BT WHOLESALE

Selling Wholesale Hosted Communications (WHC) with Cisco Webex

Everything you need to know to get started with our future-proof voice and collaboration solution.

Cisco Webex

Contents

A new way of working is here

Collaboration and communication in the workplace are changing. Using WHC with Cisco Webex, your business can take on these challenges and thrive.

Although the upcoming PSTN/ISDN switch-off means digital transformation is inevitable, recent events have accelerated that change. Record numbers of people are working from home. Video calls are now an everyday experience. And instant messaging is often preferred over email. Businesses need to embrace new, innovative ways of collaborating if they want to succeed.

Whatever happens next, this way of working will continue. But the tools that many of your customers are using today won't be able to keep up with the demands of the future. You can solve that problem using WHC with Cisco Webex.

In this guide, we'll tell you everything you need to know about WHC with Cisco Webex, from what makes it great to how to place your first order for it.
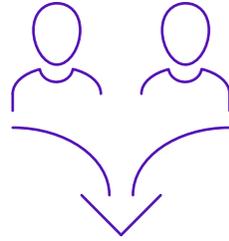
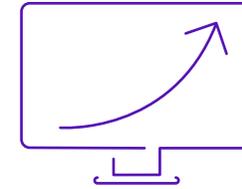# Why WHC with Cisco Webex is a key enabler of collaboration
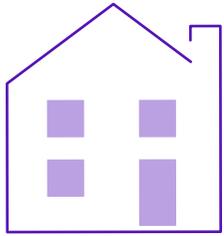
91% of executives prefer to work remotely.

85% of business executives want better ways to integrate different collaboration solutions.
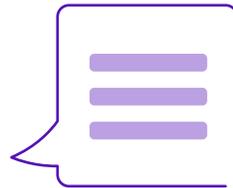
60% of IT decision makers say network improvements are needed due to increased use of video.
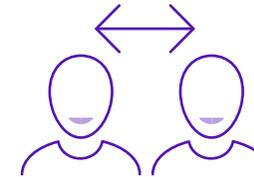
90% of executives have video meetings more than once a week.

68% of executives use instant messaging more than email.

66% of millennials say collaboration tools have improved workplace well-being.

Read more facts and figures to support why collaboration is the future of working in our Beyond the Office whitepaper.

Enabling the future of voice and collaboration

## Transform the way your customers do business, with a single, scalable solution.

WHC with Cisco Webex makes teamwork easier. Whether working from the office or from home, users get an easy but productive way to work together and communicate. And as businesses grow, WHC with Cisco Webex can more than keep up with the modern workplace.

WHC with Cisco Webex works seamlessly with third-party solutions, like Microsoft Teams.

WHC with Cisco Webex is available for both Hosted SIP Trunking and Hosted Centrex licences. Either way, your customers can enjoy the following key features, among many others:
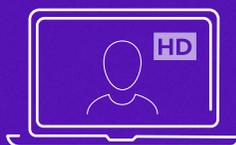
High-definition video conferencing: Host meetings with up to 1,000 people at a time.
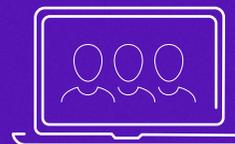
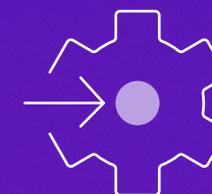**Personal meeting rooms:** Have up to 25 people in a single room.

Secure instant messaging: Enterprise-grade encryption comes as standard.

A consistent experience from anywhere: Connect with mobile phones, desktop computers or tablets.

Easy file sharing: Access collaborative spaces and easily share content.

Seamless third-party integrations: Enhance workflows with support for Microsoft Teams, Google Drive, Salesforce and more.

Watch it in action

Check out the Cisco Webex overview video to see some of its key features in use. You can also find more demo videos and other helpful resources in our Digital Learning Platform.

Make calls in Microsoft Teams and Slack

Cisco Webex supports a number of bots and add-ins for integrations with popular apps. This allows WHC customers to easily make calls within Microsoft Teams and Slack with the Webex add-in.

To see more integrations, check out the Cisco Webex App Hub.

