

Virtualization Experience Media Engine (VXME) and Integrated UC Accessories

April 2013

Q. How does Cisco Jabber™ work in virtualized workspaces?

- A.** Cisco Jabber for Windows can be deployed in virtualized environments using Citrix XenDesktop, Citrix XenApp published desktops, and VMware View.

To deliver the uncompromised user experience for unified communications (UC) voice and video that users expect, there are two ways to deploy Jabber® in a virtualized environment:

1. You can deploy Jabber for Windows in the data center in desk phone control mode with a Cisco® IP phone and any virtual desktop infrastructure (VDI) client.
2. You can deploy Jabber for Windows in the data center in soft phone mode using Cisco Virtualization Experience Media Engine (VXME). In this scenario, voice and video are processed on the local device and overlaid onto your remote virtual desktop for an integrated voice, video, and VDI experience.

Both deployment modalities support Jabber IM and presence on-premises (Cisco Unified Presence) or in the cloud (Cisco WebEx® Connect).

Whether your desktop virtualization strategy encompasses physical phones or soft phones running on PCs, thin clients, or an array of mobile devices, Cisco Jabber is the right choice on any device.

Q. What is Cisco Virtualization Experience Media Engine (VXME)?

- A.** Cisco VXME is new software that extends the rich collaboration experience of Cisco Jabber to virtual desktops and virtualized workspaces by enabling the intelligent processing of real-time voice and video on the local device. Jabber for Windows is deployed in the data center, with VXME running on the local device.

For more information, please visit www.cisco.com/go/vxme.

Q. Why is Cisco adjusting its VXME strategy to software only?

- A.** Feedback from customers is that they want us to support their Jabber deployments across desktop, mobile, and virtual desktop environments while allowing them to use their choice of thin client.

A software-only, platform-independent strategy for VXME strengthens our “Jabber Anywhere” value proposition and allows Cisco to better compete by enabling the use of Jabber in more virtualized workspaces.

Q. Which platforms will be supported with VXME?

- A.** As part of a long-term software strategy for collaboration-enabling virtual desktops, VXME will be available initially on the Cisco Virtualization Experience Client (VXC) 6215, followed by the Dell/Wyse SUSE Linux Z50D and capable (ones that meet minimum requirements specified by Cisco) third-party Windows-based thin clients and Windows PCs.

Q. When will Cisco VXME be available on other platforms?

- A.** Please ask your Cisco contact for detailed information.

Q. What is the pricing strategy for Cisco VXME?

- A.** Since VXME is an enabler for Jabber in virtualized settings, we are aligning the commercial offer of VXME with that of Jabber. As a result, VXME will be available as part of Cisco Unified Workspace Licensing Standard and Professional, and User Connect Licensing (UCL) Enhanced and Enhanced Plus.

For information on Cisco Unified Communications licensing, please visit

www.cisco.com/en/US/products/ps9156/index.html.

Q. My customer wants a desktop virtualization solution. How do I position the Cisco Virtual Workspace (VXI) Smart Solution?

- A.** Cisco delivers a set of differentiated [desktop virtualization](#) offerings, based on Cisco UCS®, that provide the best infrastructure solutions on the market for hosting Citrix and VMware virtual desktops and applications. The VXI Smart Solution further differentiates Cisco by enabling greater mobility, bring-your-own-device (BYOD) capability, and integrated voice and video in an optimized, end-to-end solution, as well as an innovative roadmap with best-in-class data center, networking, security, and collaboration technologies for desktop virtualization deployments.

Q. My customer wants a desktop virtualization solution with integrated voice and video. Since VXME for Dell Z50D and Windows and third-party thin clients is not available now, what are my options?

- A.** Desktop virtualization deployments are typically phased, beginning with simple pilots that then scale to more sophisticated use cases. Begin with a basic desktop virtualization deployment based on the Cisco Desktop Virtualization and VXI solutions while also demonstrating the integrated voice and video use case with Jabber and VXME and integrated voice and video.

The user experience of VXME with the new UC accessories is transferable to other platforms. You can demonstrate the experience using the VXC 6215, but do not position it for new sales. Instead, give customers the choice of third-party devices with VXME software only.

Q. How does the software strategy affect the roadmap for VXC hardware?

- A.** Cisco is committed to the “Jabber Anywhere” software strategy for the flexibility and the choice that it gives customers. With the VXME software, customers have the same flexibility to access Jabber’s rich collaboration capabilities from the thin client that they prefer. As a result, Cisco will not be investing in hardware beyond the current VXC 2000 Series and VXC 6215 platforms.

Q. What are the plans for the VXC 2000 Series?

- A.** We have initiated the end-of-sale process for the VXC 2000 Series. The last day to order the affected products is July 7, 2013.

The VXC 2000 Series will continue to be supported as per the milestones described in the standard end-of sale/end-of-life bulletin, which is posted on www.cisco.com/go/vxc under the [following link](#).

Q. What are the plans for the VXC 6215?

- A.** To align new customer opportunities to our software-only strategy, we are moving the VXC 6215 hardware to limited-availability status.

Existing VXC 6215 customers can continue to order VXC 6215 hardware to expand their existing deployments and can use the VXME software to collaboration-enable their VXC 6215.

New customers are encouraged to get software-only versions of VXME.

Q. My customer has deployed the VXC 6215. How can they license the VXME software?

- A.** VXME for the VXC 6215 is now available under Cisco Unified Workspace Licensing Standard and Professional, UCL Enhanced, and Enhanced Plus.

Customers with an active Unified Communications Software Subscription (UCSS) (UCSS-VVFW-1-1, UCSS-VVFW-2-1, UCSS-VVFW-3-1, or UCSS-VVFW-5-1) for the Cisco voice and video firmware add-on (CVXC-VVFM-K9) can access VXME through the Product Upgrade Tool.

Please check the VXC 6215 and VXME Ordering Guide under Cisco Virtualization Experience Client:

www.cisco.com/en/US/partner/prod/collateral/voicesw/ps11295/ps11498/C07-695668-00_vc_clients_6215_og.pdf

Q. My customer has deployed the VXC 6215. How can they buy the new UC accessories from Cisco?

- A.** Please check the VXC 6215 and VXME Ordering Guide under Cisco Virtualization Experience Client at:

www.cisco.com/en/US/partner/prod/collateral/voicesw/ps11295/ps11498/C07-695668-00_vc_clients_6215_og.pdf

Q. I am trying to quote a price for the VXC 6215 for my customer, but I can't see the part numbers in the tool.

- A.** Only customers with existing VXC 6215 deployments can see the hardware SKUs. For new customer opportunities, we want to ensure that customers are aware that we are no longer investing in the VXC 6215 hardware, so we are managing expectations via an exception process.



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