

<SP Product Name>

The AI-driven solution for calling, messaging, meeting, audience engagement and video messaging.

Agenda

01 Challenges and opportunities

02 <SP Product Name>

03 Business outcomes

04 Next steps

Work today is both
different and more complex than
how we worked before

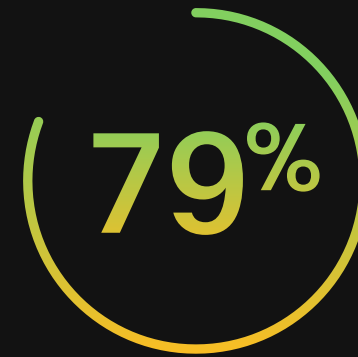
Businesses are striving for the Simple, Seamless, Universal



Simple integrated solution for calling, messaging and meetings



Seamless & consistent experiences across devices



Universal access regardless of location

Addressing customer and employee experience together

95%

of businesses globally recognize that tightly integrated **customer care & calling** is important

(Research and Markets, 2024)¹

90%

of business leaders agree that CX and EX improvements will directly affect **net profit**

(Jigsaw Research, 2023)²

23%

increase in revenue via enhanced customer satisfaction (CSAT), loyalty, and reduced churn

(Metrigy, 2023)

Enjoying the benefits of one experience for all

For the Customer



- More **consistent**, **responsive**, and **personalized** experience
- **Reduced repeat** of information to agents
- More **rapid resolution** of issues or problem solved

For the Employee/Agent

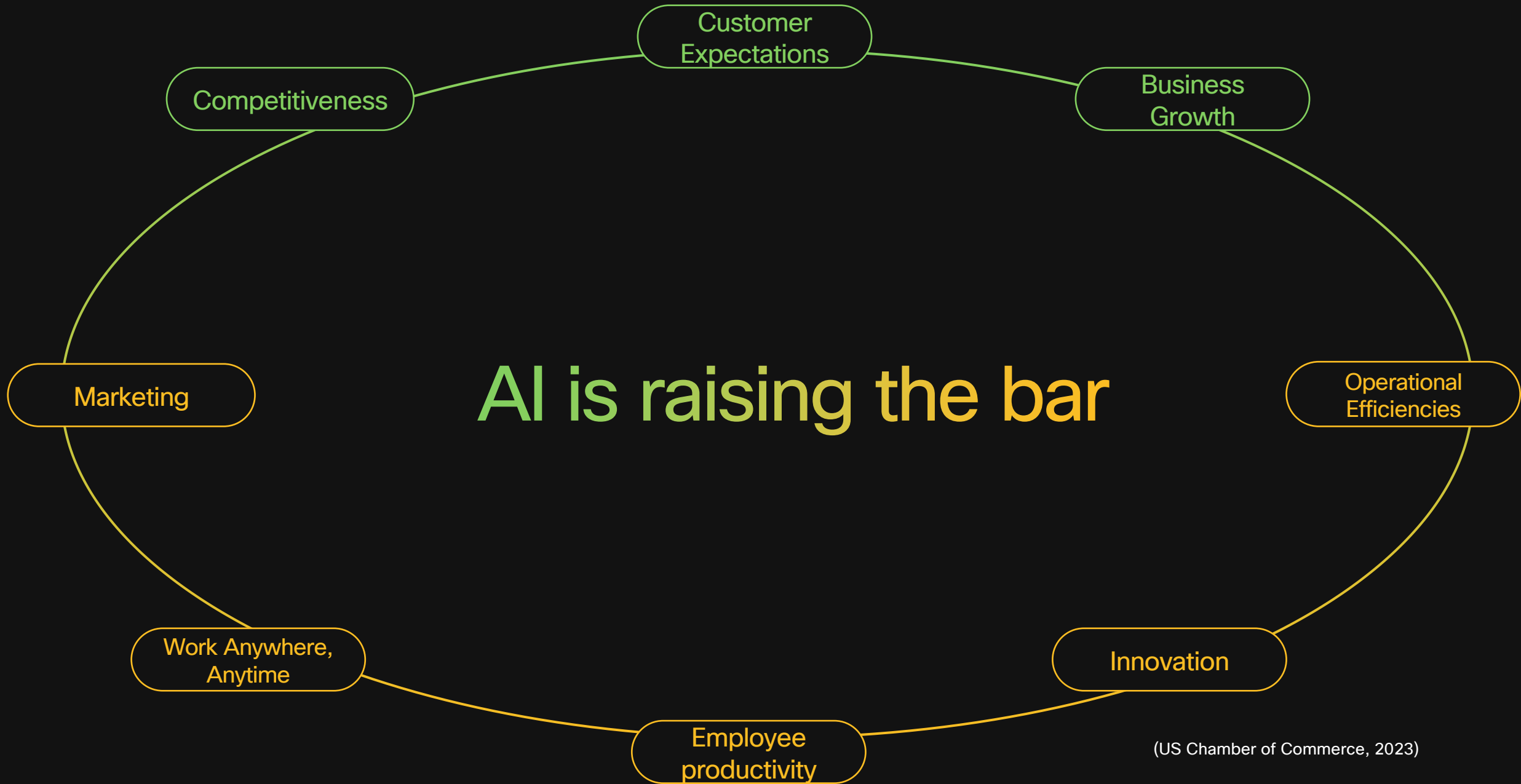


- **Single App** for internal and external communications
- **Consolidates** and **simplifies** communications
- **Reduces** “app switching”
- Simplified **adoption** of AI

For the Owner/Manager



- **Single system** to manage
- **Consolidated reporting** on user & systems performance
- **Simplified billing**
- **One App** to serve all needs



(US Chamber of Commerce, 2023)

Big opportunities in GenAI

Customer Experience



Rapid and personalized
customer responses

82% of
customers
expect
immediate
resolution.

(Hubspot, 2024)¹

Employee Experience



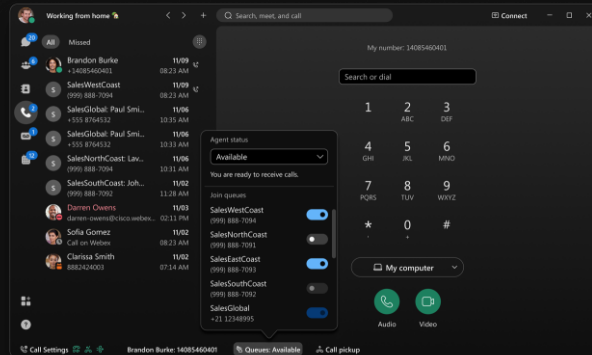
Expanding Labor
Productivity

74% of SMBs say
AI tools give
them a
competitive
advantage.

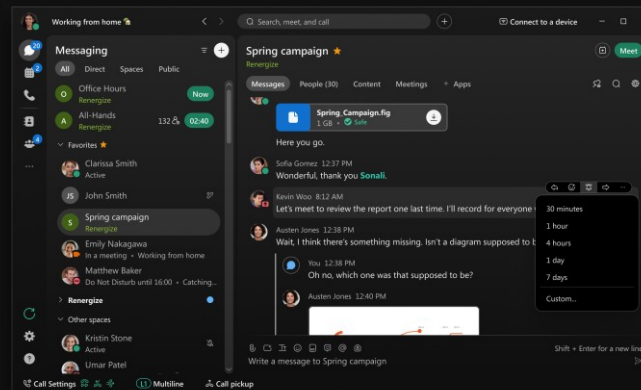
(US Chamber of Commerce, 2024)²

Introducing
<SP Product Name>

Calling



Messaging

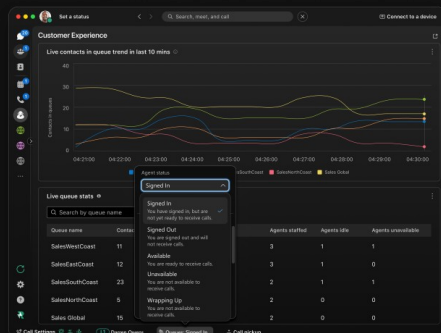


Meetings

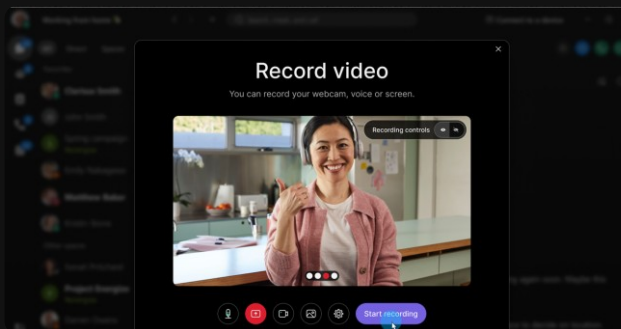


<SP Product Name>

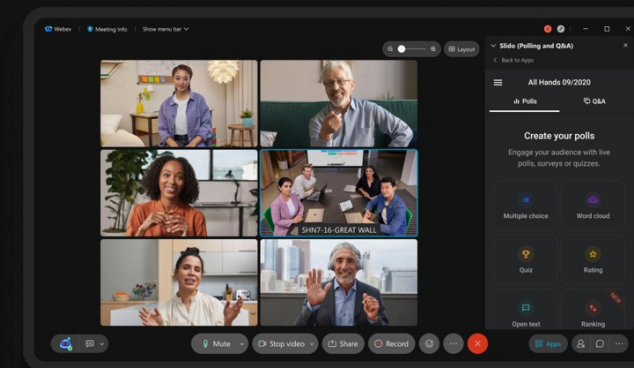
One experience to manage customer and employee communications