How to show you're a Cisco Webex provider

There are a few brand guidelines you need to follow when selling Cisco Webex. These concern product naming, logo use and places where you can use the Cisco Webex brand. To find out more, take a look at our co-branding guidelines document.
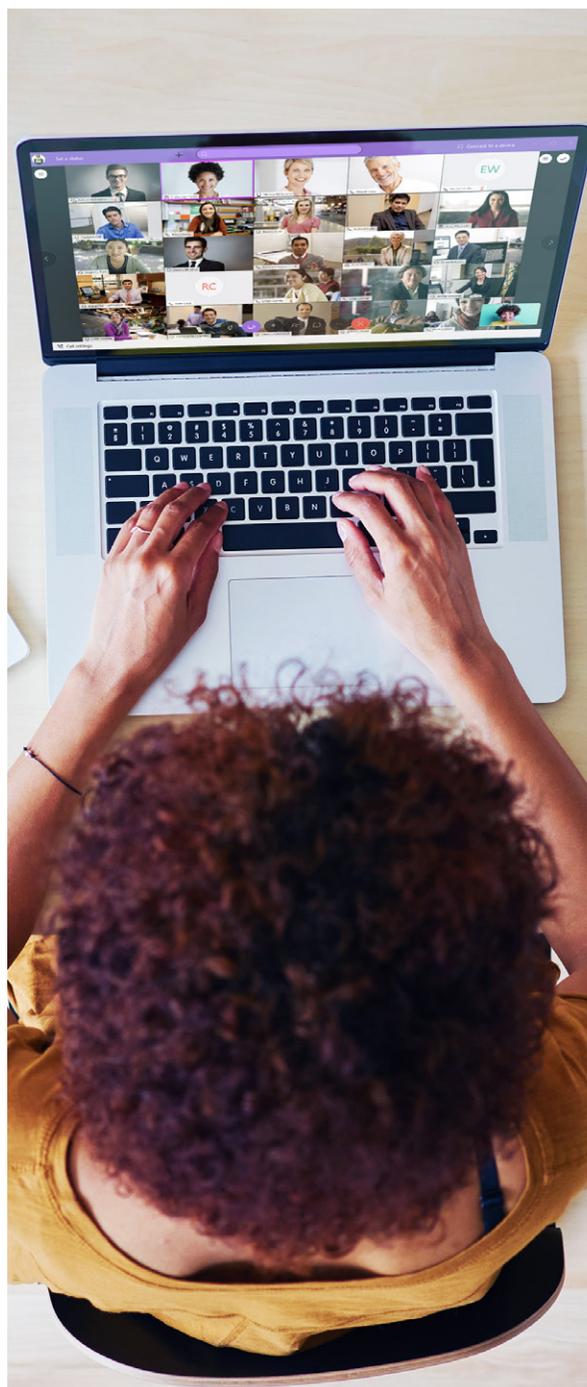
A better choice for your business

WHC with Cisco Webex offers your customers a great set of tools for voice and collaboration. It'll help you grow your business and future-proof your portfolio, enabling you to:

- attract new customers and add value to the services you deliver to your existing customers

- attract different customers and break into new sectors, thanks to a range of packages to support all use cases

- scale up and down when needed

- free yourself of high set-up costs and risk

- become the single provider of voice and collaboration solutions.

Our packages

Easily work with a wider range of businesses, thanks to our tailored collaboration packages.

We understand that every customer is unique. That's why we've created a range of different packages to meet all their needs, whatever they may be. And because WHC with Cisco Webex is all about flexibility, you can upgrade or downgrade your customers' packages as necessary.

WHC with Cisco Webex is built to be flexible, with a range of packages to suit different customers.

What's in the packages?

Softphone

- IP voice calls over the robust BroadWorks platform.
- Softphone app for PCs and mobile devices.

Basic

Everything included in Softphone package plus:

- instant messaging
- screen sharing
- file sharing
- whiteboarding.

Standard

Everything included in Basic package plus:

- high-definition video conferencing for up to 25 people
- multi-party chat
- desktop or application sharing
- external guests in meetings
- personal meeting rooms.

Premium

Everything included in Standard package plus:

- meeting recording
- remote desktop control
- presenter controls
- recording transcription services
- meetings for up to 1,000 people, with enhanced features.

What's included with your WHC licence?

As standard, all WHC licences* come with free access to the Softphone package. But any tier of WHC can be enhanced with any of the other Cisco Webex packages. It's all about giving your customers what they want and flexing the portfolio to better meet their needs and yours.

|	Voice	Collaboration		
Licence	Softphone	Basic	Standard	Premium
WHC Foundation Licence Ideal for users who require common multi-site PSTN services.	**Free add-on***	Add-on	Add-on	Add-on
WHC Functional Licence Ideal for users who require basic communications for functional use.	**Free add-on***	Add-on	Add-on	Add-on
WHC Fixed Licence Ideal for fixed office users who work from a single location and want to control features.	**Free add-on***	Add-on	Add-on	Add-on
WHC Mobile Licence Ideal for mobile users who travel, have smartphone access and want to make and receive calls on one number.	**Free add-on***	**Free add-on***	Add-on	Add-on

*The Softphone package is available as a free add-on across Hosted SIP Trunking Fixed, Functional and Mobile licences. It also applies to Hosted Centrex Foundation, Functional, Fixed and Mobile licences. And the Basic collaboration package comes as a free add-on for the Hosted Centrex Mobile licence as well.

