

webexone

# WebexOne Product Launch Announcements

Partner Launch Overview

December 10, 2020

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# Preface & Contents

This resource document is designed to provide you, our valued partner, information on recent product announcements at **WebexOne**.

Our goal is to ensure you are aware of the latest launch messaging and provide easy access to all resources created to update your teams, customers, and prospects.

- [Launch Overview](#)
- [Selling & Positioning](#)
- [Additional Resources](#)

# WebexOne Product Announcement Summary

- On December 8<sup>th</sup> Cisco will introduce the all new Webex, designed to deliver **inclusive collaboration experiences that are 10x better than in-person interactions**. These innovative capabilities enable our partners to empower remote work, create safe hybrid workplaces, and delight customers through a platform with integrated security, intelligence, management and insights built-in, not bolted on.

# Create 10x better experiences than in person interactions



Seamless collaboration  
with anyone, from anywhere,  
working in-sync with the apps  
you love



Smart hybrid  
work experiences  
with integrated collaboration  
devices



Intelligent customer  
experiences  
with digital-first engagement



Security, privacy, management & insights  
built-in, not bolted-on

# What is Cisco launching? (1 of 7)

## Seamless Collaboration – Webex App

All new Webex: one easy-to-use and secure app to call, message, meet with integrated presence and built-in intelligence enables equal experiences for everyone.

- **Gestures**: AI body language recognition allows everyone to participate in their own way
- **Real-time translations**: removes barriers across 10 languages
- **Immersive share**: share your presentation, video or application as a dynamic background with your video overlaid, for a more engaging experience
- **Advanced video layouts**: stage, stacked, side-by-side, or... slider controls to customize
- **Roundtable & quick sync meeting**: templates to apply meeting formats that give everyone a chance to speak
- **Expanded event experiences**: each large audiences with interactive events that scale up to 25K attendees and livestream to 100K

**All new Webex**  
Target GA: Dec 2020

**Immersive sharing**  
Target GA: March 2021

**Expanded event experiences**  
Target GA: April 2021

**Gestures**  
Target GA: Dec 2020

**Real-time translations**  
Target GA: Dec 2020

**Video layouts**  
Target GA: Dec 2020

# What is Cisco launching? (2 of 7)

## Seamless Collaboration – Calling

Calling Reinvented: Webex is making calling easier and more accessible than ever.

- **Webex calling IVR and video on hold:** rich Webex app calling experiences with video menus to simplify call routing to the resource users need and video on hold to engage users in new ways.
- **Webex Calling features added to the Webex app:** Advanced UC features including set group-based calling capability
  - Call recording\*
  - Boss-Admin/Exec-Assistant calling (desktop)
- **Cisco Calling Plans:** available through Cisco channel partners
- **Calling Plans available online:** **fully-featured** Calling Plan solution targeted at small businesses (1-5 users U.S. only)

**Webex Calling IVR and video on hold**

Target GA: Q1 CY21

**Webex Calling features in Webex app**

Target GA: Dec 2020

**Cisco Integrated Calling plans**

U.S. Target GA: Dec 2020

**Calling Plans available online:**

U.S. Target GA: Q1 CY21

# What is Cisco launching? (1 of 7)

## Smart Hybrid Work Experiences – Devices

[New desktop device portfolio:](#) Webex is transforming the desktop with a flexible suite of new devices, priced for expanded hybrid and work from home scenarios.

- **Webex Desk Camera:** up to 4K ultra-HD video with premium performance under any lighting and simple cloud management
- **Webex Desk Hub:** personalized collaboration experience at any desk with easy meeting join, view messages and to-dos
- **Webex Desk:** integrated all-in-one smart display for collaboration and co-creation that doubles as your primary monitor
- **Webex Wireless Phone (860 & 840 devices):** rugged smartphone for frontline, on-call workstyles with secure video, voice and text conversations, and extensive app integrations

### Webex Desk Camera

Target GA: Jan 2021

### Webex Desk Hub

Target FCS: Summer 2021

### Webex Desk

Target FCS: Summer 2021

### Webex Wireless Phone

**860** Target GA: Dec 2020

**840** Target GA: Dec 2020



# What is Cisco launching? (1 of 7)

## Smart Hybrid Work Experiences – Experience

**New features:** creating better collaboration device experiences.

- **Immersive presenter:** just like immersive sharing from the all new Webex, now designed for the Webex Desk Pro built with NVIDIA technology
- **Broadcast studio from your device:** use high-definition video and high-fidelity audio directly from your Webex device – no software needed
- **5x5 grid-view on Webex devices:** single-screen, cloud registered devices increase in-meeting views to up to 25 participants all on screen together
- **Virtual backgrounds:** just like virtual backgrounds within the all new Webex, virtual backgrounds have been enabled directly from Webex video devices