Customer Experience



Video Messaging



Audience Engagement

Delivering unrivaled experiences with AI innovation



Audio
Intelligence



Video
Intelligence



Natural Language
Understanding



Analytics

Calling features you need, available anywhere

The screenshot displays the Cisco Webex user interface with several callouts highlighting key features:

- Instant access to:**
 - Call history
 - Visual voicemail
 - Transcriptions
 - Recordings
 - Contacts
 - Messaging
 - Spaces
 - Meetings
- Call, text, message, meet with one click** (points to the top navigation bar)
- Directory search** (points to the search bar)
- Desk phone & room device pairing and control** (points to the 'Connect' window showing a desk phone)
- Hold / resume, transfer, merge / conference, record, and elevate to a meeting** (points to the 'Calling options' menu in the video call)
- Call preferences, forwarding, single number reach** (points to the 'Call Settings' button)
- Select line, group, queue, shared line** (points to the 'Multiline' button)
- Call on Webex or PSTN with video or audio** (points to the 'Audio' and 'Video' call buttons)
- AI-powered Audio Intelligence: Noise removal, optimize for my voice** (points to the 'Cisco AI Assistant' button)
- Share content during a Webex Call** (points to the 'Share' button in the video call controls)

Messaging keeps workflows moving forward

Rich messaging

Express yourself with feature-rich messaging including flagging, quoting, threading, emojis, and GIFs.

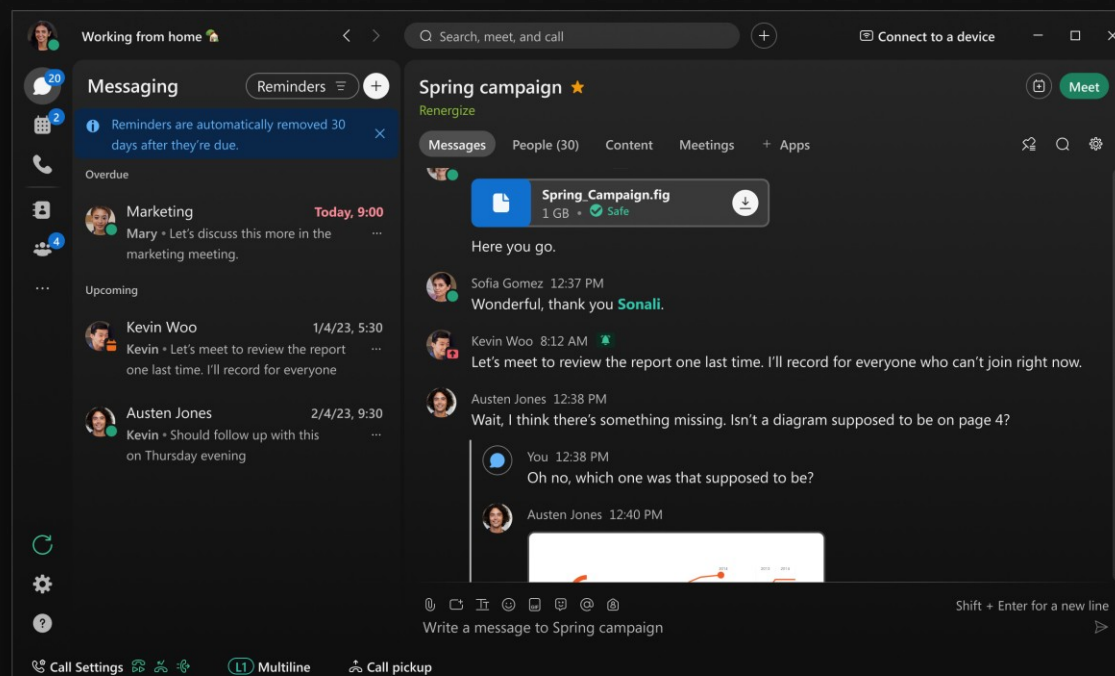
Instant search

Reduce time looking for items with instant search for people, spaces, conversations, and content.



Space Summaries

Space summaries allow you to quickly catch up on missed conversations and threads within your Spaces.



Rewrite Messages

Send the perfect message communicating what you need to in the most effective way.

Embedded apps

Keep important apps and URLs top of mind and right where you need them.

Highlight content

Flag or forward important messages. Use @mention to assign tasks or bring information to the attention of colleagues.

A reliable meeting experience that simply works

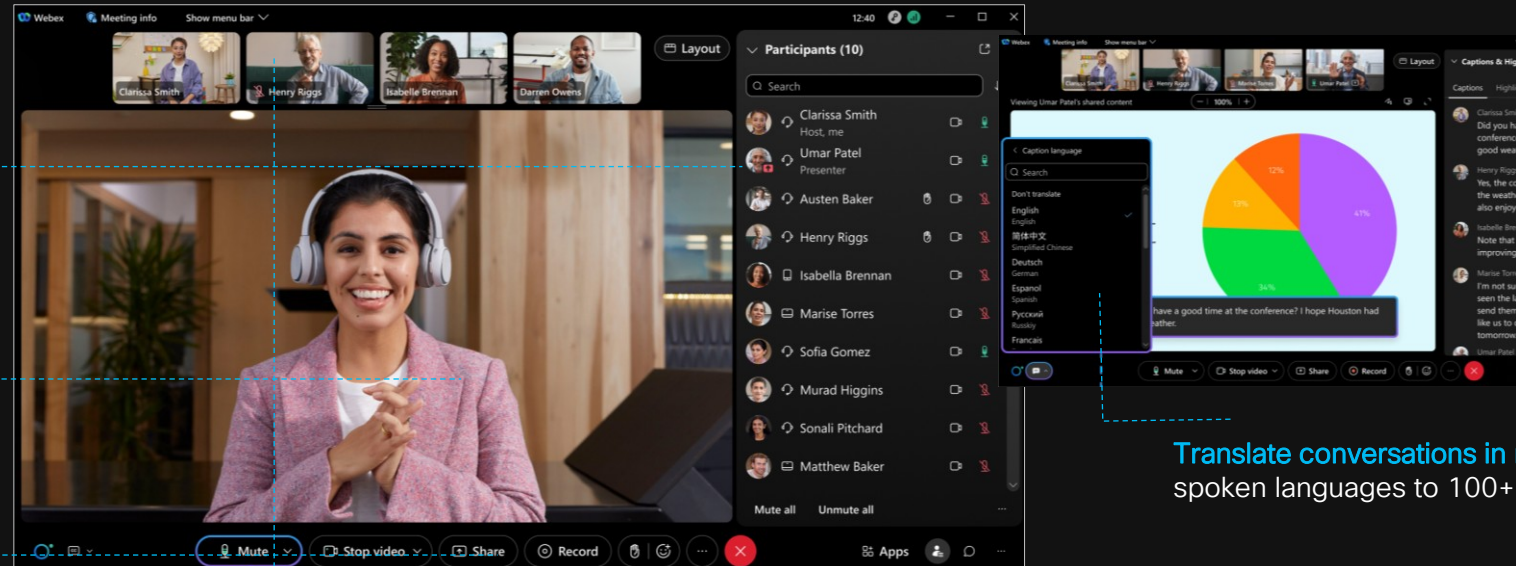
Customized views of people, content, or layout

