

Cisco Smart Business Portal

The Cisco® Smart Business Portal is an application that integrates Cisco Unified Communications with high-value business applications, such as customer relationship management (CRM), enterprise resource planning (ERP), and Web applications, into a single dashboard, providing business intelligence within an open framework.

The Cisco Smart Business Portal is part of the Cisco Smart Business Communications Architecture (SBCA), which articulates Cisco's vision for an integrated network in which business communications are efficient and available everywhere employees work: at the office, on the road, in a conference room, or at home. This integrated network supports critical business applications with ubiquitous connectivity, allowing maximum use of both IT and human resources.

The SBCA is enabled by the Cisco Unified Communications product family of voice, video, and IP communications products and applications. With Cisco Unified Communications and SBCA, companies can streamline business processes and reduce costs while maximizing revenue.

Deliver the Cisco Smart Business Portal with an Easy-to-Use Toolkit

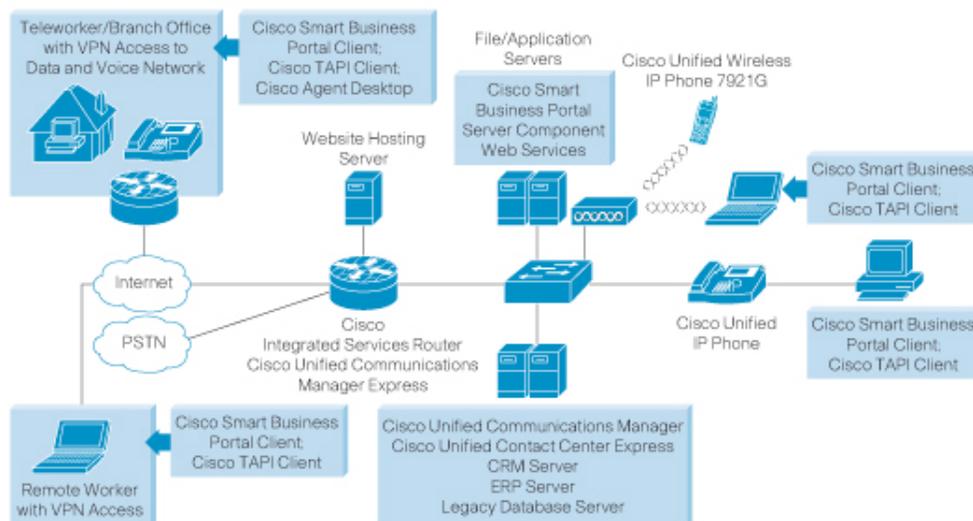
A comprehensive Cisco Smart Business Portal Developer Toolkit will be available for qualified Cisco Unified Communications Specialized Partners, independent software vendors, system integrators, and other partners to deliver the Cisco Smart Business Portal to clients. The toolkit consists of an easy-to-use wizard-based framework, a software development kit (SDK), and a business intelligence portal application that serves as a standard platform for integrating applications with Cisco Unified Communications. The components of the Developer Toolkit provide:

- A highly customizable business intelligence portal that displays custom data views based on the user's role, providing the information and tools the user needs to work smarter and to serve customers in the best way.
- Robust and easy-to-use features, such as click-to-dial, automated screen pops of all customer information, call tracking, and on-screen control of the Cisco Unified IP Phone calling features from the PC, allowing companies to streamline communications and enhance employee productivity.
- The ability for developers and channel partners to create business intelligence portals that integrate and consolidate a variety of back-end data sources and tools. Sample Web parts simplify the build process, enabling developers to customize interfaces and create "mashups" or composite views that integrate with Cisco Unified Communications by way of Web services.
- Features that allow integrators to define new back-end business adapters and configure queries for back-end systems.
- A standardized framework for integrating business applications with Cisco Unified Communications. The SDK and sample code provide a head start for developing custom solutions, and Cisco Express Unified Communications Specialized Partners can use prepackaged, ready-to-use screen views, Web parts, and Microsoft CRM/ERP adapters.

Cisco Smart Business Portal Sample Deployment Blueprint

A typical deployment of the Cisco Smart Business Portal may include the components shown in Figure 1.

Figure 1. Cisco Smart Business Portal Sample Deployment



Feature Summary

With the Developer Toolkit, Cisco Unified Communications Specialized Partners and developers can deliver integrated solutions faster and easier – solutions that can offer tighter integration between the call center and relevant business applications. This greatly improves a company's business processes while integrating applications related to its line of business with its Cisco Unified Communications solutions. Table 1 summarizes the features of the Cisco Smart Business Portal and the toolkit.

