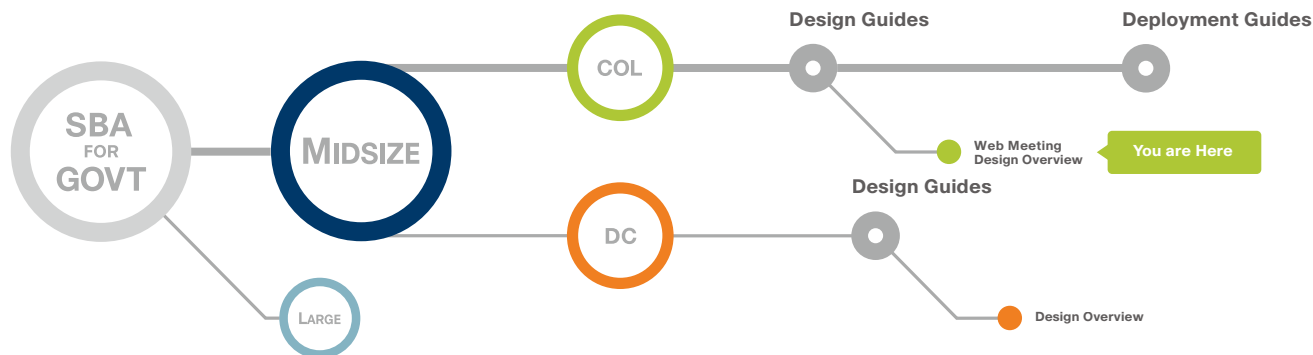


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Introduction

The Cisco® Smart Business Architecture (SBA) for Government is a comprehensive design for networks with up to 1000 users. This out-of-the-box design is simple, fast, affordable, scalable, and flexible.

The Cisco SBA for Midsize Agencies incorporates LAN, WAN, wireless, security, WAN optimization, and unified communication technologies tested together as a solution. This solution-level approach simplifies the system integration normally associated with multiple technologies, allowing you to select the modules that solve your agency's problems rather than worrying about the technical details.

We have designed the Cisco SBA to be easy to configure, deploy, and manage. This architecture:

- Provides a solid network foundation
- Makes deployment fast and easy
- Accelerates ability to easily deploy additional services
- Avoids the need for re-engineering of the core network

By deploying the Cisco SBA, your agency can gain:

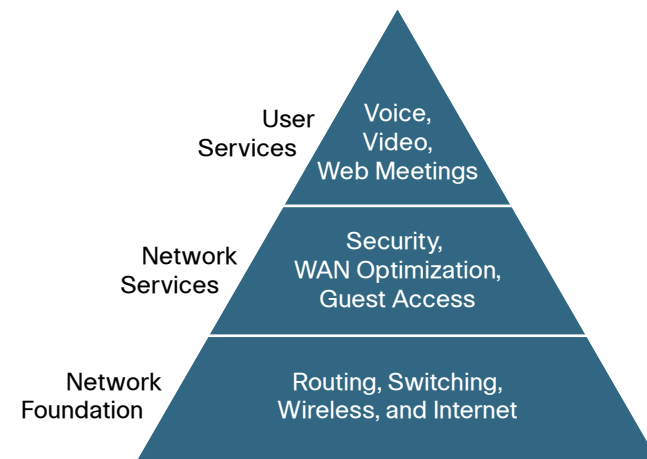
- A standardized design, tested and supported by Cisco
- Optimized architecture for midsize agencies with up to 1000 users and up to 20 branches
- Flexible architecture to help ensure easy migration as the agency grows
- Seamless support for quick deployment of wired and wireless network access for data, voice, teleworker, and wireless guest
- Security and high availability for agency information resources, servers, and Internet-facing applications
- Improved WAN performance and cost reduction through the use of WAN optimization
- Simplified deployment and operation by IT workers with CCNA® certification or equivalent experience
- Cisco enterprise-class reliability in products designed for midsize agencies

Guiding Principles

We divided the deployment process into modules according to the following principles:

- **Ease of use:** A top requirement of Cisco SBA was to develop a design that could be deployed with the minimal amount of configuration and day-two management.
- **Cost-effective:** Another critical requirement as we selected products was to meet the budget guidelines for midsize agencies.
- **Flexibility and scalability:** As the agency grows, so too must its infrastructure. Products selected must have the ability to grow or be repurposed within the architecture.
- **Reuse:** We strived, when possible, to reuse the same products throughout the various modules to minimize the number of products required for spares.