Engaging presentations with physical and virtual worlds blended

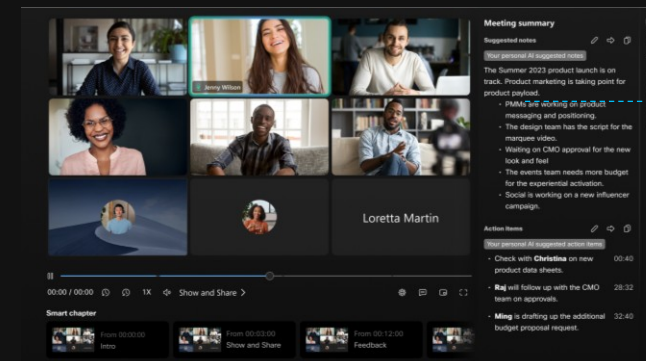
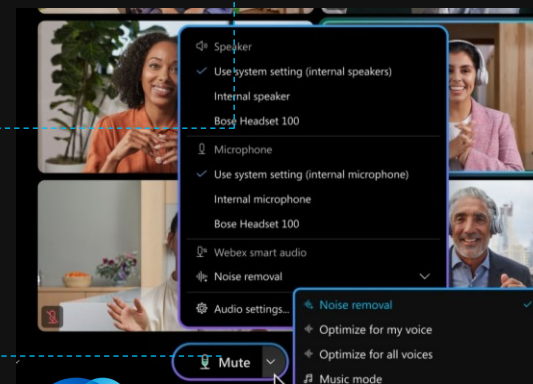
Sharing individual files, app, screens, or external camera

Automatically adjusts video resolution for graceful transitions

Award-winning audio intelligence to optimize voice in noisiest environment



Translate conversations in real time from 10+ spoken languages to 100+ languages*.

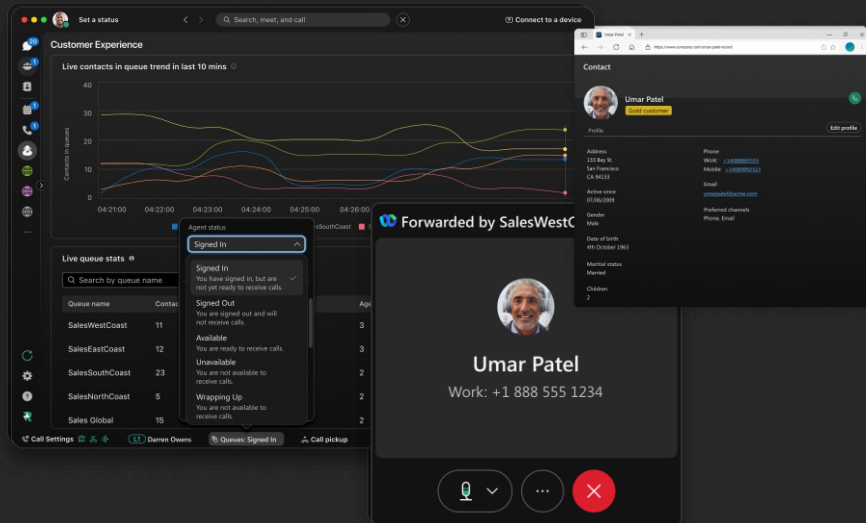


Catch up on missed meeting, including mentions, actions, and more.



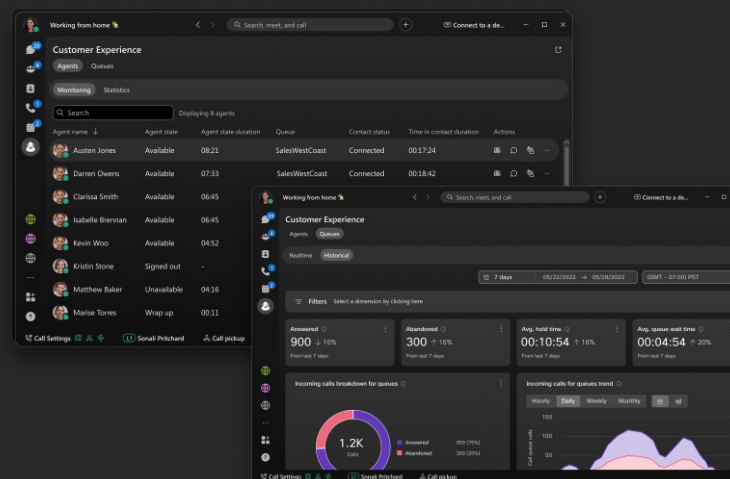
Webex Calling Customer Assist

Empower teams with dedicated Agent and Supervisor functionality built right into the Webex App.



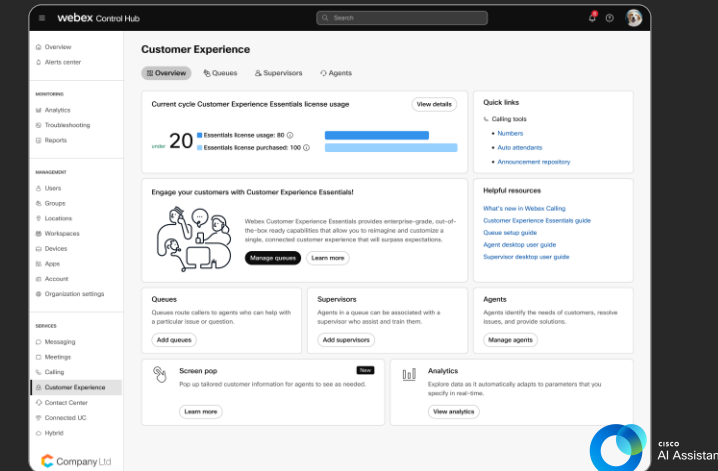
Agent experience
in Webex App

Calling
Agent Screen pops
In App Analytics



Supervisor Experience
in Webex App

Messaging
In App Agent Management
Skills-based routing



Unified Administration
In Control Hub

Meetings
Voice Queues
Courtesy call back

Video Messaging

Record, share, engage, and discover – a seamless form of collaboration



Video on your time



Share securely



Engage with others

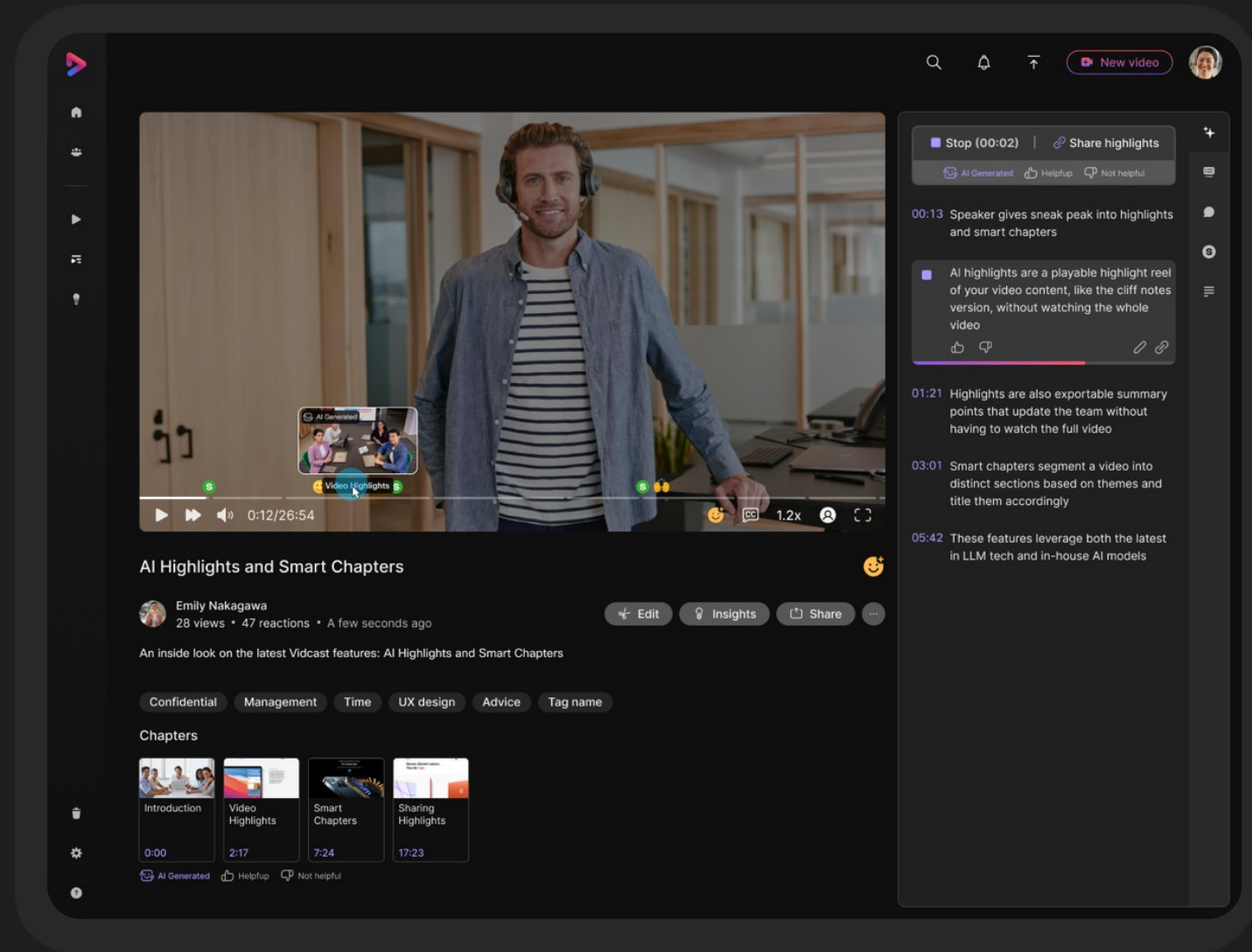


Easily consumed



cisco
AI Assistant

AI-generated highlights & chapters



Audience engagement is at the heart of Webex.