### Immersive presenter

Target GA: Available on Desk Pro today

### Broadcast studio

Target GA: Dec 2020

### 5x5 grid view

Target GA: Dec 2020

### Virtual backgrounds

Target GA: Dec 2020

# What is Cisco launching? (1 of 7)

## Intelligent Customer Experiences

**Webex Contact Center**: Fully customizable, digital first customer experiences.

- **Customizable agent desktop**: see customer interaction history across all channels in a single interface and add custom widgets for personalized agent experiences
- **Text (SMS) and social channels**: new channels for customers to communicate with Webex Contact Center
- **Drag-and-Drop flow control builder**: low code, no code flow builder allows business users to customize contact flows without IT
- **Webex Experience Management Integration**: post-call survey capabilities and agent desktop gadget integrations allow agents to see historical customer feedback
- **Voice and chat virtual agents**: allows customers to self serve and find answers faster with chat bots and conversation IVR
- **Microservices platform architecture**: new architecture to allow for rapid deployment, maximum flexibility and increased scale
- **Open APIs**: open platform to allow customers to build their own solution. (Starting with AI, adding data, media, UI)

**Customizable agent desktop**

Target GA: Dec 2020- US only

**Text (SMS) and social channels:**

Target GA: Dec 2020- US only

**Flow control builder**

Target GA: Dec 2020

**Experience Management Integration**

Target GA: Dec 2020

**Voice and chat virtual agents**

Target GA: Dec 2020

**Microservices platform architecture**

Target GA: Dec 2020

# What is Cisco launching? (1 of 7)

## Security, privacy, management, & insights

Security & Privacy: powerful tools for securing meetings, safeguarding users and protecting content

- **Deep end-to-end encryption and secure identity**: Webex standard standards-based secure end-to-end encryption and secure identity for cloud connected Webex devices, meeting recordings, and transcriptions
- **Comprehensive data loss prevention (DLP) across the Webex platform**: expanded Data Loss Prevention capabilities to meetings. When prohibited content is spoken, shared or shown – the offending user will receive an email notice and their IT admin will be able to see such transgressions via a dashboard
- **Ethical Walls**: allows IT admins to restrict teams from collaborating. Restricted groups can't invite each other to spaces or initiate conversations; however, they can still communicate with users in the rest of their company
- **People Insights powered by the Webex Graph**: Learn how people are connected to one another, what do they have in common, the strength of their relationship, and how they are spending time together. This helps your team, your managers, and your organizations improve productivity and support more inclusive collaboration

**Deep E2E encryption & secure identity**  
Target GA: Early Q1 CY 2021

**Comprehensive data loss protection**  
Target GA: Early Q1 CY 2021

**Ethical Walls**  
Target GA: Early Q1 CY 2021

**Webex Graph**  
Target GA: Q1 CY2021

# What is Cisco launching? (1 of 7)

## Security, privacy, management, & insights

**Management & Insights:** One single pane of glass for admins for management, troubleshooting, analytics and reports.

- **The new Webex App Hub:** an application ecosystem that includes prebuilt integrations that are easy for users and IT to add Webex into existing application or embed applications into Webex to simplify workflows. Deep integrations will be announced with Box, SFDC, Drop Box, Workplace from Facebook, Service Now and Miro
- **Webex Control Hub:** adopt administration best-practices for provisioning new users, encouraging end-user adoption and increasing platform performance.
  - Organizational health-check tool
  - Proactive Notifications with Thresholding
  - Revamped Meetings Analytics
  - New Reports, Custom Reports
  - Troubleshooting World Map
  - Social Login
- **Edge audio for meetings customer number support:** Allows users to their own PSTN numbers across 199 countries serviced by Webex as default option. (India not included)

### Webex App Hub

Target GA: Early CY 2021

### Webex Control Hub features

Target GA: Dec 2020

### Edge audio for meeting customer #

Target GA: Dec 2020

# Selling and Positioning

# The Webex platform: Building inclusive collaboration experiences that are 10x better than in-person interactions

True collaboration is an inclusive experience. In today's work environment, it has never been more important to connect and collaborate across the barriers that keep us apart. Webex enables secure inclusive experiences so that we can contribute and create fully no matter how, when, or where we work together. In real-time or any time, Webex enhances continuity of work, ideas, flow, or rhythm to accelerate outcomes, and just get stuff done.

Only inclusive collaboration can achieve greater productivity and more engaged relationships. Through a combination of hardware and software, we can create our best work with tools that connect people, teams, ideas, and workflows with a single click, gesture, or simply our voice. Webex gives everyone an advantage at work with better-than-being-there interactions -- together.

## Seamless collaboration



Seamless collaboration with anyone, from anywhere, working in-sync with the apps you love

## Smart hybrid work experiences



Smart hybrid work experiences with integrated collaboration devices

## Intelligent customer experiences



Intelligent customer experiences with digital-first engagement

## Security, privacy, management & insight



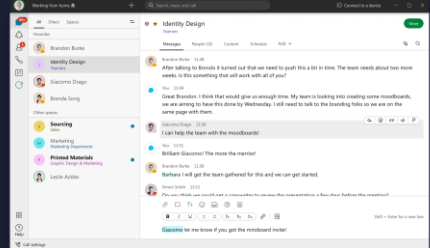
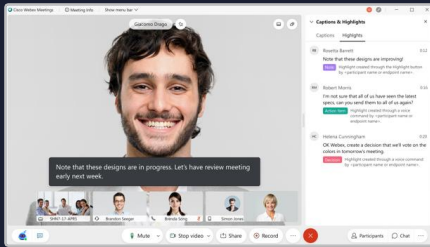
Security, privacy, management & insights built-in, not bolted-on