Just add Webex

Thanks to its robust security and rich feature-set, Cisco Webex is one of the most popular collaboration tools in the world. Here are a few ways it stands out.

Named as a 'Leader' in the Gartner Magic Quadrant for Meeting Solutions 13 times in a row, Cisco Webex has been repeatedly recognised for its value to businesses. It's also the collaboration tool of choice for 95% of Fortune 500 companies and has around 200 million monthly users. And for good reason.

As well as being packed with features like high-definition video, Cisco Webex is backed by end-to-end encryption and several security accreditations, including ISO 27001. Unlike some of its competitors, Cisco Webex's security is built in, not bolted on. Combined with BT's robust network, it's the ideal solution for business.
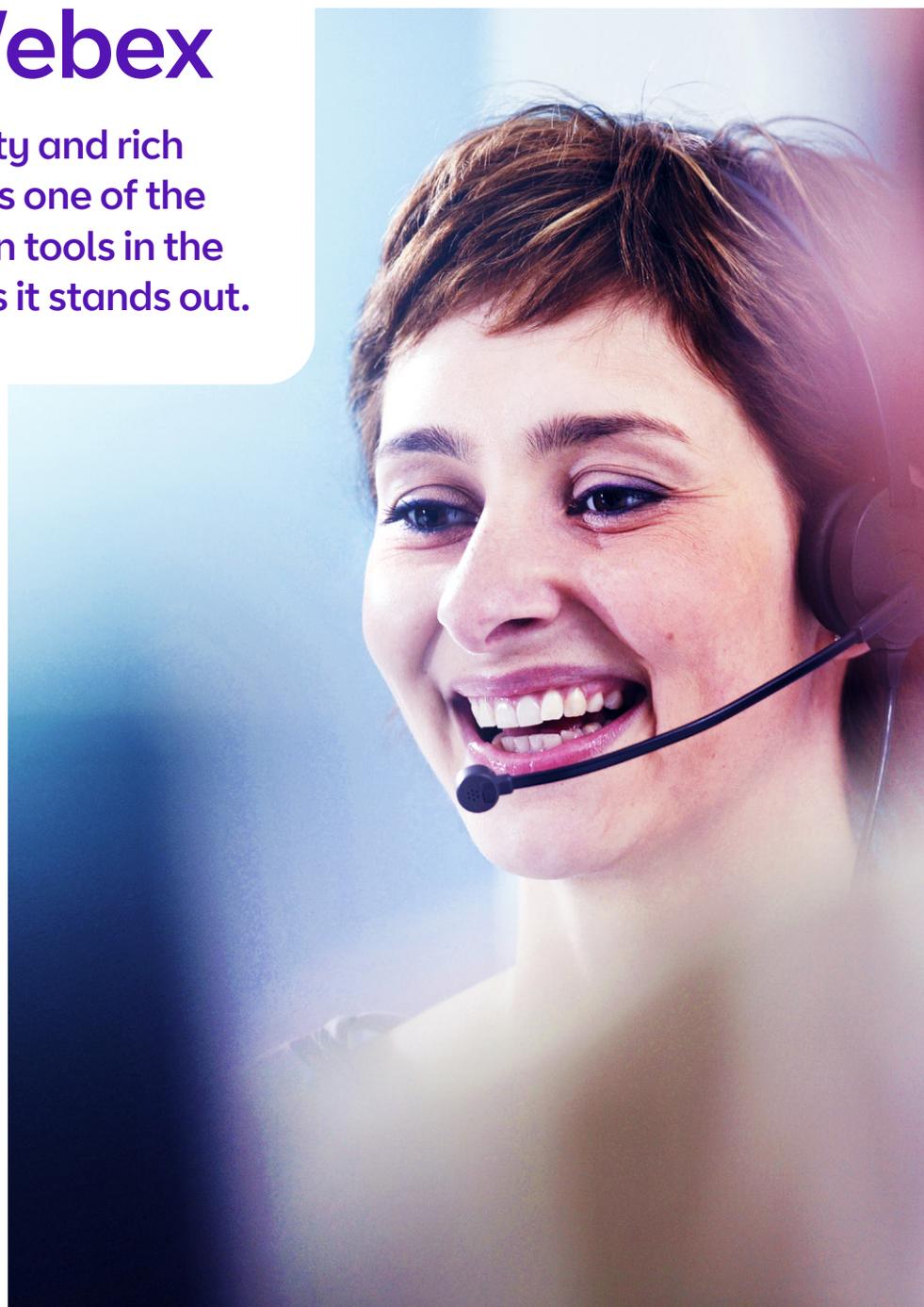
Do more with Cisco Webex integrations

Cisco Webex is built to play well with third-party solutions. There are more than 2,000 integrations available, so you can optimise your workflows with the tools you know best.