Energize your audience to participate in the conversation



Q&A



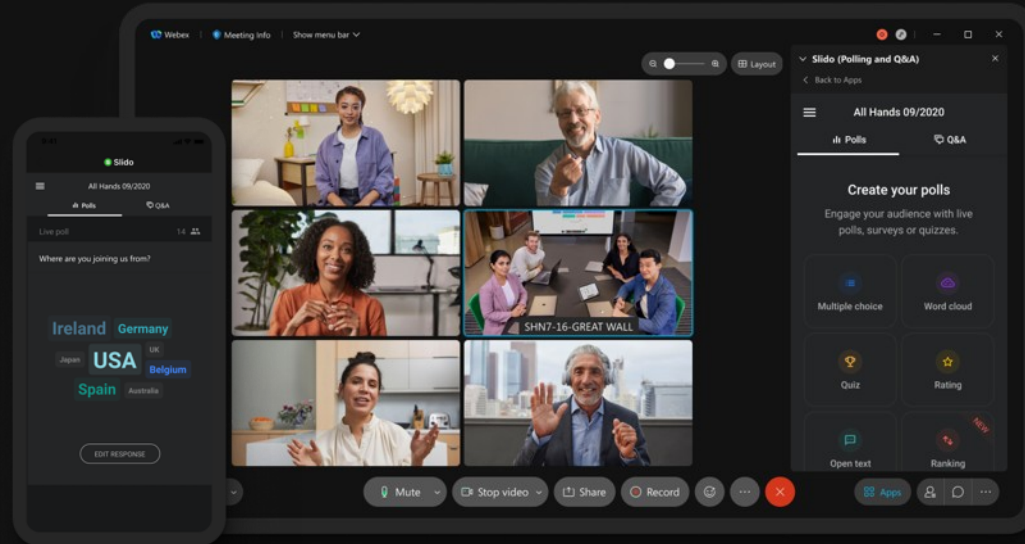
Multiple choice



Open text



Quiz



Rating poll



Word cloud



Ranking poll



Before, during, and after meetings

Pro Pack



- Designed to for administrators, information security professionals, and compliance officers
- Highly beneficial for Financial, Medical, Legal, and other professional sectors that prioritize security and compliance.

Security

Manage your encryption keys
Block External Communication
PIN lock enforcement on mobile devices
Revoke access to Webex on mobile devices
File Share Controls

Compliance

eDiscovery search and extraction tool
Events API for DLP and Archival
Real-time file DLP
Flexible Retention policy
Legal Hold

Analytics

13 months of data for user adoption and usage (up from 90 days)

Administration

Non-Technical Users

- Designed for non-technical users
- Quick navigation for key administrative tasks
 - User Management
 - Service Configuration
 - Device Management
- Simplified flows and user experience
- Links to Control Hub for expert access

User Hub Admin View

The screenshot displays the Webex User Hub Admin View. The interface includes a top navigation bar with the 'webex User Hub' logo and a user profile icon labeled 'WS'. A left sidebar contains navigation links for 'Profile', 'Settings', 'Calendar', and an 'ADMIN' section with sub-links for 'Overview' (highlighted), 'Users', 'Services', and 'Devices'. The main content area is titled 'Hi admin' and includes a welcome message: 'Welcome to the Account Management portal. Here you can manage your settings to get the most out of Webex.' Below this, there are three sections: 'Things to do' with tasks like 'Customize call handling', 'Manage call handling groups', and 'Add a hybrid calendar'; 'Your plan' showing details for 'Packages', 'Locations', and 'Devices'; and a 'Support' section with links to help articles. A blue call-to-action bubble in the bottom right corner says 'Click here for more help.' with an 'OK' button.

webex User Hub

Profile
Settings
Calendar

ADMIN

Overview
Users
Services
Devices

Hi admin

Welcome to the Account Management portal. Here you can manage your settings to get the most out of Webex.

Things to do

- Customize call handling: Manage business hours, route calls and transfers, set up a phone menu and more.
- Manage call handling groups: Create or edit groups that respond to business calls, sales, support, etc.
- Add a hybrid calendar: Integrate a hybrid calendar like Google or Microsoft 365.

Your plan

Packages	Webex Suite Common Area Calling	Webex Meetings Webex Calling
Locations	HQ	Luxembourg
Devices	1 RoomDesk	

Support

- How to customize call handling?
- How to enable Slido and Webex Assistant?
- How to activate on ID Phone?

Click here for more help.
OK

Global cloud platform



Webex Calling

99.999%

Proven Webex calling availability

Security built from the ground up



Webex Innovations

Audio Intelligence

Eliminate distractions,
maximize engagement

- Noise distributions detected by AI will be automatically softened
- Speaker volume will automatically raise to overcome the disruption
- Available in both calling & meetings



Background
noise removal



Optimize for all
voices



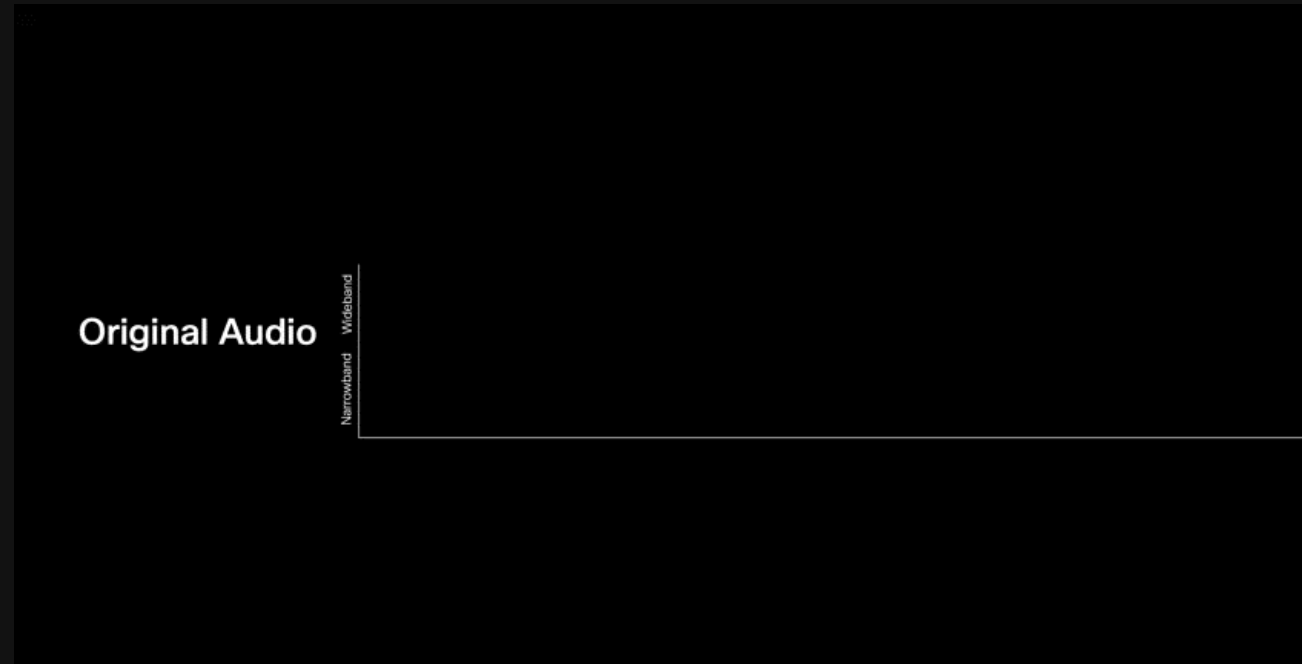
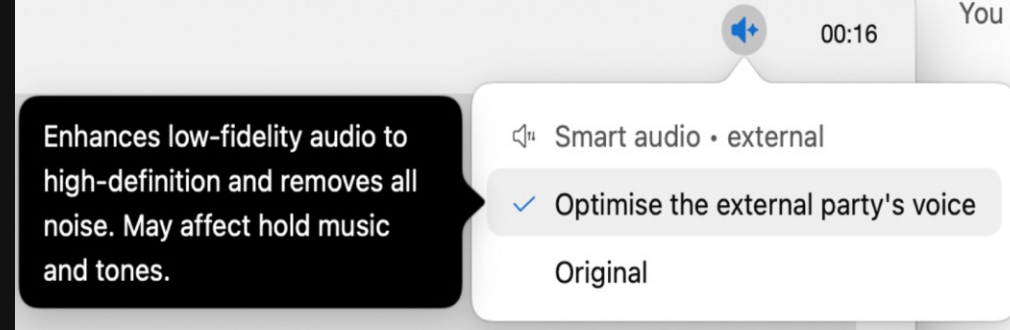
Optimize for my voice