# Seamless Collaboration

# Welcome to the New Webex

Target  
GA  
Dec  
2020



Overview	Customer Perspective
<p><b>Value Prop</b></p> <ul style="list-style-type: none"> <li>Webex is the intelligent, engaging, and inclusive app that creates exceptional experiences and makes working together distinctly better.</li> </ul> <p><b>What's New?</b></p> <ul style="list-style-type: none"> <li>We're introducing a single app for all your collaboration needs for calling, messaging, meetings and more.</li> <li>Key new features include:                             <ul style="list-style-type: none"> <li>Gestures &amp; reactions</li> <li>Message pinning, mark unread</li> <li>Receive a call while in a meeting; place meeting on hold; answer and resume meeting</li> <li>Save and share meeting artifacts to Webex spaceEvents participants to 10K+</li> <li>Integrations: ServiceNow, Miro, SFDC, Box, Dropbox</li> <li>Realtime language translations (10 languages)</li> </ul> </li> <li>We're renaming Webex Teams to Webex</li> </ul>	<p><b>Customer Challenge/Desired Business Outcome:</b></p> <ul style="list-style-type: none"> <li>Poor collaboration and responsiveness</li> <li>Organizational silos slow progress and teamwork</li> <li>Fragmented communications and disparate applications create inefficiencies</li> </ul> <p><b>Customer Benefits from Cisco Solution:</b></p> <ul style="list-style-type: none"> <li>Improved efficiencies and productivity</li> <li>Improved collaboration and engagement</li> <li>Improved responsiveness, faster decision making and time to market</li> </ul>
<p style="text-align: center;"><b>Partner Benefits</b></p>	
<p><b>Key Use Cases</b></p> <ul style="list-style-type: none"> <li>Key industries include healthcare, education, banking, high tech, manufacturing and government</li> </ul>	<ul style="list-style-type: none"> <li>Grow your revenues and successfully compete in the market with a single collaboration app that exceeds customer expectations</li> <li>Leverage the power of the Cisco full stack portfolio to elevate your conversations with your customers and create more upsell/cross sell opportunities</li> </ul>



# Webex app availability info and resources

## Regional Availability

Americas

LATAM

EMEAR

AJPC

Click [here](#) for countries

## Details

Pricing can be found [here](#)Order [here](#)

## Language Support click [here](#)

Catalan (Spain)

Italian

Chinese (China)

Japanese

Chinese (Taiwan)

Korean

Danish

Norwegian

Dutch

Polish

English - US

Portuguese (Brazilian)

English - UK

**Russian**

French - Fr

Spanish - Latam

French - Can

Spanish - Sp

German

Swedish

**Indonesian**

Turkish

## Notes:

**Cisco Webex Assistant for meetings realtime language translations (10 languages):**

English, Spanish, French, German, Mandarin, Portuguese, Arabic, Russian, Dutch, Japanese

Different Cisco Webex capabilities, subscriptions and devices are available depending on where you're located.

Country availability: [https://help.webex.com/en-us/n6fwepj/Where-is-Cisco-Webex-Available#id\\_98276](https://help.webex.com/en-us/n6fwepj/Where-is-Cisco-Webex-Available#id_98276)

Languages (Webex, Rooms and Devices): <https://help.webex.com/en-us/934ty8/Languages-Cisco-Webex-Supports>



# Calling Reinvented

## Webex is making calling easier and more accessible than ever

### End user

Rely on Webex to call and connect with customers and business from anywhere and any device.

### IT Admin

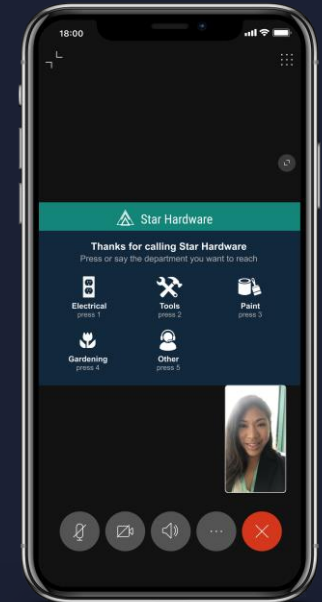
Enable your business with the right calling tools to connect wherever they are located.

### Value Prop

Access business calls and communications wherever you are. With the Webex app, you'll combine calling, meetings, messaging and more in a single app for a fully connected collaboration experience. Start with free calling and step into our more powerful business calling solutions.

### What's new?

- Calling, messaging and meetings right at your fingertips
- Work from anywhere: Make and receive business calls wherever you are, on any device
- Move 1:1 telephone calls to a Webex video meeting (March)
- Advanced UC features including set group-based calling capability
- Enterprise-grade calling plans from Cisco
- Buy Webex Calling online at [webex.com](https://www.webex.com)



# Enterprise-grade calling plans from Cisco



Cisco calling solutions are now easier to sell for our (D)VAR partners.

SPs still have opportunity to differentiate by offering different PSTN options. Cisco is not competing directly.