As well as integration with Microsoft Teams, Cisco Webex works alongside solutions from companies like Salesforce, Google, Atlassian and Apple. Users can bring content and information from these apps into Cisco Webex spaces, and they can even make Cisco Webex calls from third-party tools.

Cisco Webex uses end-to-end encryption, so your conversations are secure.

Why choose WHC with Cisco Webex?

By combining WHC with Cisco Webex, we've created a solution that will help you to solve more problems for your customers and attract new prospects. Here's why they make such a good match.

Highly cost-effective

The combination of WHC with Cisco Webex provides voice and collaboration at a lower price than competing solutions. It also provides the most cost-effective way to get a dial tone in Microsoft Teams.

Based on BroadWorks expertise

The BroadWorks voice platform is backed by years of PBX and hosted PBX expertise. Many competing providers have only limited PBX knowledge in comparison.

Offers customer flexibility

As well as being able to tailor services to meet your customers' needs, there are no limitations on upgrades or downgrades. So you can scale up and down as needed, with no risk.

Consolidates suppliers

By offering WHC with Cisco Webex, you become the go-to supplier for voice and collaboration solutions. That makes life easier for your customers and will encourage them to do more business with you in the future.
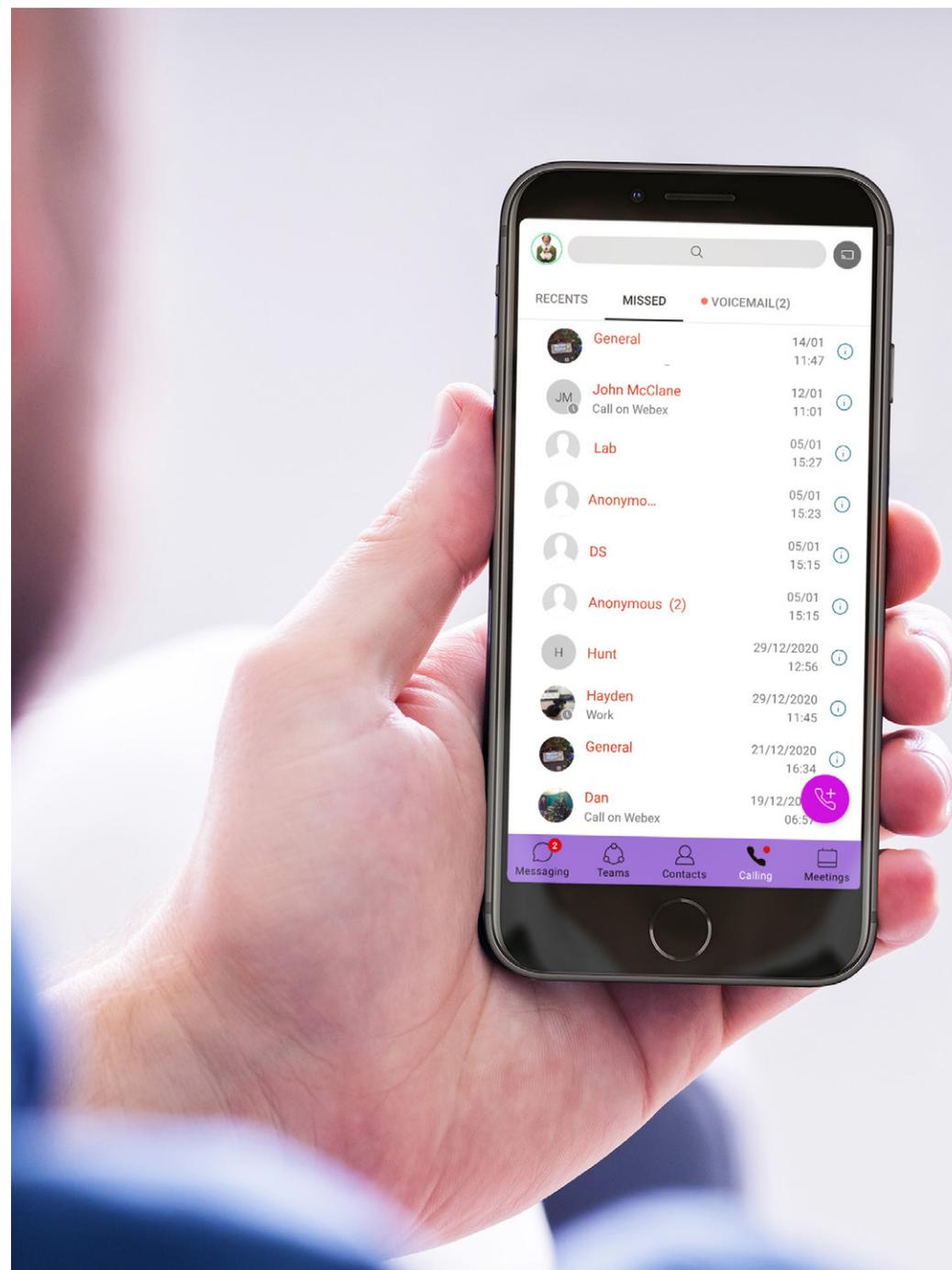
How to order WHC with Cisco Webex