HD Audio for External Calls

Only in Webex

- Enjoy high fidelity audio for external calls going over public telephone network (PSTN)
- Remove background noise from caller audio
- Enhance speech intelligibility

Desktop & Mobile



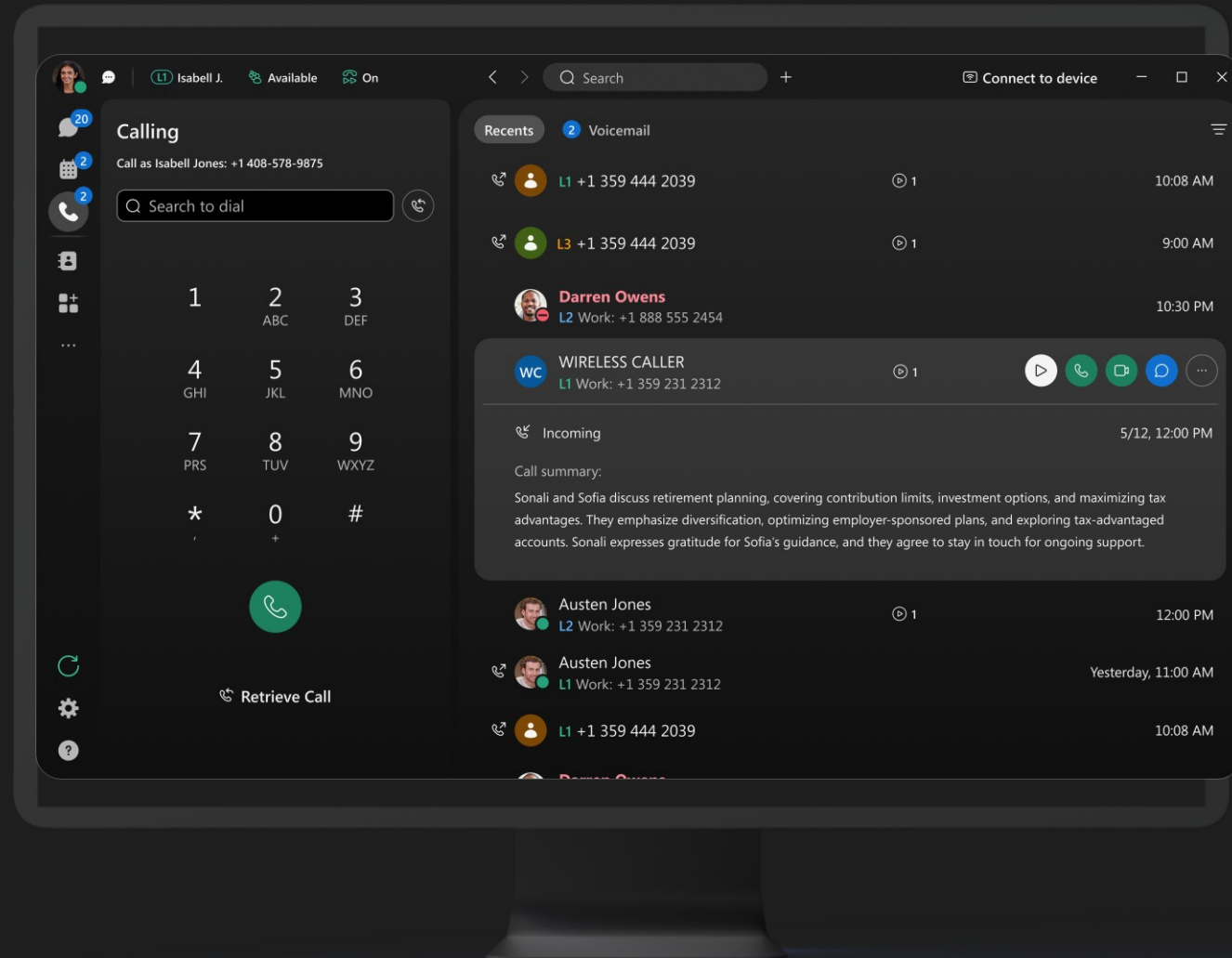


cisco
AI Assistant

Call summaries

- Native call recording
- Always or on demand
- AI call summarization

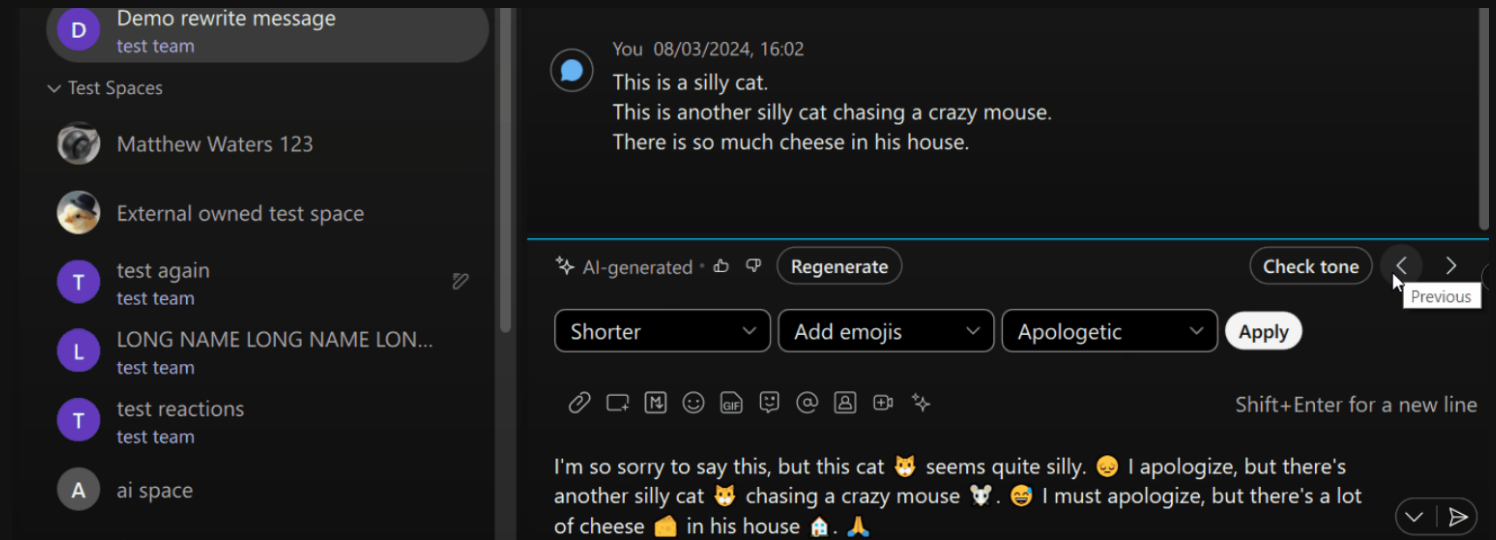
COMING SOON



Tone Analyzer & Message Rewrite

Send the perfect message

- Ensure you are setting the correct tone and communicating what you need to in the most effective way.
- Let the AI Assistant rewrite full messages for you.