Figure 1. SBA for Government Model



The Cisco SBA can be broken down into the following three primary, modular yet interdependent components for the midsize agency.

- **Network Foundation:** A network that supports the architecture
- **Network Services:** Features that operate in the background to improve and enable the user experience without direct user awareness
- **User Services:** Applications with which a user interacts directly

Agency Overview

In the global economy, midsize agencies require new ways of operating. It is simply not feasible to travel to all locations to meet prospects, customers, and colleagues from partner agencies. It is inefficient, too expensive, and hampers productivity. Many midsize agencies are global operations, with distributed workforces, worldwide clients, and around-the-clock customer support. When the workday ends in one part of the world, it is just beginning on another continent. Increasingly, workers are trading cubicles at headquarters for remote offices, mobile workplaces, and virtual rooms. Travel budgets continue to shrink, while the need to work collaboratively with global teams continues to amplify. These new global realities can be challenging, but they also bring tremendous opportunities.

Your goal is to find an alternative to costly and time-consuming travel and that allows employees to interact with others from across the hall or across the globe, and to attend training sessions, present at product reviews, or brainstorm new ideas. Perhaps most importantly, you need a solution that will help you ensure that your agency continues to operate even when weather, traffic, or natural or man-made disasters prevent employees from getting safely to work.

Responding to customer requests places an increasing demand on your experts as your customer base grows and becomes global. Scaling this resource, while still making it effective, is an increasingly common concern.

An in-house solution that meets these requirements involves investment in equipment and resources to deploy and operate. Providing a service that one day provides for just a handful of people in a few locations, then the next day for a quarterly meeting with all sites, while at the same time being accessible by your customers and suppliers can be challenging. The solution needs to be:

- Scalable on-demand from two to hundreds of attendees
- Accessible internally and externally to the agency
- Available in large geographic regions
- Cost-effective
- Easy to use and require no special equipment or training

The solution is Cisco Web Conferencing.

Web conferencing technology enables people to share and collaborate on content in real-time over the Internet. Cisco web conferencing applications include interactive features that allow the meeting to function similarly to traditional in-person meetings.

Cisco Web Conferencing Overview

Cisco has two web conferencing applications available today: WebEx® web conferencing and Cisco Unified MeetingPlace®.

Cisco Unified MeetingPlace solutions are made up of traditional on-premise devices and are most often used when there will be many predominantly internal meetings and the capacity requirements are consistent. The Cisco MeetingPlace solution is outside the scope of this document.

Cisco WebEx solutions are delivered on-demand as a Software as a Service (SaaS). Cisco hosts, maintains, upgrades, and supports these applications on its own infrastructure. All you need to access and use WebEx web conferencing is a browser and an Internet connection. SaaS delivery gives you the ability to build a full-scale collaboration strategy with minimal IT investment, reducing the workload on your operations team, maximizing ROI, and lowering the cost of ownership.

SaaS makes it easy to scale WebEx to as many sites, projects, or lines of business as necessary. Agencies can continue to build on collaboration success by expanding WebEx usage to other groups, divisions, and locations—without infrastructure investments. WebEx applications can accommodate the needs of any size agency by scaling instantly to multiple sites and large numbers of users.

Cisco WebEx Architecture

To allow access to web meetings from almost anywhere, the Internet provides the “first-mile/last-mile” connection to WebEx online meetings. However, once that connection is made, the WebEx Collaboration Cloud manages synchronous real-time interaction.

The Cisco WebEx Collaboration Cloud is a purpose-built, global, carrier-class network that carries only WebEx user traffic. Because it overlays the public Internet, the Cisco WebEx Collaboration Cloud optimizes performance, delivering real-time media traffic in the most efficient manner possible.

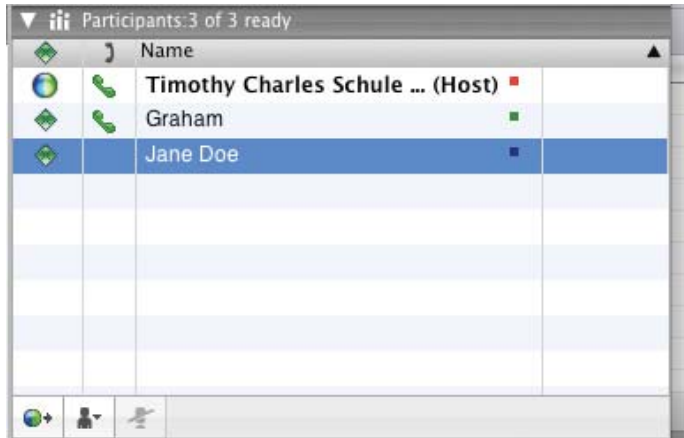
The WebEx Collaboration Cloud determines which point of presence has the lowest latency and offers the best performance. For example, the WebEx meeting client recognizes the location and routes traffic through the nearest data center that will provide optimal performance, giving users the best possible audio, video, and data experience within the meeting.