Overview	Customer Perspective
<p><b>Value Prop</b></p> <ul style="list-style-type: none"> <li>New Cisco Webex integrated Calling Plan service is now available from Cisco channel partners – includes calling plans, messaging, meetings, devices and PSTN services on one bill.</li> </ul> <p><b>What's New?</b></p> <ul style="list-style-type: none"> <li>New Webex offer with calling plans managed by Cisco</li> <li>Available in US at GA; international roll-out planned (see geo-availability for details)</li> <li>Calling plans fully compliant with local requirements</li> <li>Supports Cisco channel partners that do not offer integrated PSTN options</li> <li>Management and analytics integrated into Control Hub</li> <li>Provides customers with a range of PSTN options and providers to best meet their organizations business needs</li> <li>Offer that can directly compete with native SaaS providers like RingCentral, Zoom, and Microsoft</li> </ul> <p><b>Key Use Cases</b></p> <ul style="list-style-type: none"> <li>Cloud unified communication, collaboration and cloud calling prospects</li> <li>Cisco channel partners without regulated PSTN capabilities</li> </ul>	<p><b>Customer Challenge/Desired Business Outcome:</b></p> <ul style="list-style-type: none"> <li>Customers expect to be able to purchase complete cloud collaboration solutions with integrated calling plans on one bill</li> <li>Some Cisco channel partners struggle with providing PSTN services</li> <li>Competitive commercial offer</li> </ul> <p><b>Customer Benefits from Cisco Solution:</b></p> <ul style="list-style-type: none"> <li>Easier to buy full collaboration; including, calling, messaging, meetings, with integrated calling plans on one bill</li> <li>Faster and easier deployment with no integration or maintenance required</li> </ul>
	<p><b>Partner Benefits</b></p> <ul style="list-style-type: none"> <li>Single offer, flexibility to offer a single bill</li> <li>Accelerates Cisco channel partner time-to-market – no need to develop PSTN offers and billing systems</li> <li>Competitive pricing</li> <li>Automated purchase process</li> <li>Simplified trials</li> </ul>

# Cisco Enterprise-grade calling plans availability info

## Regional Availability

Mid 12/2020	U.S.
Q1CY21	Canada
Q2CY21	Select countries in the EU
2H21	APJC and LATAM (tentative)

## Language Support

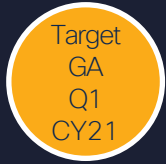
### Same as Webex Calling availability:

English	French	German
Italian	Japanese	Portuguese
Spanish		

## Details

Pricing	Partner led
How to Order	CCW

# SMB Calling on Webex.com



This offer is geared for light calling customers (1-5 users) who are primarily focused on messaging and meetings.

Target audience are customers that would otherwise go to RingCentral or Zoom; expanding our customer base

Overview	Customer Perspective
<p><b>Value Prop</b></p> <ul style="list-style-type: none"> <li>Webex.com now offers the industry's best collaboration solution with the addition of integrated calling plan services targeted at small businesses.</li> </ul> <p><b>What's New?</b></p> <ul style="list-style-type: none"> <li>New integrated calling plan services sold on Webex.com.</li> <li>Customers can configure directly on Control Hub Lite via a set-up wizard after purchase</li> <li>Prompted to download the Webex app to begin making phone calls</li> <li>No devices sold as part of the initial offer, so calling is done 100% through the app</li> <li>Outbound Calling Plan and Telephone Numbers provided and billed by Cisco</li> </ul> <p><b>Key Use Cases</b></p> <ul style="list-style-type: none"> <li>Small businesses that are looking for a unified collaboration and calling solution</li> </ul>	<p><b>Customer Challenge/Desired Business Outcome:</b></p> <ul style="list-style-type: none"> <li>New Webex.com offer is designed for small businesses who prefer digital online buying experiences.</li> <li>Competitively priced</li> </ul> <p><b>Customer Benefits from Cisco Solution:</b></p> <ul style="list-style-type: none"> <li>Complete collaboration solution available online</li> <li>Calling is now available from Webex.com including integrated calling plan services.</li> </ul>
	<p><b>Regional Availability</b></p> <p>Q1CY21      US only (English)</p> <p><b>Details</b></p> <p>Pricing              Will be added to Webex.com plans and pricing page</p> <p>How to Order      See Webex.com</p>

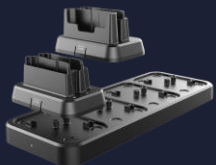
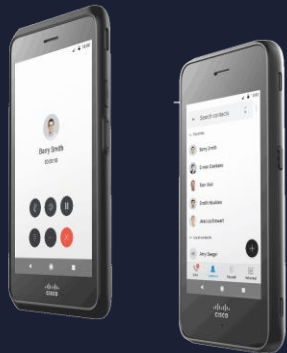