The screenshot displays the Cisco AI Assistant interface. On the left, a sidebar titled "Demo rewrite message" lists several test spaces: "Matthew Waters 123", "External owned test space", "test again test team", "LONG NAME LONG NAME LON... test team", "test reactions test team", and "ai space". The main chat area shows a conversation from "You" dated 08/03/2024, 16:02. The original message is: "This is a silly cat. This is another silly cat chasing a crazy mouse. There is so much cheese in his house." Below the message, there are controls for "AI-generated" (with a star icon), a "Regenerate" button, and a "Check tone" button. A "Previous" button is also visible. Below these are three dropdown menus: "Shorter", "Add emojis", and "Apologetic", followed by an "Apply" button. At the bottom, there is a row of icons for various actions (link, copy, paste, smiley, GIF, etc.) and a "Shift+Enter for a new line" instruction. The rewritten message is: "I'm so sorry to say this, but this cat 🐱 seems quite silly. 😊 I apologize, but there's another silly cat 🐱 chasing a crazy mouse 🐭. 😊 I must apologize, but there's a lot of cheese 🧀 in his house 🏠. 🙏".



Meetings Summaries

Never miss a moment

- If you're late to a meeting or need to step away for a while, AI Assistant helps you catch up by summarizing what you've missed.
- AI Assistant gives you a full post meeting summary (with or without having to record the meeting) so you can stay laser focused during the meeting
- After the meeting quickly review the notes and follow up on action items.



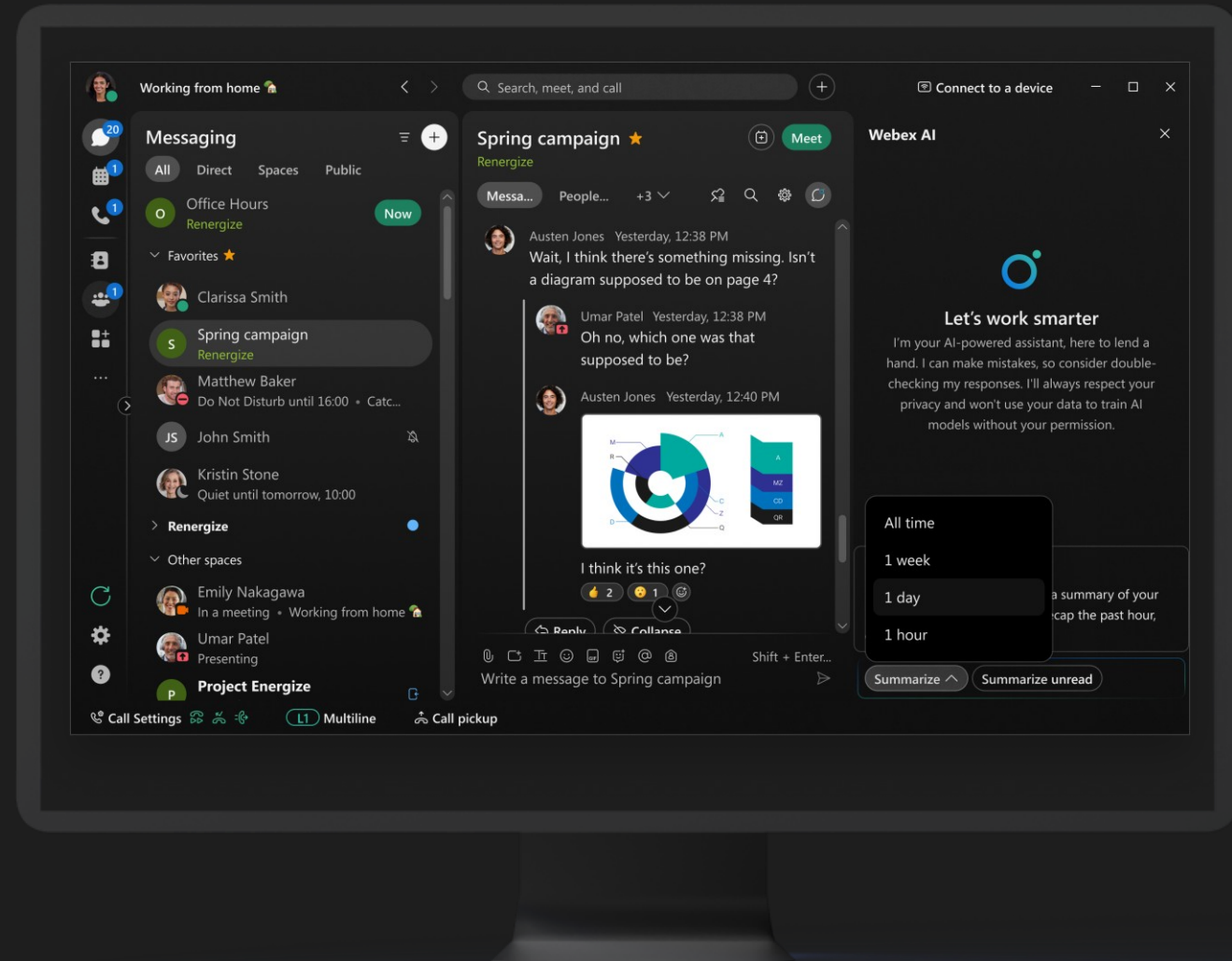


CISCO
AI Assistant

Space Summary

Save time and stay
informed

- Away on vacation or just too busy to check-in on your Spaces. Quickly catch up on missed conversations and threads within your Spaces.



Calling Dock

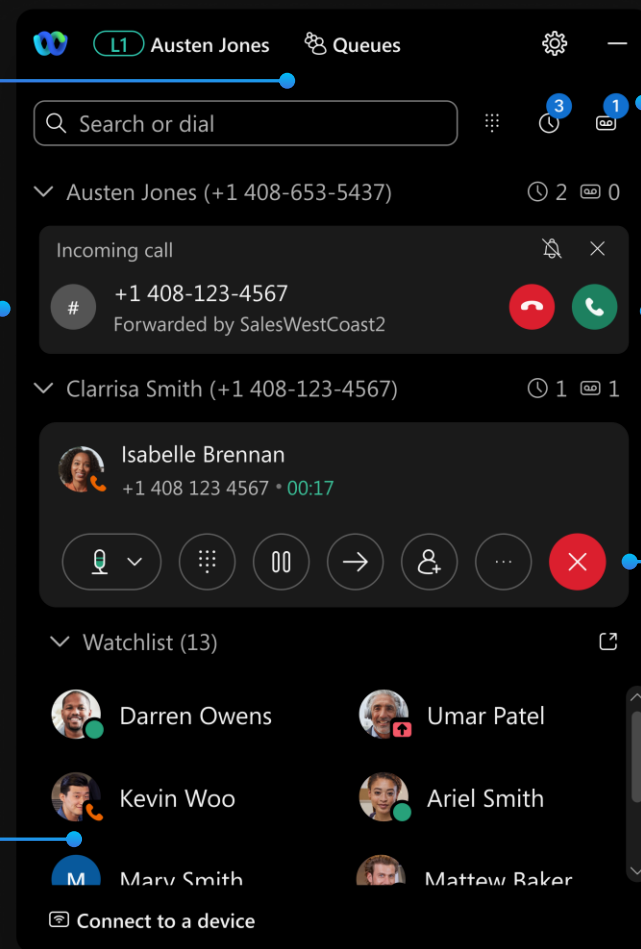
Enables powerful multi-tasking workflows

- Complement to the Webex App
- Provides access to up to eight lines, shared lines, call queues, or groups
- Slim, unobtrusive design fits alongside other apps
- Designed for power calling users
- Multi-line selection, join / unjoin call queues
- Windows only

