



Cisco Spark

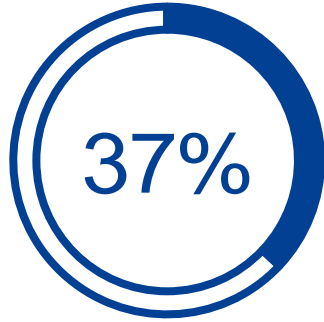
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A complete business collaboration service from the Cisco cloud that enables customers to **message, meet, or call** anyone, anywhere, and anytime. Cisco Spark is hosted by Cisco, and sold by partners.

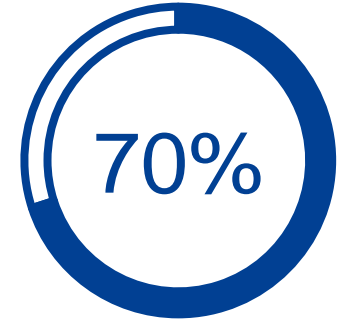
Why are Meetings a Customer Imperative?



On average,
37% of employee
time is spent
in meetings



The typical meeting takes
10 minutes
to start



Over 70% of
employees admit
bringing other
work to meetings

Making meetings more effective remains a top business priority

Continuous Workstream



Before



During



After



Cisco Spark

The industry's most advanced collaboration suite



Spark Services



Message

Team messaging in virtual rooms

Persistent Chat, Content Sharing, Iteration



Meeting

Audio, video, and web meetings

Before/during/after-meeting messaging and content



Room systems

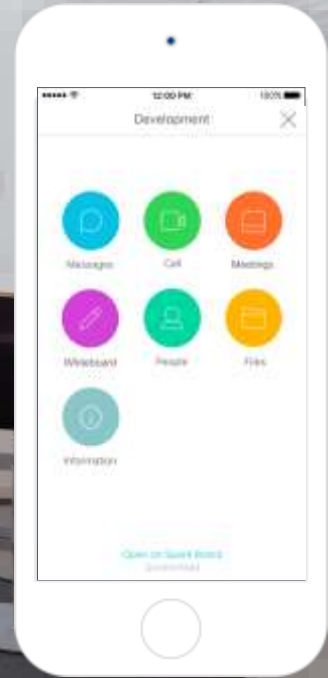
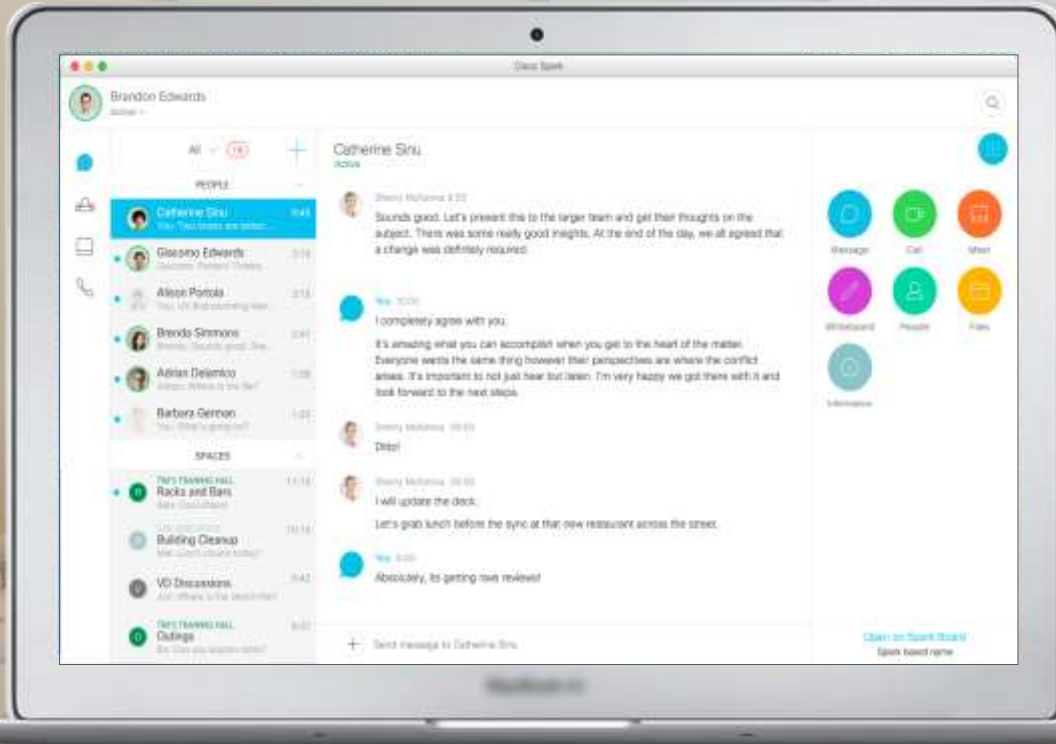
Video systems cloud registration