Cisco also provides a backup site physically located in a geographically distant Cisco WebEx data center. In the unlikely event that a customer's primary site is unavailable, Cisco WebEx Global Site Backup (GSB) automatically and transparently switches all meeting activity to the backup site. Neither hosts nor meeting attendees know they are being redirected to a backup site and the meeting experience never changes. GSB also provides full availability during planned events, such as maintenance windows or service updates. This helps to ensure the highest service availability and makes it possible for WebEx services to operate continuously without affecting customer meeting activity. GSB provides real-time, two-way database synchronization between the primary site and the backup site for redundancy and disaster recovery, both before and during meetings.

Cisco WebEx Features

Using integrations to popular email clients like Outlook and Lotus Notes, you can schedule web conferencing meetings just like you schedule any other meeting. Instead of booking a conference room for everyone to meet together in person, you can book a Web Meeting to provide the same function for remote attendees. The Web Meeting will be booked and information about how to join will be automatically added to the meeting request that you send to the attendees.

Figure 2. Meeting Participants



Once you are in the web conference, it provides real-time participant information within the meeting. Without disrupting a meeting, users know who is attending, how users are attending, who is speaking, and who is sharing.

Web conferencing provides the ability to interact with other participants via video as well as audio.

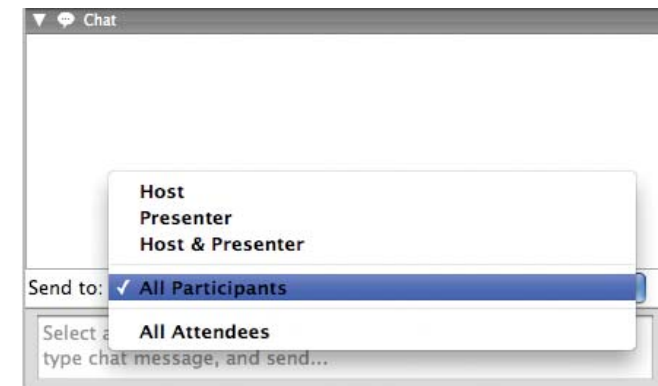
Participants can share their desktop and use an interactive drawing board, replacing the in-room projector and white board commonly found in most conference rooms.

Figure 3. Videos



Web conferencing also provides features that make online meetings even more productive than traditional in-person meetings. For example: Attendees can use online chat to send messages or questions to the presenter and other meeting participants without interrupting the speaker.

Figure 4. Online Chat



Web conferencing allows the presenter to set up a poll prior to the meeting or create one while meeting is in progress. All meetings can be recorded, and recordings can be distributed to those who were unable to attend and kept for future reference.

WebEx Web Meeting Applications include WebEx Meeting Center, WebEx Training Center, and WebEx Event Center.

Cisco WebEx Meeting Center

Cisco WebEx Meeting Center is the all-around web-meeting application solution that fits the needs of the majority of agencies. Cisco WebEx Meeting Center allows you to meet online with customers, partners, and suppliers as easily as if you were face-to-face. It allows you to schedule meetings in advance or start an instant online meeting and invite people to join you by email, text message, or IM. Also, it allows you to deliver presentations, or share anything on your screen with remote colleagues or customers.

WebEx Meeting Center includes these features:

- Document, application, and desktop sharing that let you show documents, applications, and your desktop to remote participants in real time. You can pass control to participants so they can share their desktops or annotate yours.
- Collaborate on content as you annotate and enlarge documents or graphics.
- No need to upload files to a server.
- Rich multimedia experience. Engage your audience by incorporating PowerPoint, Flash animations, and audio and video in your presentations.
- Integrated voice over IP (VoIP) and audio. Offer a rich meeting experience with Cisco WebEx integrated phone conferencing. Choose toll or toll-free options with call-in or call-back. Or give participants the option to join the teleconference from their computers using integrated VoIP.
- Video conferencing. Give your attendees a real-time visual reference.
- Simulate face-to-face meetings with participants from multiple locations using multipoint video.
- Meeting recording, editing, and playback. Record meetings and applications for future reference, training, or demos.
- Polls and surveys. Measure session effectiveness and gather feedback for future sessions.
- Desktop integration tools. Initiate meetings instantly from Microsoft Office, Microsoft Outlook, IBM Lotus Notes and a variety of instant messaging solutions, including Cisco WebEx™ Connect.
- Cisco WebEx one-click meeting access. Start a meeting and invite participants instantly from your desktop, taskbar, or favorite application.
- Easy meeting invites. Send meeting invitations and reminders using an automated phone call, text message, or email from your local client or IM, including Cisco WebEx Connect and other instant messengers.
- You can use WebEx from any computer with an Internet connection, and even from most smartphones.