Creating new orders for Hosted SIP Trunking and Hosted Centrex licences is easy. Everything is available in our streamlined Business Zone portal.

Adding Cisco Webex to new WHC orders

Whether you have new customers on Hosted SIP Trunking or Hosted Centrex, the process of ordering is almost identical. And it shouldn't take more than a couple of minutes to add a new site and users.
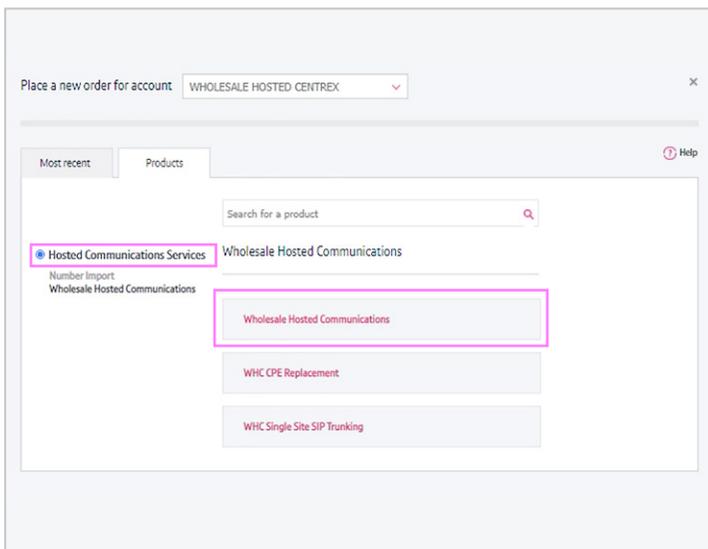
It takes just a few clicks to add new users in the Business Zone portal.

1. When you have all your customer's requirements, head to Business Zone and click the **Place new order** button.
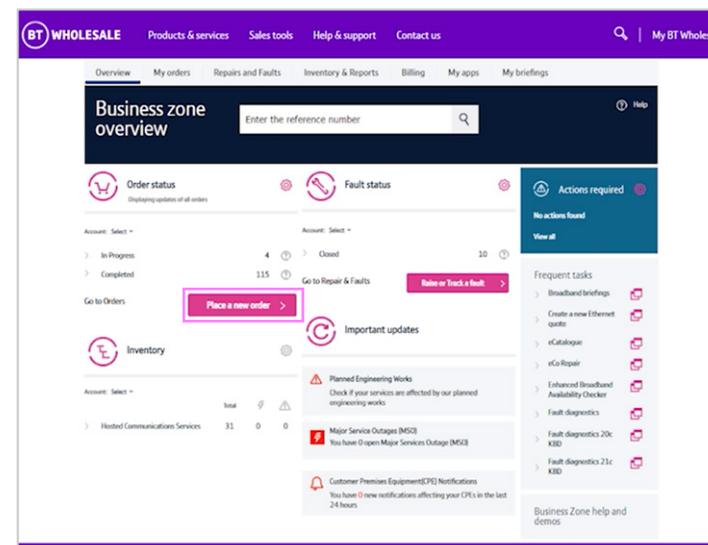
2. Select your account from the drop-down menu at the top, then click the **Products** tab.
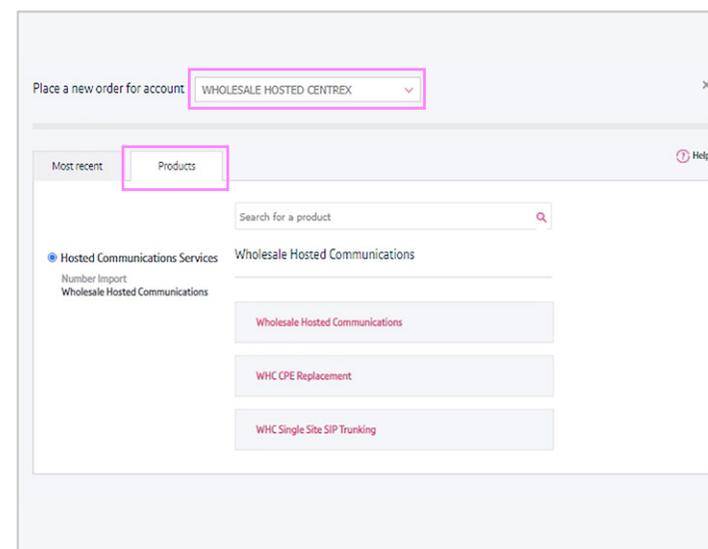
3. Select **Hosted Communication Services**, followed by **Wholesale Hosted Communications**.
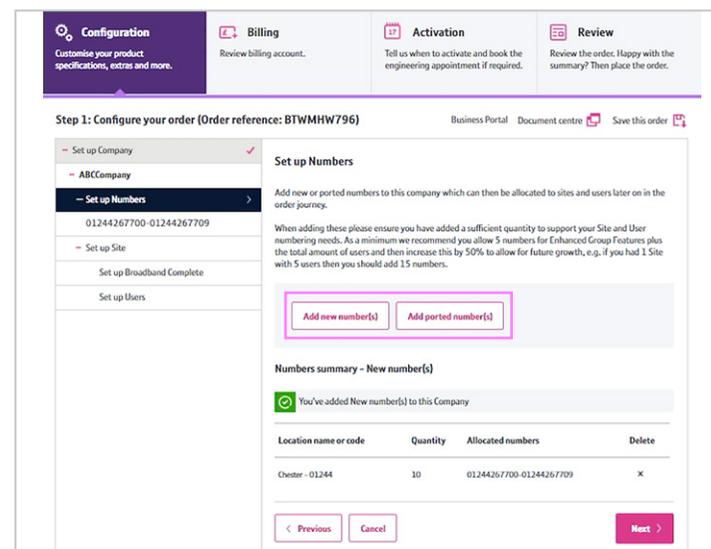