SIP Video calls and meetings

Spark meetings

Cisco Spark Messaging

1:1 and team persistent messaging & content





Cisco Spark



MESSAGING

Business Messaging

One-to-one & team persistent messaging

Easy to find content, everything in context

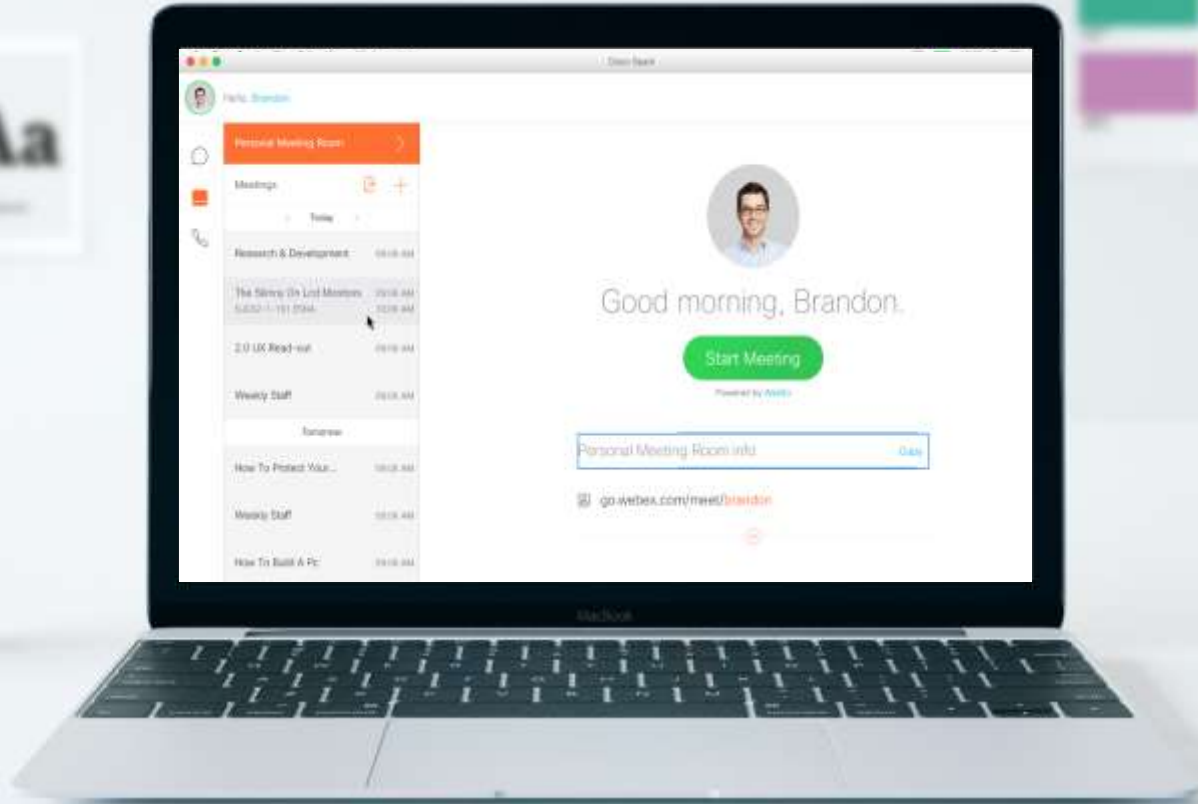
Secure - always on encryption

Mobile, desktop, web app

Easy to schedule/join meetings or make calls

Integrate with existing business processes

Cisco Spark Meetings



Cisco Spark



MEETINGS

Audio, Video and Web Conferencing

Bring people together with continuous communication before, during & after the meeting on any mobile or video device for truly effective meetings

- advanced meetings powered by WebEx
- Anyone can join – incl. 3rd party standards-based
- instant and scheduled
- voice, video, whiteboard, & content sharing
- control your meeting experience from the app
- ability to deploy Cisco Spark meetings on-premises