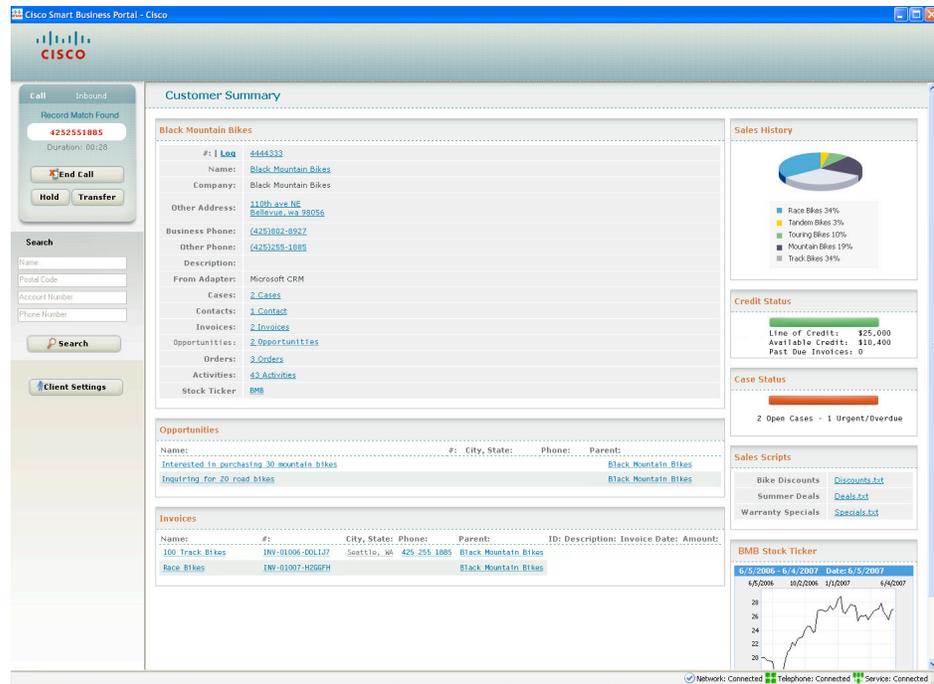
Table 1. Features of the Cisco Smart Business Portal and toolkit.

Feature	Description
.NET Windows client	Provides a significant user interface (UI) based on a Web application and Web service components. Provides a rich user experience. Web parts and underlying data sources provide functionality. The Windows client supports telephony integration components and a telephony-related UI.
Automated attendant	Uses menu prompts and hunt groups to provide the employee with the originating caller ID information to identify the customer.
IVR integration	Allows the end user portal to acquire digits collected by the interactive voice response (IVR) system to identify customers by account number.
Screen pop of customer record	Automatically displays calls matching a unique customer record to the user, helping save time with record retrieval.
Click-to-dial	Places all phone numbers in click-to-dial links. Calls are placed in seconds without manual number entry.
CTI-TAPI connector	A Cisco Telephone Application Programming Interface (TAPI) or Cisco IOS® Software TAPI service provider (TSP) client enables Windows desktops to monitor their IP phones.
360-degree view	Provides a full view of the customer on a new call (incoming or outgoing) or manual search. The business intelligence portal user interface is built on the Business Adapter Framework.
Localizations supported	English
Automated call tracking	Captures more business-to-customer phone call interactions. Automatically inserts call-related information into the call activity record.

Feature	Description
Transparent data processing	The Web service relays requests through the request handler, which determines which business adapters support the relevant back-end application.
Cisco platforms supported	<ul style="list-style-type: none"> • Cisco Smart Business Communications System • Cisco Unified Communications Manager Express 4.x and later • Cisco Unified Communications Manager 4.x and later • Cisco Unified Contact Center Express 4.x and later
Embedded call control	Provides call control buttons and a telephony interface that are embedded into the end user interface, allowing employees to control basic phone features.
Super transfer between contact center agents	Allows contact center agents using Cisco Agent Desktop to transfer calls between agents, with the receiving agent receiving a screen pop of customer information based on originating caller ID or account number information.
SDK sample code and documentation	Enables Cisco partners or developers to customize the application, tailored to their customers' databases and information display needs.

The Cisco Smart Business Portal enables companies to proactively pursue sales opportunities when a customer call comes in, with a comprehensive dashboard right on the desktop (Figure 2). Critical information is displayed quickly, including credit status, sales history, pending sales opportunities, open cases, and invoice status. Using a sales script, sales representatives can discuss current promotions and pitch the right sales proposal to the customer, at the right time.

Figure 2. The Cisco Smart Business Portal dashboard.



Supported Deployment Size

Table 2 indicates the number of Cisco Unified IP Phones supported for various Cisco platforms.

Table 2. Number of Cisco Unified IP Phones supported on Cisco platforms.

Cisco Platform	Number of Cisco Unified IP Phones Supported
Cisco Smart Business Communications System	Up to 16
Cisco Unified Communications Manager Express	Up to 240
Cisco Unified Communications Manager	Up to 1000 per computer telephony integration (CTI) manager
Cisco Unified Contact Center Express	Up to 300

Note: All Cisco Unified IP Phones require the purchase of a phone technology license, regardless of the phone protocol being used.

Tailor Prepackaged Views Based on Employee Role

With the Cisco Smart Business Portal role-based scenarios, employees become more productive and responsive, since their views are tailored to the information they need. They have the most up-to-date information at their fingertips for addressing customer service problems or questions or pursuing cross-sell, up-sell, and other revenue opportunities. Table 3 lists some examples of prepackaged views.

Table 3. Examples of prepackaged views for the Cisco Smart Business Portal.

Employee Function	Prepackaged View
Customer service	Web parts and information that many customer support/customer service representatives need
Sales	Web parts and information that many sales employees need
Custom views	Hybrid or custom views created for any employee role or responsibility

Windows Client Installation Requirements

Installation requirements for the Windows client application include:

- Microsoft .NET Framework 2.0
- Cisco TSP client for Cisco Unified Communications Manager Express or Cisco Unified Communications Manager
- Cisco Agent Desktop Enhanced or Premium (for Cisco Unified Contact Center Express solution)

Current Supported Applications and Versions

The Cisco Smart Business Portal currently works with Microsoft Dynamics CRM 3.0 and Microsoft Dynamics GP 9.0. Please check the Website www.cisco.com/go/partner-csbp to get the latest information on compatibility and planned support for other CRM and ERP applications

For More Information

Find out more about how the Cisco Smart Business Portal can help you gain a distinct advantage or level the playing field in competitive situations.

For more information, visit www.cisco.com/go/partner-csbp



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

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