# Smart Hybrid Work Experiences

# Webex Wireless Phone 860 & 840

Target  
GA  
Dec  
2020

Target  
GA  
Jan  
2021



Overview	Customer Perspective
<p><b>Value Prop</b></p> <p>The tough smartphone built for on-call workstyles. It's your call – drop it, sanitize it, and integrate it with the world's most secure calling apps</p> <p><b>What's New?</b></p> <ul style="list-style-type: none"> <li>• NEW smartphone device</li> <li>• Ruggedized so it can handle tough environments from drops to chemical cleaning</li> <li>• Superior audio and video quality with security built in</li> <li>• Cisco UCM and Cisco Meraki mobile management options with flexible app integrations</li> </ul> <p><b>Key Use Cases</b></p> <ul style="list-style-type: none"> <li>• Customers looking to replace their current devices (Cisco IP Phone 8821 or competitor products) with a smartphone solution to enhance communication and collaboration</li> <li>• Healthcare customers looking for a phone that can handle intense cleaning, integrates with third-party apps like EHR, patient monitoring, etc. all with built in Cisco security</li> <li>• Retail customers looking for devices that can scan product barcodes, easily allow them to communicate with teams via calling, chat or video</li> <li>• Manufacturing customers that need mobile devices with long battery life and quick options to call for help</li> </ul>	<p><b>Customer Challenge/Desired Business Outcome:</b></p> <ul style="list-style-type: none"> <li>• Employees have phones that offer calling capabilities only – they can't integrate with important apps and they can't collaborate with others quickly or easily</li> <li>• Employee may rely on personal device for quick communication</li> </ul> <p><b>Customer Benefits from Cisco Solution:</b></p> <ul style="list-style-type: none"> <li>• Built to last from battery life and hot swap options to gorilla glass and IP68 or IP65 rating options – you can even use chemicals to clean it</li> <li>• The Cisco call quality you know and love, plus, Webex is preinstalled so communication between teams is fast and easy</li> <li>• One secure platform for calling and collaboration with Cisco UCM and Cisco Meraki mobile management options</li> </ul>
<p><b>Partner Benefits</b></p>	
<ul style="list-style-type: none"> <li>• Upsell to Cisco UCM or Cisco Meraki for vendor consolidation and one of the most secure platforms</li> <li>• Built to last in tough environments – chemical resistant for cleaning, with a waterproof and dustproof option</li> <li>• Third-party app integrations for what businesses need</li> <li>• Proven interoperability with Cisco WiFi infrastructure to reduce setup and support costs</li> </ul>	

# Webex Wireless Phone Availability and Details

## 860 & 840 devices

### Regional Availability

12/15	US & Canada
1/25/2021	EU
2/1/2021	Australia & New Zealand

### Details

Pricing	\$2995 (860), \$1695 (840)
How to Order	Cisco Commerce Workspace or through your local Cisco Partner Reseller

### Language Support

Danish	Dutch	English (UK)
English (US)	Finnish	French (Canada)
French (France)	German	Hungarian
Italian	Norwegian	Portuguese (Brazilian)
Spanish (Spain)	Spanish (Columbia)	Portuguese (Portugal)
Slovenian	Russian	Swedish

### Notes:

- 860 orderable in December 2020, shipping early 2021
- 840 orderable and shipping in February 2021
- Base prices for non-scanner devices
- Accessories sold separately



# Webex Desk Camera



Overview	Customer Perspective
<p><b>Value Prop</b></p> <p><i>Remote workers</i> make the perfect impression with stunning 4K video.</p> <p><i>IT Admins</i> provide quality experiences at scale with powerful management and analytics from Webex Control Hub.</p> <p><b>What's New?</b></p> <ul style="list-style-type: none"> <li>• NEW – Webex Desk Camera</li> <li>• 4K UHD, 81° FoV Webcam with 15x zoom</li> <li>• Excellent low-light performance with IDR</li> <li>• 2 x omni-directional mics</li> <li>• USB-C and USB-A cable connections</li> <li>• Physical video privacy shutter built-in</li> <li>• Robust aluminum construction</li> <li>• Infra-red camera for secure login to Windows Hello and providing occupancy detection data</li> <li>• Secure authenticated software images and simple web upgrades</li> <li>• Device management, troubleshooting and rich analytics in Webex Control Hub</li> </ul> <p><b>Key Use Cases</b></p> <ul style="list-style-type: none"> <li>• Work from Home – affordable video calling and meetings solution, together with Webex</li> <li>• Cost effective video for every desktop enabling any employee to collaborate with remote participants</li> </ul>	<p><b>Customer Challenge/Desired Business Outcome:</b></p> <ul style="list-style-type: none"> <li>• Remote workers with no, or poorly positioned, low-quality built-in webcams.</li> <li>• Sub-optimal calling and meetings experience for end user and remote participants</li> <li>• No visibility or control of spend on consumer-grade USB webcams</li> </ul> <p><b>Customer Benefits from Cisco Solution:</b></p> <ul style="list-style-type: none"> <li>• Affordable 4k UHD video calling, optimized for the desktop</li> <li>• Make an impression every time with a professional appearance, augmented by built-in intelligence features</li> <li>• Enhanced security and centralized webcam management, troubleshooting and analytics via Webex Control Hub reduces cost of ownership</li> </ul>
	<p><b>Partner Benefits</b></p> <ul style="list-style-type: none"> <li>• Incremental revenue opportunity – attach to every Webex subscription</li> <li>• Enable remote workers and satisfy IT needs with a simple to deploy, manage and use video solution</li> <li>• Compete and win against competing solutions</li> <li>• Foot in the door attach a Webex device to 3<sup>rd</sup> party calling &amp; meetings solutions.</li> </ul>

# Webex Desk Camera Availability and Details

## Regional Availability

1/21	US & Canada
1/21	Europe (UK)
1/21	Australia & New Zealand
1/21	Japan
04/21	Mexico & Brazil
04/21	Korea

## Details

Pricing	\$ 449 GPL
How to Order	Cisco Commerce Workspace or through your local Cisco Partner Reseller

## Language Support

English	Italian	Chinese (China)
English (UK)	Portuguese (Brazilian)	Chinese (Taiwan)
Dutch	Portuguese (Portugal)	Japanese
French (France)	Spanish (LATAM)	Korean
French (Canada)	Spanish (Spain)	Russian
German	Swedish	