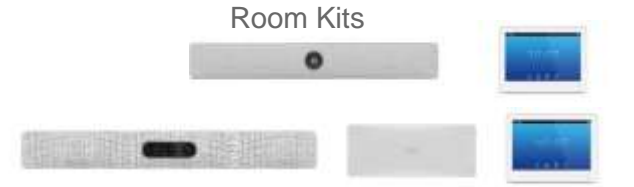
Spark Room Systems



**Video-enable your rooms
in a simple, quick
and cost effective way**

No investment on premises required

Cisco Spark Room Systems



DX70



DX80



MX200



MX300



MX700



MX800



MX800 Dual



SX80



SX20

Select a Video endpoint
Register it to Cisco Spark cloud

Make/receive SIP video calls with standards-based SIP video systems or MCUs

Make 1-1 Spark calls or join Spark meetings

Pairing your Spark App to a Room System

Spark Proximity



Get Creative with the Cisco Spark Board

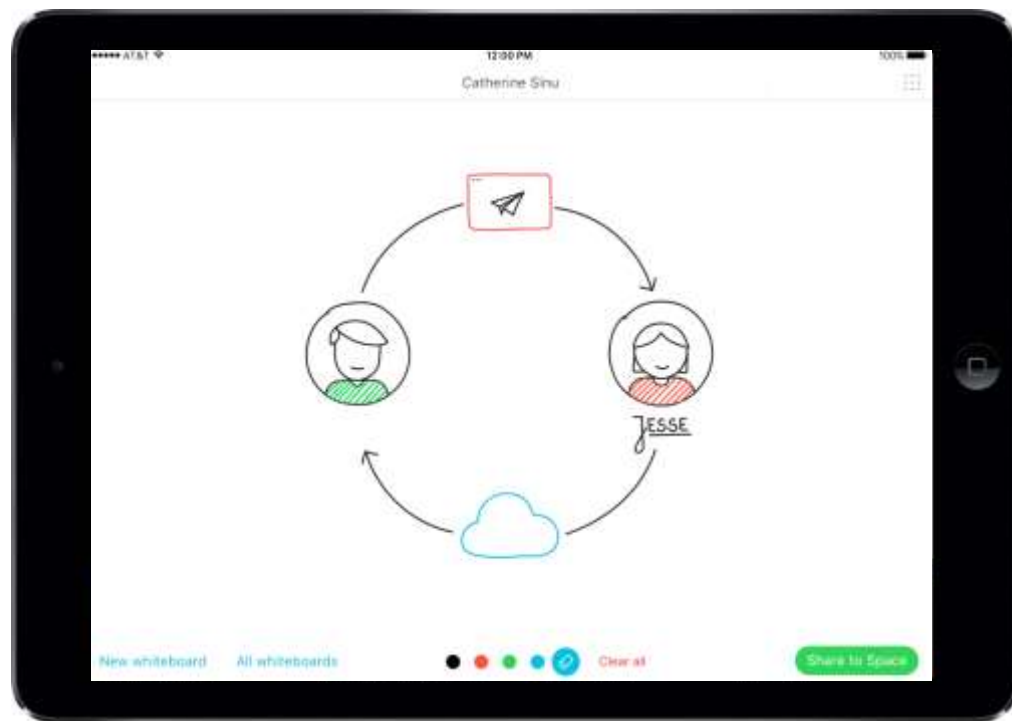








In App White Boarding



Make Spark the Place for All Your Work

Native Integrations

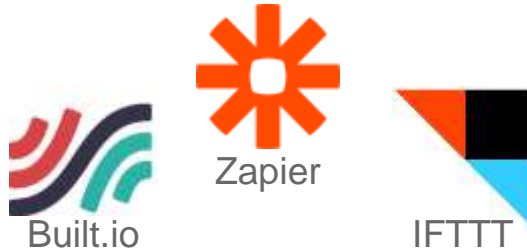
Easily configured integrations in the Cisco Spark app to unify workstreams

Instagram GitHub
pagerduty
Trello zendesk



App Integration Services

Connect to other apps in seconds to automate recurring tasks and make your life more efficient



Spark for Developers

Create custom integrations using Cisco Spark APIs through the Spark for Developers portal

developer.ciscospark.com



Easy for users to integrate Cisco Spark with the apps they love
Tools for developers to transform collaboration experiences



Cisco Spark Care

Common management experience

Optimized agent experience

Digital Customer Care for Help Desks and Small Teams

- Web Chat
- Callback
- Context Service
- Reporting
- Cloud Management
- 15 Minute Setup
- End-to-End Encryption
- Single sign-on

