



# Use Case: Cisco Webex Teams

## Six deployment scenarios that will capitalise on new collaboration capabilities

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In a world more connected than it's ever been before, communication really is key. We're so used to the ease of switching between multiple devices and smart applications as a means of contacting others in our personal lives, that it's only natural to expect this seamlessness to translate across to our professional lives too. Modern phenomena like remote and mobile working are driving these trends and in doing so are also increasingly removing teams from in-person contact and shining the spotlight on how to foster better collaboration.

Early attempts at Unified Communications (UC) technologies have gone some way to bridging these gaps but still fall short on quality of user experience, usability, and increasingly security. Collaboration needs to be effortless whether you're in the office or sat at the airport, otherwise it doesn't happen.

However, done right the benefits of collaborative technologies within the workplace far outweigh the drawbacks – increased productivity, speed, flexibility, and employee satisfaction are just a handful of the advantages proven to make a huge difference to any business' teams. The difficulty comes in finding a UC solution that is reliable,

### What is it?

Cisco Webex Teams is a comprehensive collaboration platform that is delivered through the cloud. It offers users powerful tools including calling, video, and content sharing to get more creative, share ideas, and connect with each other like never before. It enables quick and easy, open collaboration between team members anywhere, on any device via its unique Webex Teams app. Users can begin a piece of work on one device, save this to their 'Cisco Webex Teams space', and open it up again on a completely different device to continue working on it as if they'd never swapped over. Likewise, taking a conference call

in one room on one phone can be seamlessly transferred to another without the call ever needing to be interrupted or delayed. This means familiar, user-friendly functionality, all from a single platform.

A family of innovative hardware also accompanies the Webex Teams app to help create richer, more productive experiences. From telephones to the Webex Board, users can naturally communicate, build presentations, create documents, or sketch ideas and then share in 4K UHD. Including award-winning

designs, they're sleek, modern devices, and the Webex Board is even cable-free, replacing the clutter that haunts most conference rooms.

Security is embedded into the heart of the Webex app. Protected by industry-leading encryption, corporate data is secure both at rest and when in transit, overseen by administrative controls that allow access policies to be enforced and data managed from end-to-end.

Finally, delivered as a cloud service means simple pricing, predictable costs, and the flexibility to scale your solution up or down. Amazingly, the service is actually free and only becomes chargeable as you require more functionality.

## Why use it?

### 1. Create virtual meeting spaces

Cisco Webex Teams brings disconnected teams together. Regardless of physical distance, Webex creates virtual spaces that ensure everyone is able to be involved in meetings, conferences, or even brainstorming sessions, whether they're simply in a different office or an entirely different country altogether. Through the use of Cisco's intelligent Webex Board, real-time collaboration can occur without sacrificing the feeling that comes with being present. Conference calls, too, are no longer dictated solely by the organiser's server, but are instead powered by local, native servers, meaning no disruptive lags or faults in the connection. Devices linked with the Webex app also communicate automatically with the Board, instantly launching Webex meetings and starting conferences as soon as you step into the room. The ease of communication these features allow helps to sustain and develop relationships regardless of location, building the confidence of disparate teams, and can result in significant savings thanks to a greatly reduced need to travel.

### 2. Retrieve critical information faster

With the heat of the General Data Protection Regulation's (GDPR) imminence placing it very much at the forefront of most business' strategies, it's more important than ever to be able to source, identify, and retrieve data at will. All data within Cisco Webex Teams is private, and protected by always-on, end-to-end encryption. Everything within the Cisco Webex Teams space can also only be accessed by authenticated users, and compliance settings are made available to administrators in order to regulate and meet the standards demanded by the GDPR. When it comes to retrieval, it couldn't be easier to find the data you need. Powerful artificial intelligence (AI) in the form of a virtual assistant enables authorised users to rapidly discover

content they need before being decrypted directly to their device. Likewise, search and extract options can be used by administrators for the purposes of eDiscovery, providing key visibility over all retained content and activity. This makes such important articles as "the right to be forgotten" easily achievable.

### 3. Native integration with Salesforce

For many organisations, collaboration can play second fiddle to the specialised apps that are necessary for the running of their core business processes. Any collaborative elements they do employ need to fit straight into their environment to complement the applications that are already being used on a day-to-day basis. Cisco Webex Teams for Salesforce makes this integration possible. The ready-to-go solution enables users to improve their productivity and effectiveness through instant messaging, high-quality video calling, file sharing, and multitasking capabilities integrated directly into the Salesforce client, without ever needing to switch applications. This means being able to do everything you already do through Salesforce, only enhancing it with powerful collaboration capabilities.

### 4. Enhance Customer Services Experience

Using Cisco Webex Teams it's possible to integrate the technology into outward-facing processes like customer services to enhance the experience offered to customers and present a more professional and 'real' image. Thanks to in-browser capabilities, Webex Teams can be opened with customers to create UHD experiences even where low-bandwidth exists because of its unique multiplexing technology. In doing so, Webex Teams simply provides the opportunity for richer communication, the chance to share important documents. Importantly, this all takes place in a highly secure environment offering valuable reassurance for customers choosing to connect in this way. And thanks to native integration with all sorts of third-party applications, Webex can be embedded directly into existing customer services tools so agents can quickly and efficiently take advantage of the capabilities. This functionality has been successfully delivered in all sorts of environments from traditional customer services to patient care, even IT support, thanks to its ability to accelerate processes and bring resolution to all sorts of service-related challenges.

### 5. Tackle data storage and transmission

The ability to share data through the Webex Teams space means that content is efficiently distributed, and consequently dramatically reduces data duplication, particularly as a result of proliferation through email.

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Accordingly, this also reduces demands on on-premise storage systems as files can be shared with multiple users and even transferred to individual Webex spaces without replicating data. Likewise, transmitting large amounts of data creates headaches for users and can drive them to use consumer-grade cloud apps where files exceed the transfer limits of email. Using Webex, near limitless amounts of data can be shared at the click of a button without worrying about corporate data leakage, firewall intervention, or safe receipt.

## **6. Modernise existing conference room technology without rip and replace**

If you're sweating existing conference room technology, investing in Cisco Webex doesn't mean replacement of everything you already have. Thanks to the Webex Room Kit, many of the Webex Board features can be introduced to the displays you will be using, helping you to not only extend the life of this technology, but economically grow into the capabilities Webex has to offer.

CCS Media has a long heritage in deploying Cisco solutions. As one of their top UK partners, we're closely aligned with their technology roadmap and invest in the skills and know-how necessary to integrate their latest solutions. Accordingly, we're well-placed to assist our customers with exploring Webex solutions and getting the best from this exciting technology.

Although the solutions outlined in this document represent some of the mainstream deployment scenarios for the Cisco Webex Teams solution, we've simply strived to illustrate the powerful communication and collaboration features developed and how they might benefit certain challenges. However, if you're confronted by a unique communication or collaboration challenge not discussed, we would suggest that Webex Teams is well-worth investing some time in getting to know and would welcome the opportunity to help you with this.

**If you'd like to know more about Cisco Webex Teams simply get in touch. Alternatively, try it for yourself by downloading the app from [www.ccsmedia.com/ciscowebeex](http://www.ccsmedia.com/ciscowebeex) or book yourself a demo to see the Webex Board in action.**

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