4. Click the **Proceed to order** button.

5. Fill out the four sections of the **Set up company** form.
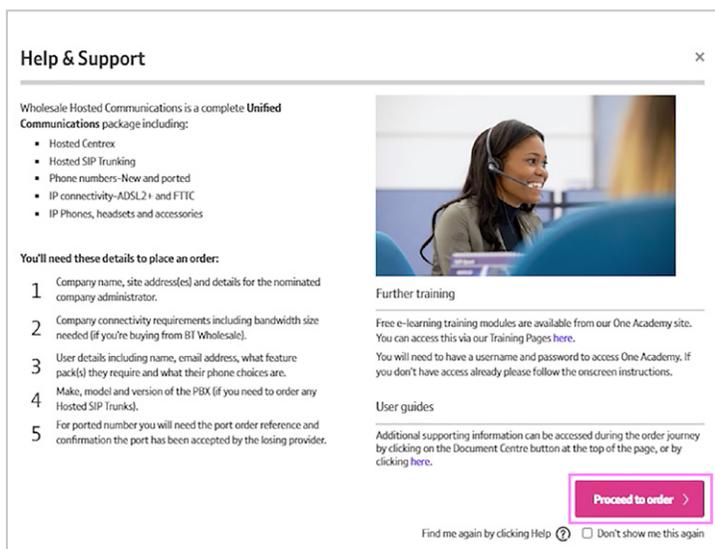
6. Next, choose either **Add new number(s)** or **Add ported number(s)**.

7. Click either **Add SIPT site** or **Add Centrex site**.

8. You can now add users and assign them Cisco Webex licences. Click the **Add** button in the **Users** column.

9. In the **User licence** section, find where it says **Collaboration with Cisco Webex**. Here, you'll see all the available Cisco Webex packages. Click the **Add this** button next to the package you want to add.

10. Click **Next**. If it's a Hosted SIP Trunking order, you can also select the trunk. And with Hosted Centrex orders, you'll get the chance to add **IP phones**, **headsets** and **accessories**.

11. Click **Next** to progress to billing, and then click it again to get to the activation screen.

12. Change the activation time and date, if necessary.

13. Click **Next**, and you'll get a chance to review the order. Click **Place this order** to complete the process.

14. Once you've put in an order, your customer will automatically get sent an email to keep them up to date.

Adding Cisco Webex to existing WHC licences

To give your existing customers access to Cisco Webex, just log into Business Zone and add it to their user accounts. In the **User licence** section, look under the **Collaboration with Cisco Webex** heading. Then click the **Add this** button next to the Cisco Webex package you want to assign.

A couple of things to note. If customers are coming over from Office UC, the option to upgrade them to Cisco Webex will become available from June 2021. And although Cisco Webex Softphone comes free with all WHC licences, you still need to add it in Business Zone for it to take effect.