Business Class Security Features

Encryption

User Access Controls

IT Management

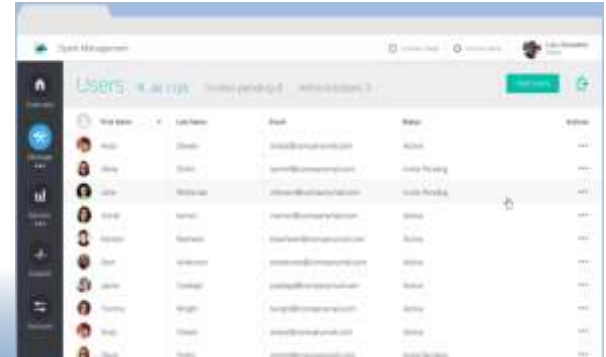


End-to-end encryption in the cloud, and in-transit and media encryption

Lock rooms to moderate room participants and content*



Add Single Sign-On, directory sync, and view analytics



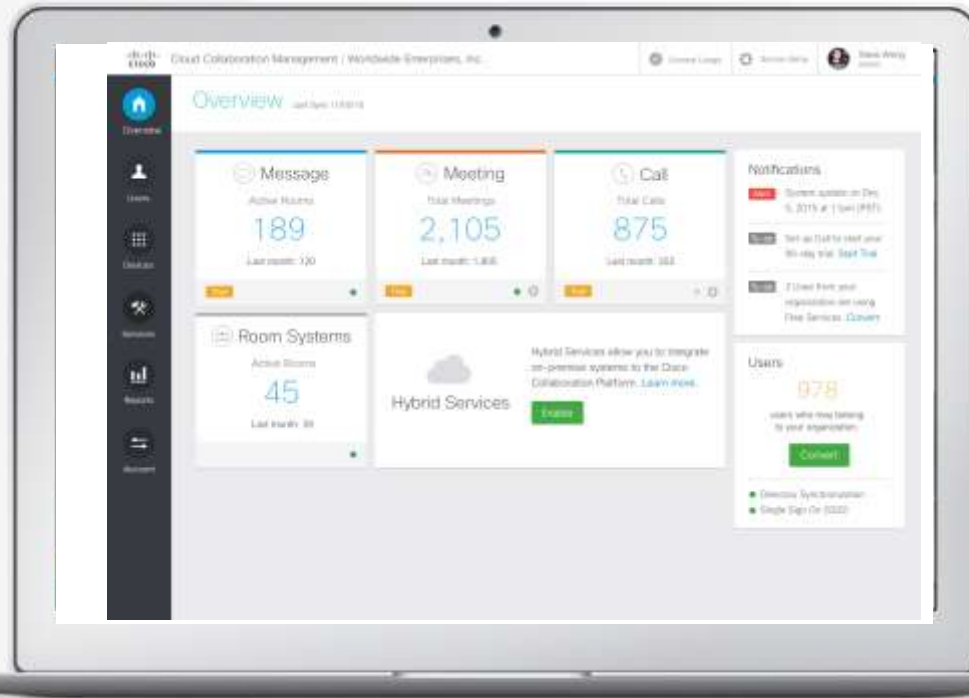


Cloud Collaboration Management Customer View

User & Device
Management

Role based
Access

Automated
Provisioning



Manage Services
& Integrations

SSO &
Directory Sync

Analytics
(Engagement,
Quality)

Why Cisco Spark



Simple

Secure

Complete



How to start → Get free Spark client

<https://www.ciscopark.com/downloads.html>

Create a virtual room
Invite colleagues/partners/customers
Start collaborating!

Have audio/video calls with other Spark users
Have SIP video calls with external SIP video systems
Have Spark meetings (up to 3 participants)





Free Spark client features

Unlimited team messaging	✓
Any-time screen sharing	✓
Up to 5 GB file sharing	✓
Unlimited in-app video calls	3 people per call
Unlimited in-app audio calls (VoIP)	✓
Search messages, files, and users	✓
Integrate apps like ZenDesk, GitHub, and Zapier	Up to 10