# Webex Desk Hub

Target  
FCS  
Summer  
2021



## Overview

### Value Prop

Experience better collaboration at home and in the office with an integrated, contextual and personalized collaboration hub that makes your day run smoother

### What's New?

- A new desktop hub for personalizing your collaboration experience
- Connects your PC/Mac, webcam and existing display
- Pairs with the Webex app and charges your mobile device to personalize your Webex desk experience
- 6in touch-screen display and control panel and Webex assistant voice commands
- Optional Webex Desk Camera and Headset 730 dock for stunning crystal clear video and amazing audio with adaptive noise cancellation
- Fully managed via Webex Control Hub including built-in environmental sensors for adoption monitoring and workplace optimization

### Key Use Cases

- Declutter your desk and access common Webex tasks from this convenient companion device
- View and join meetings with one button to push
- Place VoIP calls and access your call history
- Track recent activity and view your most important messages
- Use sensor data and analytics in Webex Control Hub to monitor adoption and utilization and optimize workplace real-estate

## Customer Perspective

### Customer Challenge/Desired Business Outcome:

- People are busier than ever, balancing family and work from home priorities
- Many are provided with only basic built-in laptop camera/mic for remote working with colleagues/stakeholders
- They are experiencing poor quality video and audio experiences
- Desk and screen real estate are a premium – making switching between apps and tasks painfully frustrating
- IT has limited visibility and control of consumer solutions

### Customer Benefits from Cisco Solution:

- Touchless, just-in-time interface helps navigate the most common tasks, removing unnecessary friction from their day
- HD video and crystal-clear audio improves the remote worker user experience
- IT management and control with analytics from built-in sensors help IT support and optimize office workplaces

## Partner Benefits

- Incremental revenue opportunity to attach devices to Webex subscriptions
- Provide customers with a secure, IT managed solution for the home and office
- Keep competing products from net, Zoom and Microsoft and their partners off the desktop

# Webex Desk Hub Availability and Details

## Regional Availability

Availability Summer 2021

## Language Support

Arabic*	Italian	Bulgarian
Catalan (Spain)	Japanese	Romanian
Chinese (China)	Korean	Croatian
Chinese (Taiwan)	Norwegian	Slovak
Czech	Polish	Slovenian
Danish	Portuguese (Brazilian)	Serbian
Dutch	Portuguese (Portugal)	Russian
English	Spanish	Finnish
French	Swedish	Hungarian
German	Thai	Hebrew
Greek	Turkish	



# Webex Desk

Target  
FCS  
Summer  
2021



## Overview

### Value Prop

The Webex Desk is an all-in-one collaboration device that delivers the best experience for the home office.

### What's New?

- New Webex Desk Series device designed for the home office and small shared spaces.
- Replacement device for the DX80
- 23" touch screen with optional stylus for whiteboarding/annotation
- USB-C connection extends your display so you can use the device as your monitor
- Equipped with intelligent features like Webex Assistant, facial recognition and noise suppression
- Ability to use the camera, microphones and monitor when running meetings services from your laptop
- Easily manage devices and provide a secure remote work experience

### Key Use Cases

- Ideal for home office use
- Distraction-free meeting with advanced features like noise suppression, facial recognition, Webex Assistant
- Share content and co-create with ease
- All-in-one device that replaces your monitor, speakers, microphones and cameras.

## Customer Perspective

### Customer Challenge/Desired Business Outcome:

- 77% of people use a laptop camera for video meetings and 98% are frustrated by their at-home meeting experience. The Webex Desk provides a superior meeting experience and powers more productive collaboration and work at home.

### Customer Benefits from Cisco Solution:

- The Cisco Webex Desk is the ideal solution for the home office. The all-in-one device includes a USB-C connection to easily share content while in a meeting or use the device as a monitor while working. The advanced features create a frictionless collaboration experience.

## Partner Benefits

- Opportunity to sell dedicated video devices for remote workers as businesses transition to a hybrid work environment
- Enables new conversations around providing the best experiences for a distributed workforce
- The device is meeting software agnostic so there's opportunity to sell to customers who use Webex or other services
- Key verticals include healthcare and education

# Webex Desk Availability and Details

## Regional Availability

Availability Summer 2021

## Language Support

Arabic*	Italian	Bulgarian
Catalan (Spain)	Japanese	Romanian
Chinese (China)	Korean	Croatian
Chinese (Taiwan)	Norwegian	Slovak
Czech	Polish	Slovenian
Danish	Portuguese (Brazilian)	Serbian
Dutch	Portuguese (Portugal)	Russian
English	Spanish	Finnish
French	Swedish	Hungarian
German	Thai	Hebrew
Greek	Turkish	



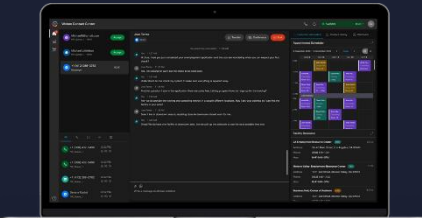
The all-in-one workstation for collaboration and co-creation that doubles as your primary monitor, 1080p