Select from multiple lines or queues

Handle calls on up to eight lines

Presence indicators for key contacts



Missed call / voicemail indicators

Answer / decline incoming calls

Mid-call controls

Closed Captions

Eliminate Communication Gaps

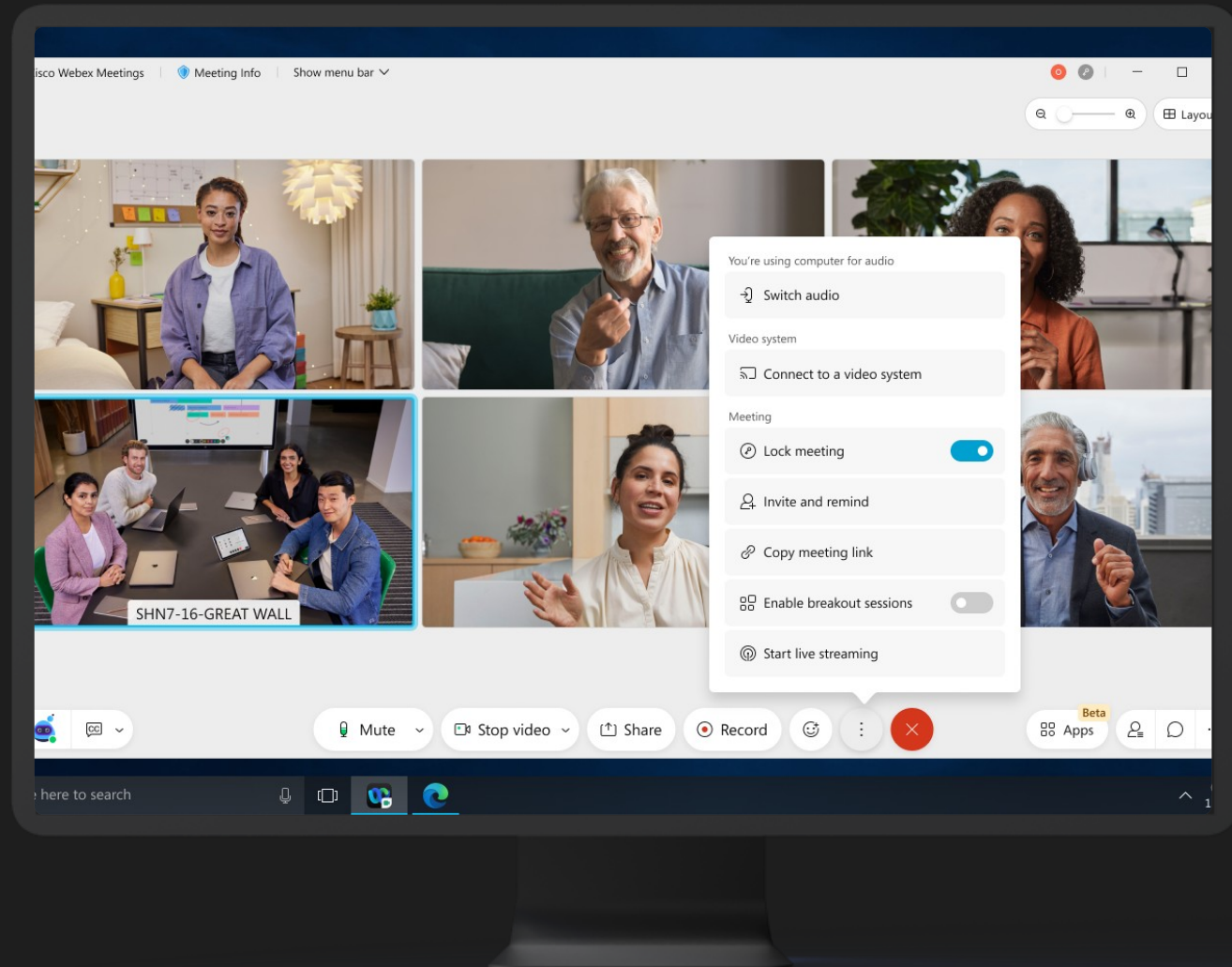
- Turn on automated closed captions to make your meetings more accessible.
- As people speak, what they say appears above the meeting or webinar controls.



Breakout sessions

Small groups can do big things

- Easily create breakout sessions to streamline teamwork
- Hosts/Cohosts have control over who can join breakout sessions
- Use breakout sessions for workshops, classrooms, or for when you need a moment to talk privately with a few participants outside of the main session.

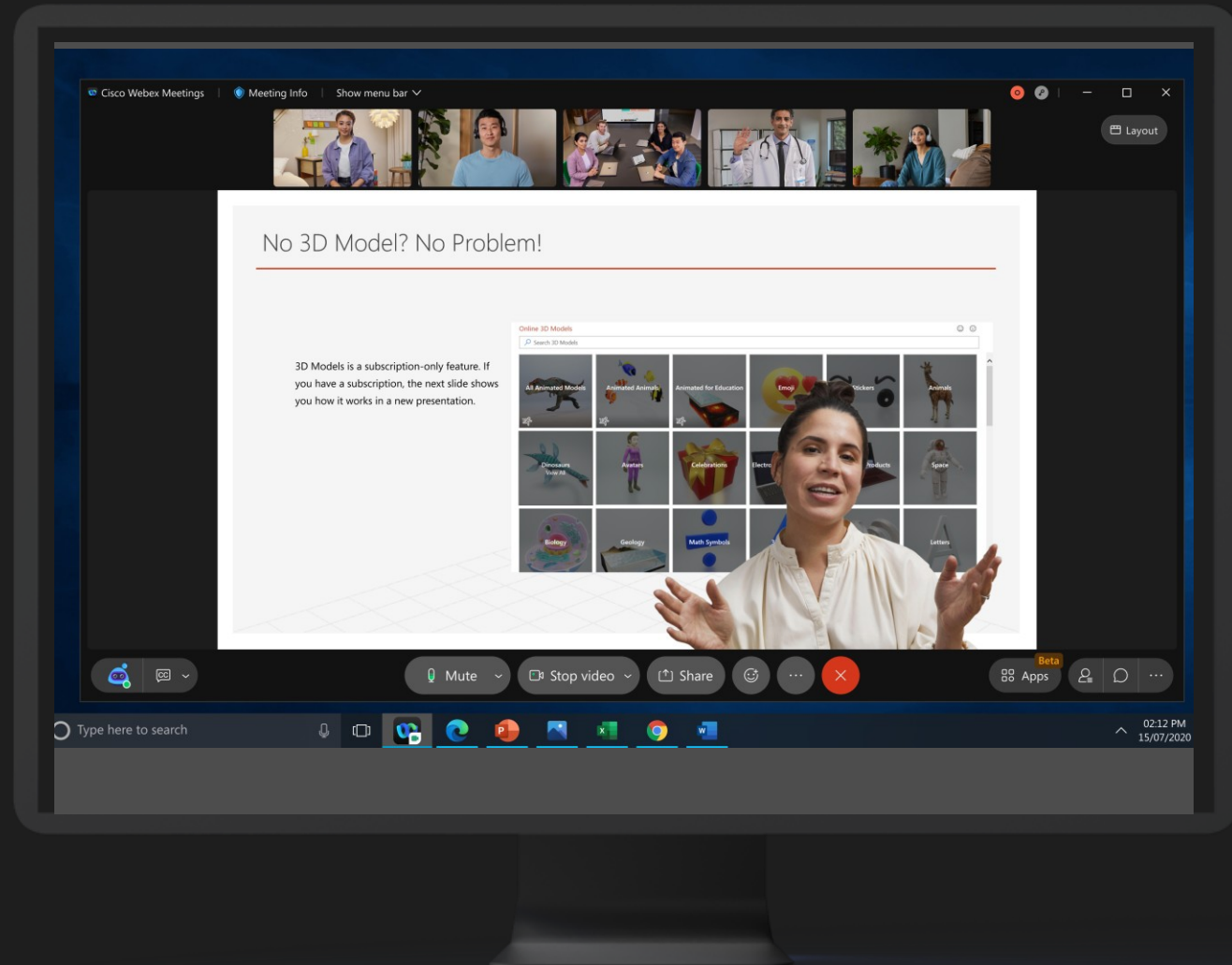


Immersive share

Blend your video and content together to get your audience fully immersed

Immersive share allows you to:

- Share your presentation, video, or application as a dynamic background
- Resize your video and place it wherever you want