See how it's done

Head to our Digital Learning Platform to watch video demos of the WHC with Cisco Webex ordering process for both Hosted SIP Trunking and Hosted Centrex. You'll also find videos covering provisioning, installation and more.

WHC with Cisco Webex FAQs

Get the answers to some of the most commonly asked questions about WHC with Cisco Webex.

How do calls between Cisco Webex users work?

Internal and external calls between Cisco Webex users are made and received via the Broadworks platform using WHC. This gives users access to WHC's enhanced cloud features, like voice recording, call analytics and voicemail.

Why is Cisco Webex better than Microsoft Teams?

WHC with Cisco Webex is more cost-effective than Microsoft Teams, especially as Teams requires an Office 365 licence. Cisco Webex also has end-to-end encryption, which Teams doesn't.

Will Cisco Webex be too complicated for customers with basic needs?

Not at all. Cisco Webex has an intuitive interface that anyone can use, whether they're part of a huge enterprise or a small business.

Why should customers move to Cisco Webex if they already have a collaboration tool?

Although solutions like Zoom and Google Hangouts might be okay short term, they're not a good long-term choice. There are security concerns with some of them, while others use networks that aren't suitable for business. And nothing comes close to offering a complete unified service like WHC with Cisco Webex does.

Which customers is WHC with Cisco Webex suitable for?

Because WHC with Cisco Webex is flexible, it's great for all your customers, no matter what size they are.

How do upgrades and downgrades work?

There are no limitations on upgrades or downgrades. You just need to modify existing licences in Business Zone. The end user will have to log out and back in to see the changes.

How do users make PSTN calls in Microsoft Teams?

Users need to download the free Webex Call app from the Microsoft Teams store. Then they can initiate calls using the Webex Call icon in chat spaces and in the Teams side panel.

Is WHC with Cisco Webex a white-label product?

WHC can be rebranded, but Cisco Webex can't be. But Cisco is a renowned technology leader, and its brand and reputation add real value to any portfolio.

Can customers be ported over from other Cisco Webex providers?

Customers will need to end their Cisco Webex services with their existing provider, before taking up a brand-new plan with you. Existing data won't migrate across, so it will need to be saved externally in advance.

Can Office UC users upgrade to Cisco Webex?

Yes, and it will be a simple process to remove Office UC from accounts and replace it with Cisco Webex. This feature is expected to go live in June 2021.

Will existing Office UC users keep their current usernames and passwords?

Yes, usernames and passwords for Office UC will move over to Cisco Webex. If necessary, users and system admins can reset their login details.

Is it possible to downgrade from Cisco Webex to Office UC?

Office UC is being phased out, with Cisco Webex taking its place, so downgrading is not possible.

When is Office UC going end-of-life?

The planned end-of-life date for Office UC is January 2022.

Can IP calls be made between Office UC and Cisco Webex?

Yes, users on both apps can talk to each other. This will help to transition away from the legacy Office UC app to Cisco Webex.

Can Office UC and Cisco Webex be deployed together across a site?

Both apps can run in parallel. Again, this may help to ease the migration to Cisco Webex, in advance of Office UC reaching end-of-life.

What operating systems and browsers does Cisco Webex support?

As well as web apps that work in most popular web browsers, there are Cisco Webex apps for Android, iOS, Windows and macOS. View the full system requirements list.

Does Cisco Webex work over mobile internet connections?

Yes, it works with 3G, 4G and 5G, but the quality of calls will, of course, vary depending on network speed.

WHC with Cisco Webex offers flexibility, with no limits on upgrades or downgrades.

Flexibility with WHC

Wholesale Hosted Communications (WHC) offers a flexible path to digital transformation. Your customers can switch to all-IP voice services with Hosted Centrex, or they can keep their PBX systems but replace ISDN with Hosted SIP Trunking. Either way, they get access to all the benefits of the cloud, like increased mobility, call recording, CRM integration and more.

And for you, it offers easy deployment, scalability and the chance to sell tailored solutions through optional add-ons. Ordering is simple, and WHC can be branded to match your business's identity.

Check out the official WHC webpage to learn more about its benefits to you and your customers.