With WebEx Meeting Center, not only can you conduct meetings, but you can also provide training and conduct events. You will reach more people in less time and save the travel and costs associated with traditional on-site training and events. However, you may need additional capabilities not provided in Meeting Center. Cisco WebEx Training Center and Event Center provide all the capabilities of Meeting Center plus additional features to accommodate training or events.

Get Started with Cisco WebEx Web Conferencing

There are several options when you are ready to get Cisco WebEx Web Conferencing:

- If you have less than 10 people who need to host meetings on Meeting Center, you can purchase directly from the WebEx website at <http://www.webex.com/buy-webex/index.html>.
- If you have a larger need, or would like to work with WebEx training or event center, then please talk to your local Cisco partner or find a partner near you that sells WebEx through the Cisco partner locator: <http://tools.cisco.com/WWChannels/LOCATR/openBasicSearch.do>.
- To learn more about WebEx, go to <http://www.cisco.com/en/US/products/ps10352/index.html> or visit <http://www.webex.com>.
- If you would like to become a Cisco WebEx Authorized Partner, all the information you need is at <http://www.cisco.com/go/webexpartner> under the Getting Started tab.

Cisco WebEx Training Center

WebEx Training Center allows for a larger number of participants to attend the training, integrated registration and support for payments.

Figure 5. Cisco WebEx Meeting Center vs. Cisco WebEx Training Center

	Cisco WebEx Meeting Center	Cisco WebEx Training Center
Capacity	Up to 25 participants. Available for up to 500 participants	Up to 1000 participants
Real-time presentation and application sharing	X	X
Ability to pass control to other trainers or to learners	X	X
Cross-platform support	X	X
Ability to record sessions for on-demand playback	X	X
Break-out session and hands-on lab functionality		X
Integrated testing		X
Learner registration, tracking and reporting		X
LMS integration		X
eCommerce function to support credit/debit card and PayPal payment for training		X

Cisco WebEx Event Center

Cisco WebEx Event Center can scale up to 3000 attendees. Because events are more unidirectional, Event Centers' interfaces are simplified for attendees and presenters to have more capabilities to control audience participation. Leads from the event can be tracked and integrated payment support is included.

Figure 6. Cisco WebEx Meeting Center vs. Cisco WebEx Event Center

	Cisco WebEx Meeting Center	Cisco WebEx Event Center
Capacity	Up to 25 participants. Available for up to 500 participants	Up to 3000 participants
Real-time presentation and application sharing	X	X
Ability to pass control to other presenters	X	X
Cross-platform support	X	X
Ability to record sessions for on-demand playback	X	X
Simplified attendee view—attendees can be kept anonymous		X
Threaded Q&A, prioritize Q&A, attention indicator, private chat, instant feedback icons		X
Program/Campaign Management: <ul style="list-style-type: none">• Registration management• Automated and manual email invites• Reminders and tracking		X
Lead source tracking and enrollment/lead scoring		X
eCommerce function to support PayPal payment for training		X

Tech Tip

For a more detailed comparison of the WebEx products, visit http://www.cisco.com/en/us/prod/ps10352/product_comparison.html.

Process

Using Cisco WebEx Meeting Center to Conduct a Meeting

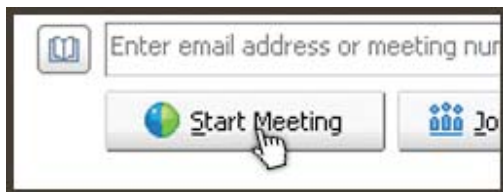
1. Schedule and Start a Meeting
2. Conduct a Meeting
3. Record a Meeting

Procedure 1 Schedule and Start a Meeting

You can schedule a WebEx session ahead or start it instantly in the following ways:

- From your own personal WebEx site
- From webex.com
- From Microsoft Outlook, like you do for other meetings
- From the Microsoft Office document you are working in

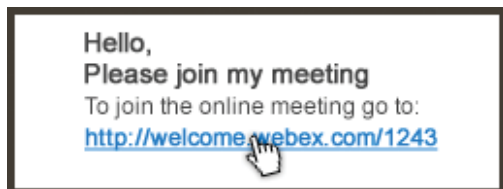
Figure 7. Start a Meeting



Step 1: Invite others to participate over email, IM, or text. They do not have to subscribe to WebEx.