Note: in addition, free Spark client can make and receive SIP video calls

Security

- End-to-end encryption ✓

- Locking messaging rooms

Admin controls

- Single Sign-On

- Administrative portal

- Org analytics and metrics

Integrate with Exchange, Outlook, and your corporate directory

Live support

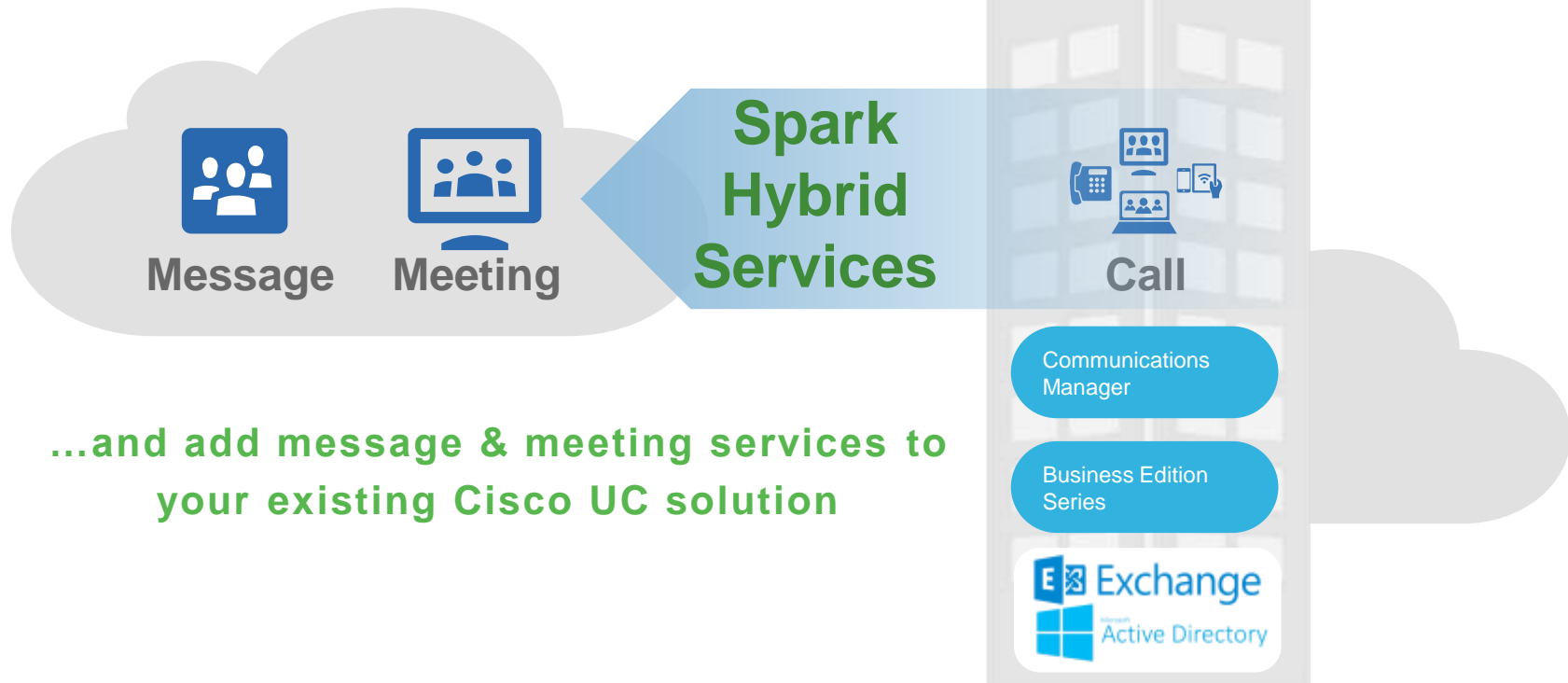


Cisco Spark Hybrid Services

for customers with Cisco UC
solution (BE6K, CUCM) that
want to integrate
on-premises solution with Spark