# Intelligent Customer Experiences

# Welcome to the New Webex Contact Centre

Target  
GA  
Dec  
2020



Intuitive Agent Desktop Experience

Overview	Customer Perspective
<p><b>Value Prop</b></p> <ul style="list-style-type: none"> <li>Enterprise grade, fully customizable cloud contact center platform with AI to manage and optimize the end-to-end customer experience</li> </ul> <p><b>What's New?</b></p> <ol style="list-style-type: none"> <li><b>A next generation, fully customizable platform</b> built on a microservices architecture. New drag-and-drop flow builder allows business users to customize contact flows without IT. Open APIs for AI, data, and media provide ultimate flexibility.</li> <li>Built for <b>digital-first customer experiences</b> (SMS and social channels)</li> <li><b>Intuitive agent experiences</b> with a new extensible, <b>customizable agent desktop</b> with widgetized approach to 3<sup>rd</sup> party application support</li> <li><b>Super Agent Intelligence</b> – voice and chat Virtual Agents now available for Webex Contact Center. Agent Answers and Agent Call Transcription capabilities planned for GA H1 CY 2021.</li> <li><b>End-to-end customer experience management</b> with Webex Experience Management post-call surveys and agent desktop gadgets for visibility</li> </ol>	<p><b>Customer Challenge/Desired Business Outcome:</b></p> <ul style="list-style-type: none"> <li>Customers want a cloud contact center from a vendor trusted for quality, support</li> </ul> <p><b>Customer Benefits from Cisco Solution:</b></p> <ul style="list-style-type: none"> <li>Horizontal scale for any size contact center</li> <li>Flexible and customizable</li> <li>Intelligent</li> <li>Complete customer experience solution</li> <li>Full collaboration portfolio from a single vendor with the trust and security Cisco is known for</li> </ul>
<p style="text-align: center;"><b>Partner Benefits</b></p>	
<ul style="list-style-type: none"> <li>Enterprise-grade, out-of-the-box ready, yet flexible and customizable cloud contact center solution creates product and service opportunity</li> <li>Adding Webex Contact Center to a collaboration product sale creates stickiness and additional revenue stream</li> </ul>	



# Webex Contact Center availability info and resources

## Regional Availability

Dec 2020	US
H2 CY 2021	Canada
H2 CY 2021	EU, UK
H2 CY 2021	ANZ
H2 CY 2021	Singapore, Brazil

## Details

Pricing	<a href="#">See Collab Flex Plan – Contact Center Ordering Guide</a>
How to Order	<a href="#">See Collab Flex Plan – Contact Center Ordering Guide</a>

## Language Support

Bulgarian	Finnish	Portuguese
Catalan (Spain)	French	Romanian
Chinese (China)	German	Russian
Chinese (Taiwan)	Hungarian	Serbian
Croatian	Italian	Slovak
Czech	Japanese	Slovenian
Danish	Korean	Spanish
Dutch	Norwegian	Swedish
English	Polish	Turkish

**Note:** Current version of Webex Contact Center remains available in all previous locations (EMEAR / APJC / Canada / LATAM). The availability above is specific to the new, go-forward platform.

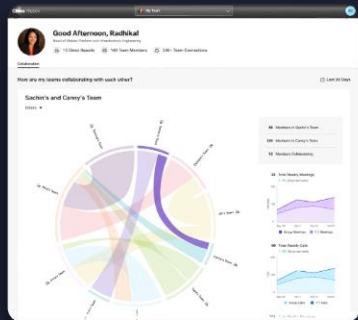
See this [FAQ doc](#) for additional info and ongoing updates on regional availability and rollout.



Security, privacy,  
management & insights

# Modern E2E Encryption Compliance & DLP

Target  
GA  
Q1 CY  
2021



Overview	Customer Perspective
<p><b>Value Prop</b></p> <p>Webex provides powerful tools for securing meetings, safeguarding users and protecting content</p> <p><b>What's New?</b></p> <ul style="list-style-type: none"> <li>• Modern standards based E2E encryption and identity</li> <li>• DLP capabilities to prevent data leakage from Webex Meetings</li> <li>• Cross-organizational support that enables IT admins who control who within the organization can attend what meetings.</li> <li>• Social logins and simple MFA</li> </ul> <p><b>Key Use Cases</b></p> <ul style="list-style-type: none"> <li>• Confidential meetings which would normally be held face to face</li> <li>• User generated data storage compliance for HR and legal use cases</li> <li>• User experience for streamlining the Webex logging on and secure authentication process – especially in the SMB space or for enterprise customers who don't have an MFA or SSO solution.</li> </ul>	<p><b>Customer Challenge/Desired Business Outcome:</b></p> <ul style="list-style-type: none"> <li>• Deliver more secure meeting experience for confidential meetings.</li> <li>• Prevent accidental and malicious data loss and leakage from Webex Meetings.</li> <li>• Deliver more streamlined end-user experience secure log on to Webex.</li> </ul> <p><b>Customer Benefits from Cisco Solution:</b></p> <ul style="list-style-type: none"> <li>• More confidence for confidential meetings.</li> <li>• Less likelihood of malicious or accidental data leakage during meetings</li> <li>• More streamlined logon experience for end-users</li> </ul>
<p><b>Partner Benefits</b></p>	
<p>In line with streamlining admin and partner experience, Webex is also providing partners full customer management capabilities without also granting access to the partner's organization. This allows for a separation between internal organizational management and external customer management.</p>	

# Webex Control Hub



## Overview

### Value Prop

- New capabilities in troubleshooting and management to deliver optimal user experiences and performance.