Step 2: Users will simply click a link in your invitation to join you online, where they'll get visual prompts to join the phone conference.

Figure 8. Visual Prompts



Procedure 2 Conduct a Meeting

Step 1: After you've started your session, simply choose Share from the menu to share documents, presentations, and applications.

You can also open a blank document and start creating together.

Figure 9. Open a Blank Document

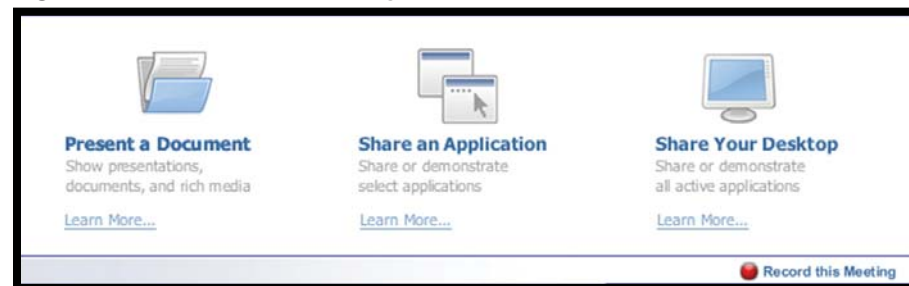


Procedure 3 Record a Meeting

You can record any of your WebEx sessions for reference, review, or reuse.

Step 1: Click the Record This Meeting link on the main page.

Figure 10. Record This Meeting



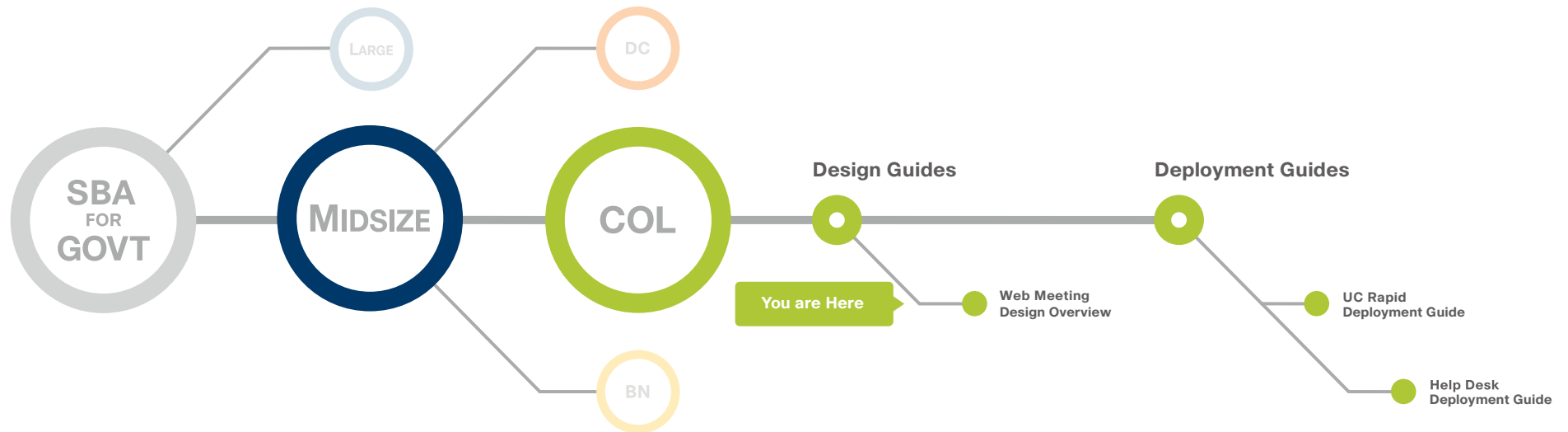
Step 2: A link to your recording will be emailed to you. You can then send the link out to others if you would like to share.



Tech Tip

WebEx integrates with the Cisco SBA UC/IP Telephony Module. The module can be extended to support starting and joining WebEx meetings directly from the IP Phone, and if you have extended the architecture to support Cisco Unified Personal Communicator, WebEx meetings can be launched directly from the client.

Appendix A: SBA for Midsize Agencies Document System





SMART BUSINESS ARCHITECTURE



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