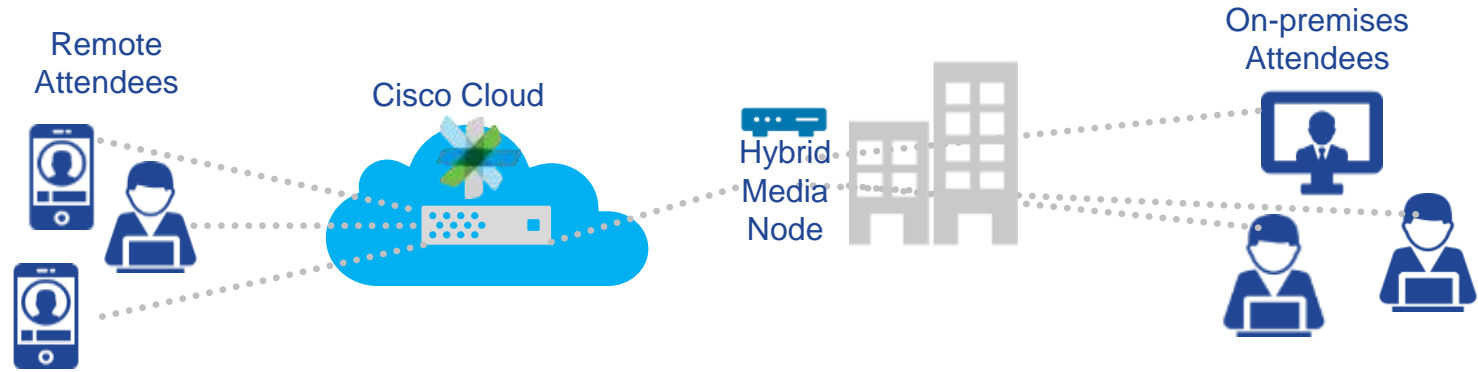
Connect to the Cisco Cloud



...and add message & meeting services to
your existing Cisco UC solution

Cisco Spark Hybrid Media Nodes

A little of our cloud on your premises



- Software providing local media processing for on-prem attendees
- All media no longer goes to cloud. Stays local for on-prem attendees
- Managed by and registers to Cisco cloud
- Automatic overflow to cloud if local capacity is full or datacenter unavailable

Thank you!