### What's New?

1. **Proactive Notification** with ability to add thresholds: Custom quality threshold on latency, jitter and packet loss.
2. **World Map View** in Troubleshooting: Quickly see where user experience issues are happening across the globe – Determine if there are any big issues/outages in specific locations
3. **Revamped Meetings Analytics Quality Page:** Real-time data every 10 minutes instead of every 24 hours. Easily noticing Users with poor meeting quality and linking to Troubleshooting to see issues.
4. **New Reports:** High CPU Usage, Attendee Quality Detailed Report, Microsoft Teams and Slack Integrations Usage, Future Scheduled Meetings Report
5. **Headset Analytics**

### Key Use Cases

- Enabling admins to quickly identify and diagnose user experience issues
- Providing admins with real-time quality data to measure adoption and engagement and flag user experience issues

## Customer Perspective

### Customer Challenge/Desired Business Outcome:

- Separate dashboards/platforms for admins to manage their collaboration tools.
- Not having access to both real-time and enough insights to make an impact

### Customer Benefits from Cisco Solution:

- One single pane of glass for admins for management, troubleshooting, analytics and reports.
- New capabilities in troubleshooting will enable admins to quickly flag any user experience issues and solve them before they have a big impact.
- The new meetings quality page provide real-time data on audio and video quality, CPU usage, JMT and much more

## Partner Benefits

- Use Control Hub as a competitive differentiator to seed Webex to customers
- Add value to or retain existing Webex customers by showing the advanced capabilities of Webex Control Hub
- Admins will be more proactive using the available insights

# The new Webex App Hub

Native integrations simplified for users and IT

Open API/SDK across calling, devices, meetings, messaging, intelligence and analytics

Deep integrations:



In Webex app and at Webex App Hub



# Additional Resources

# WebexOne Launch Announcement Content

Type	Title and Link
Press Release	<a href="#">New Webex App</a>
Press Release	<a href="#">Devices</a>
Press Release	<a href="#">App Hub</a>
Blog	<a href="#">Welcome to the All New Webex</a>
Blog	<a href="#">What's new in Webex: December 2020</a>
Blog	<a href="#">Webex App Hub: The Premier Collaboration App Ecosystem to Help You Get Stuff Done</a>
Blog	<a href="#">Enabling Smart Hybrid Work Experiences – For Everyone, Anywhere</a>
FAQ	<a href="#">The All New Webex FAQ</a>
Web Page	<a href="#">Product News and Innovation</a>
Web Page	<a href="#">Webex.com Product Announcement Page</a>
Web Page	<a href="#">Webex app</a>

# WebexOne Product Launch Content

Seamless  
collaboration



Smart hybrid  
work experiences



Intelligent customer  
experiences



Security, privacy,  
management & insight



FAQ [The All New Webex FAQ](#)

BDM PPT [The All New Webex BDM Presentation](#)

FAQ [Cisco Calling Plans Services FAQ](#)

BDM PPT [Webex Calling - Take Your Business to the Cloud with Confidence BDM Presentation](#)

Video [Calling in Webex: It's much more than a phone system](#)

Video [Webex Camera](#)

Video [Webex Desk](#)

Video [Webex Desk Hub](#)

FAQ [Webex Wireless Phone FAQ](#)

Datasheet [Webex Wireless Phone Datasheet](#)

Brochure [Webex Experience Management brochure](#)

Video [Express yourself with gestures and reactions in Webex](#)

Video [Webex Contact Center - Intelligent. Flexible. Delightful](#)

Video [Webex Contact Center AI - The intelligence contact centre](#)

Video [Cisco Webex Control Hub - A Single Admin Experience](#)

Video [How the Webex Control Hub is driving the future and enabling success](#)



# Copy Blocks: The all new Webex

## >25 Words

The all new Webex brings everyone together to do exceptional work: One easy-to-use and secure app to call, message, meet and get work done.

## > 50 Words

The all new Webex brings everyone together to do exceptional work: One easy-to-use and secure app to call, message, meet and get work done. In real-time or anytime, Webex is the engaging, intelligent and inclusive app that creates exceptional experiences and makes working together distinctly better.

## >100 Words

The all new Webex brings everyone together to do exceptional work: One easy-to-use and secure app to call, message, meet and get work done. It brings together your teams, your customers, your work in real-time and anytime. It elevates important stuff and drowns out the noise. It makes you smarter; it's personalized to you. It moves fluidly with you and gives you options to choose how you work – on the business app and device of your choice. Webex is the intelligent, engaging, and inclusive app that creates exceptional experiences and makes working together distinctly better.

# Enablement Resources

Partner Launch  
Page

Collaboration Partner  
Communities

One-stop-shop for partners to get access to partner- and customer-facing launch resources.

Collaboration  
Sales Hub

SalesConnect

Use this hub to quickly and easily find sales collateral, presentations, compete resources, and demo tools.

Marketing  
Velocity  
Central

Marketing Velocity Central

Access dynamic content, data insights, services, resources, and more.

Latest News  
and Events

Global Collaboration  
Portal

Stay up to speed with Collaboration news and events through this portal.

*For Cisco & partner use only*

# webexone