Webex Calling + Microsoft Teams

Better Together

Call history and voicemail

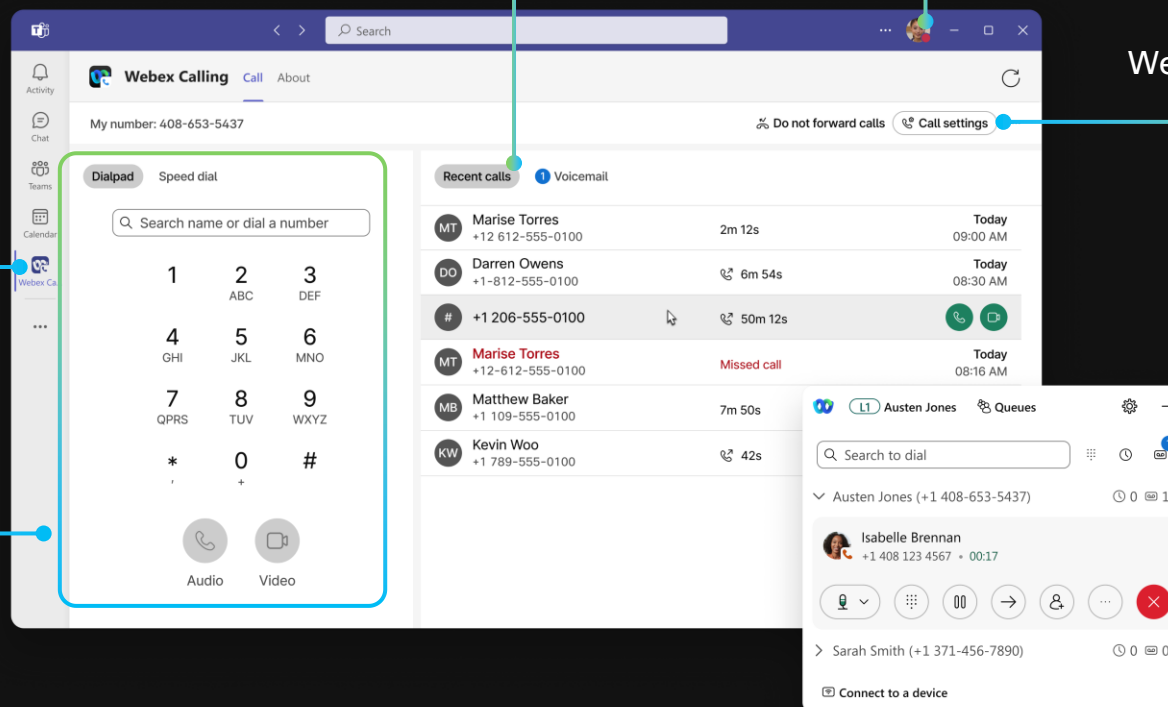
Bidirectional presence sync

Webex Calling settings



One click Webex Calling access from Teams sidebar

Dialpad + speed dial
Dial by extension, number, directory search, or saved speed dial contacts



Multi call window
Enables Teams users to select from multiple lines, join / unjoin queues

Integrations

Improve your efficiency and get things done faster



Share and view files from OneDrive Google, Microsoft, or Box within the Webex App



Use Webex within other apps and with third party devices



Schedule, start and join meetings from Slack, Google Cloud, Microsoft, and Salesforce



JIRA



Twitter



Miro



Smartsheet



Collaboration devices for any workspace

For any worker, any workstyle, anywhere



Room Panorama



Desk Series



Board Series



Room Bars &
Room Kits



Voice and
Video Phones



Desk Camera &
Headset Series

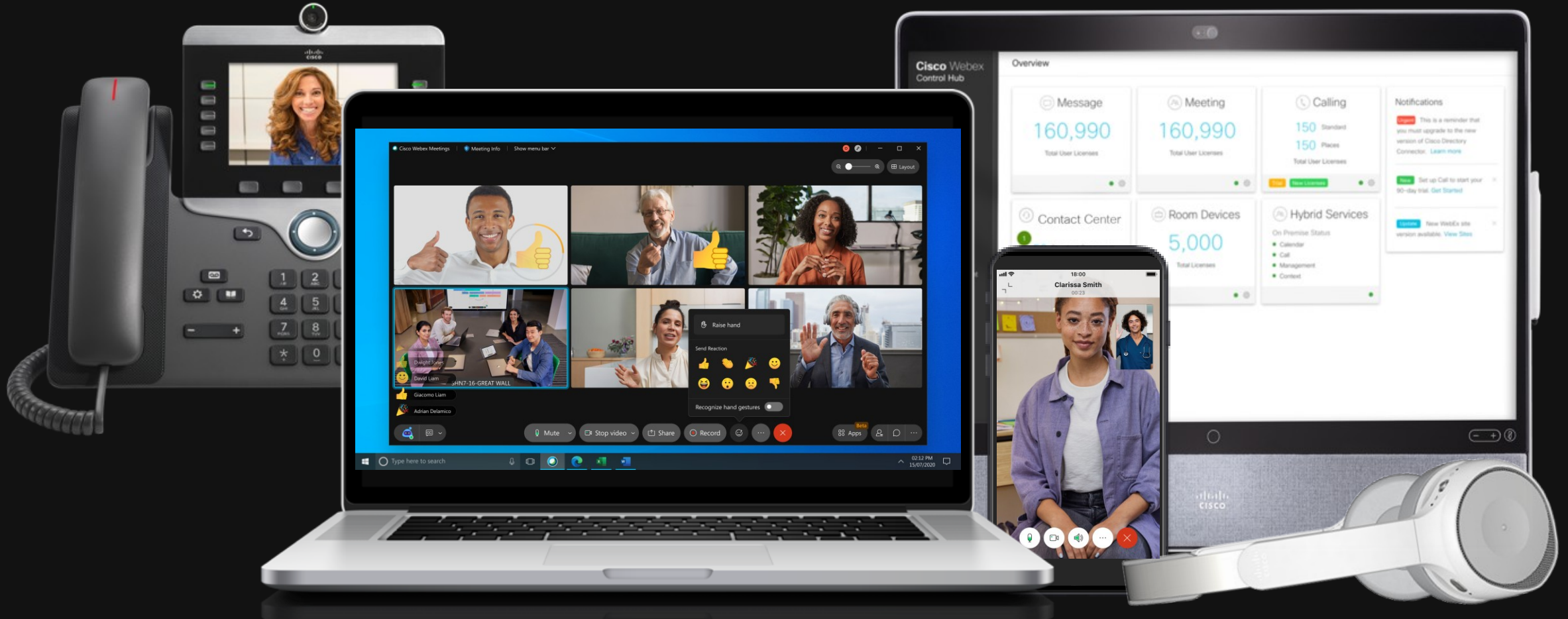


Wireless &
DECT Phones

Hybrid Workers

Frontline Workers

Seamless experiences across all your devices



Webex Suite



Meetings



Messaging



Calling



Webinars



Events



Whiteboarding



Polling



Video Messaging

webex
by CISCO

<SP Product Name>
delivers business outcomes

<SP Product Name> helps you



Improve employee
productivity and
engagement



Accelerate
responsiveness



Retain your
employees and
customers



Compete more
effectively



Engaged employees deliver...

+17%

Higher productivity

87%

Less likely to leave

-81%

Lower absenteeism

Engaged organizations deliver...

+10%

Customer loyalty

+18%

Sales productivity

+21%

Profitability

Gallup survey

96 countries

54 industries

Great customer experience delivers...

Pricing Premiums

58%

Will pay more for better customer service.¹

Repeat Business

88%

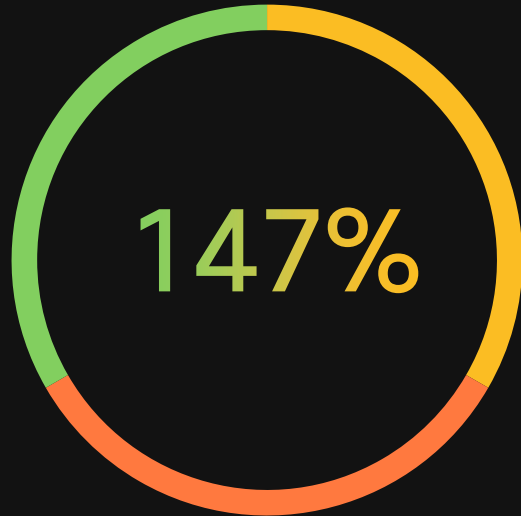
Will purchase again.²

Referrals

75%

Will recommended a company.³

The bottom line...



Engaged organizations
experience greater
Earnings Per Share

“If you take care of your people, your people will take care of your customers, and your business will take care of itself.”

– J.W. Marriott

Next steps

Add your call to action

Add your call to action

Add your call to action

Add your call to action

Add your call to action



webex
by CISCO

Webex legal and regulatory compliance

Information security + privacy¹

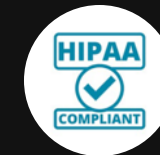
- ISO 27xxx (ISO 27001 / 27017 / 27018 / 27701)
- SOC 2 Type II
- Germany BSI C5:2020
- EU Cloud Code of Conduct
- FedRAMP¹
- HIPAA third-party attestation
- Cisco's Quality Management System
- ISO 9001
- CSA STAR L2
- DoD IL5 (Webex for Defense HCS-D)
- Spain ENS
- Australia IRAP
- Japan ISMAP
- Thailand ETDA
- Swiss DTL

Regulatory²

- HIPAA
- GDPR
- FERPA
- COPPA
- PIPEDA
- PHIPA
- CCPA
- PCI

Cross-border transfers

- Binding Corporate Rules
- APEC Cross-Border Privacy Rules
- EU Standard Contractual Clauses



1. Not all Webex products have obtained all certifications listed. For example, only Webex for Government is FedRAMP authorized.
2. Webex continually assesses relevant regulations to ensure applicability and compliance, as needed.