Hosted Centrex offers a complete transition to all-IP communications.
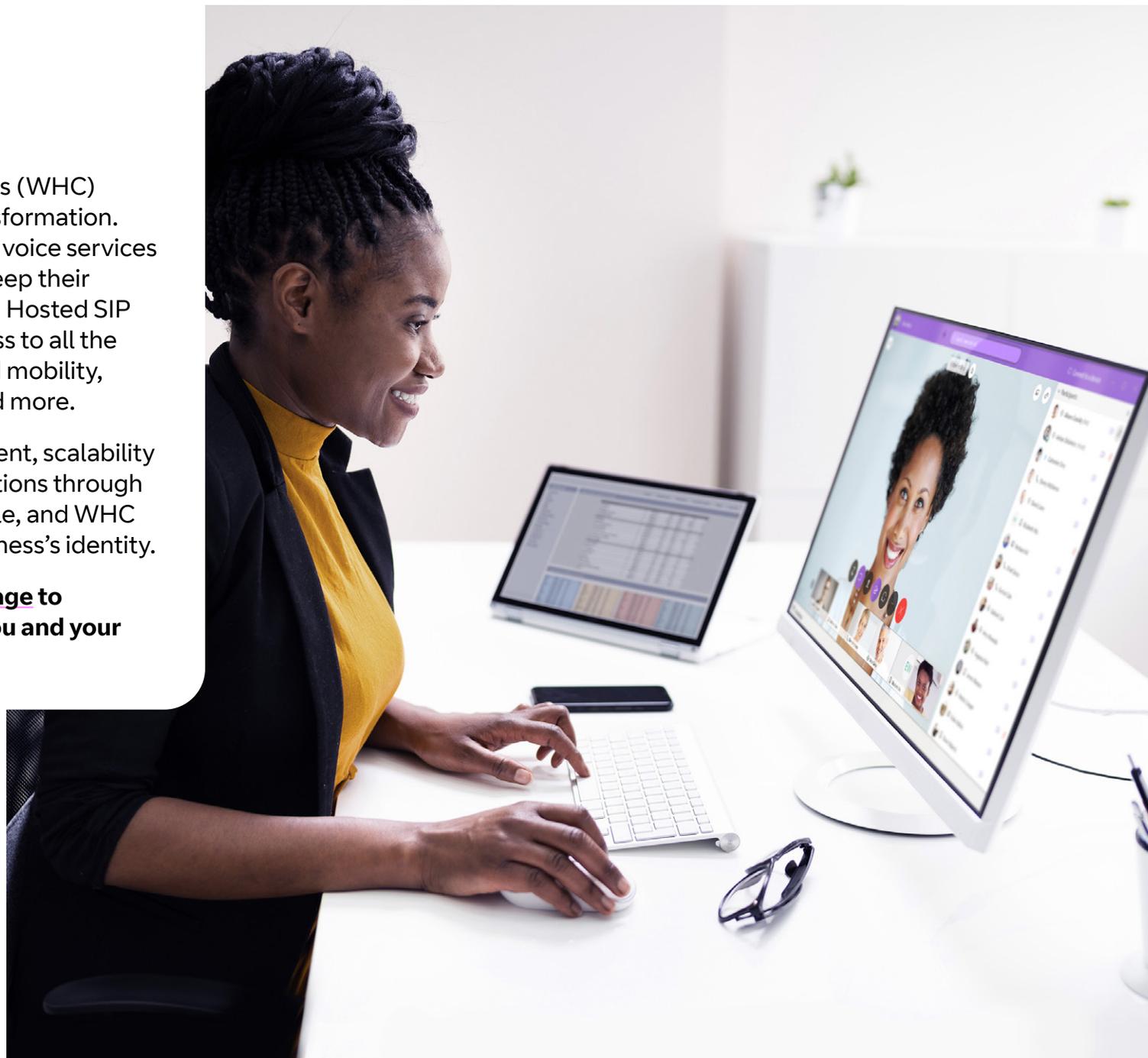
Why take voice and collaboration services from BT Wholesale?

- We have the network the UK relies on, with 99.999% availability.

- Our network of cybersecurity experts provides 24/7, all-year-round protection for you and your customers.

- We invest more in research and development than any other telecommunications company in the UK.

- Our fibre broadband and mobile networks reach more users than anyone else's.

- We spend more than £3.7 billion on our network every year.

- We do all the heavy lifting, managing and developing solutions, so you can focus on your customers.

Useful links

Below, you'll find links from this guide, as well as a few bonus ones to help you get to know WHC with Cisco Webex better:

- BT Wholesale Digital Learning Platform: Watch demo videos, download PDF guides and more.

- Cisco Webex YouTube channel: All the latest videos, straight from the official channel.

- Cisco Webex infographic: A short and sweet guide from Cisco.

- Online classes: Live and recorded lessons, delivered by Cisco.

- Cisco Webex help centre: Get help with Cisco Webex features.

- Webex.com: The official Cisco Webex website.

What next?

If you have any questions, reach out to your account manager, and they'll get you the answers you need. Otherwise, show your customers what WHC with Cisco Webex is all about, and together, we can transform the way they collaborate and communicate.

Call: **0800 671 045**
Email: **clientreception@bt.com**
Visit: **btwholesale.com**

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