



# A new era in team collaboration

Cisco Webex with AT&T – a full suite of  
enterprise-grade collaboration capabilities

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# New demands on enterprise collaboration



## Business challenges

- Most industries and segments face disruptive innovation
- Many businesses are developing innovation strategies to drive or deal with disruption
- Majority of businesses undergoing digital transformation



## Internal transformations

- Rise of adaptive, agile business practices
- New hierarchies and operating models based on collaboration
- Increase in co-innovation, digitization, and internal entrepreneurship



## Technology shifts

- Shift from on-premises to cloud
- Emergence of automation technologies
- Increasing value of data and analytics in decision making

# The collaboration imperative

More agile

90%

Of IT leaders will no longer buy new or on-premise PBX equipment beyond 2021

*Cisco, "How to Get On the Road to Cloud Calling Success"*

More disruptive

52%

of business leaders indicate work-from-home employment models will likely be permanently changed

*From Rigid to Resilient Organizations: Enabling the Future of Work (idc.com)*

More technological

48%

of business professionals report using video conferencing more frequently than 2 years ago

*Statista, "Reported meeting minutes of Cisco Webex worldwide in 2020," October, 2020*

More mobile

77%

Off remote-working employees reported greater productivity than their previous work arrangements

*Nextiva, "30+ VoIP Statistics for Growing Businesses"*

# Unified Communications (UC) and Collaboration strategic challenges

1

Driving business  
outcomes and  
change

2

Global digital  
transformation

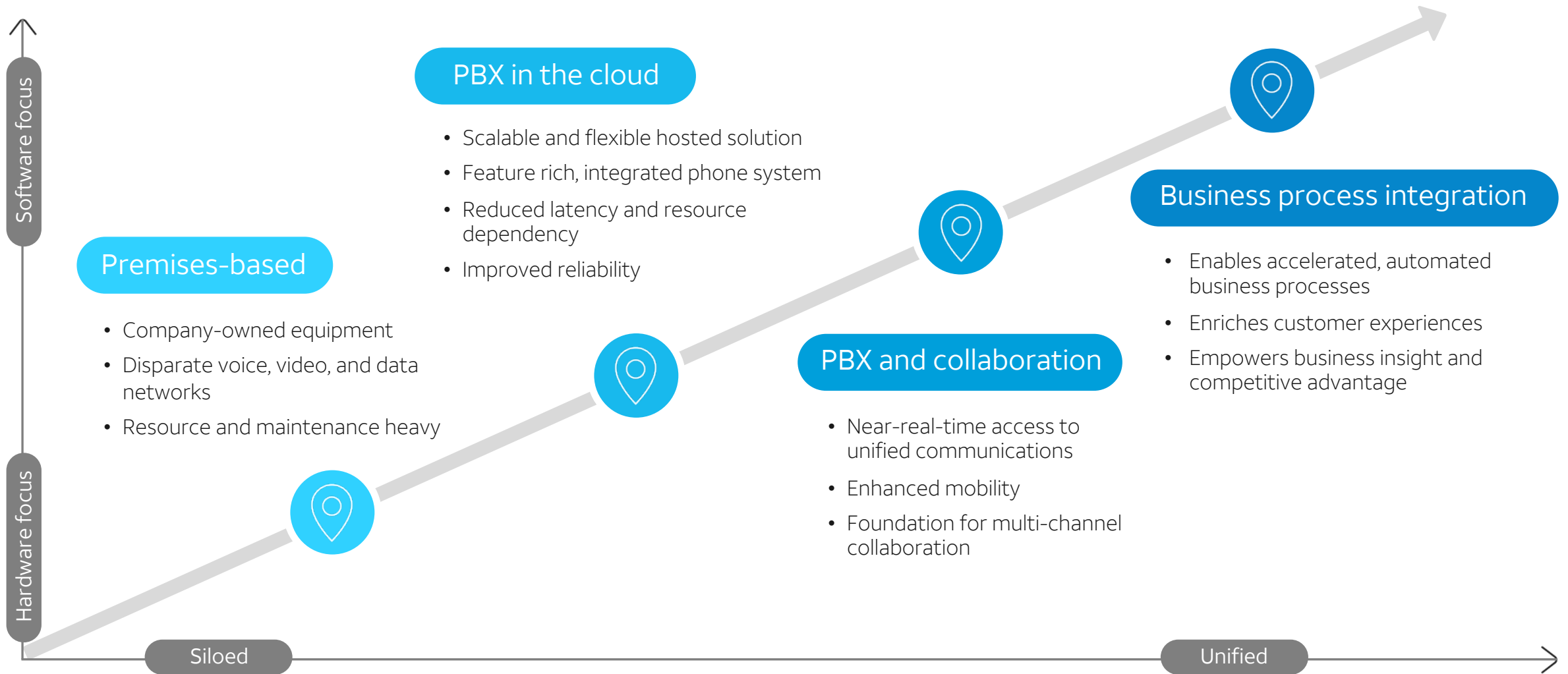
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Customer and  
user experience  
innovation

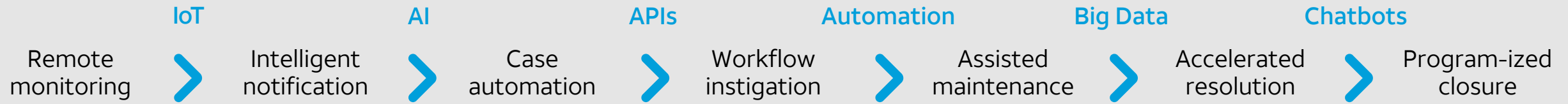
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Global workplace  
evolution

# Drivers and benefits for voice and collaboration customers



# Next generation collaboration



Device alert



Prioritize response level



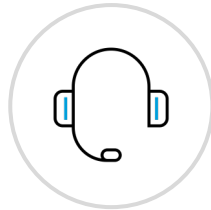
Advise key stakeholders

Create job ticket



Instigate team room and notify members

Dispatch correct skillsets



Mobilize customer service actions

Combined field + HQ expertise



Near-real-time info on parts and logistics

Document fix



Trigger customer services actions

Close job ticket and case room



Digitize case experience for knowledge value

# Introducing highly evolved collaboration



## Cisco Webex Calling with AT&T

Integrates multiple communication and collaboration tools: voice, single number reach, IM/chat, email, voicemail with presence



## Cisco Webex Meetings with AT&T

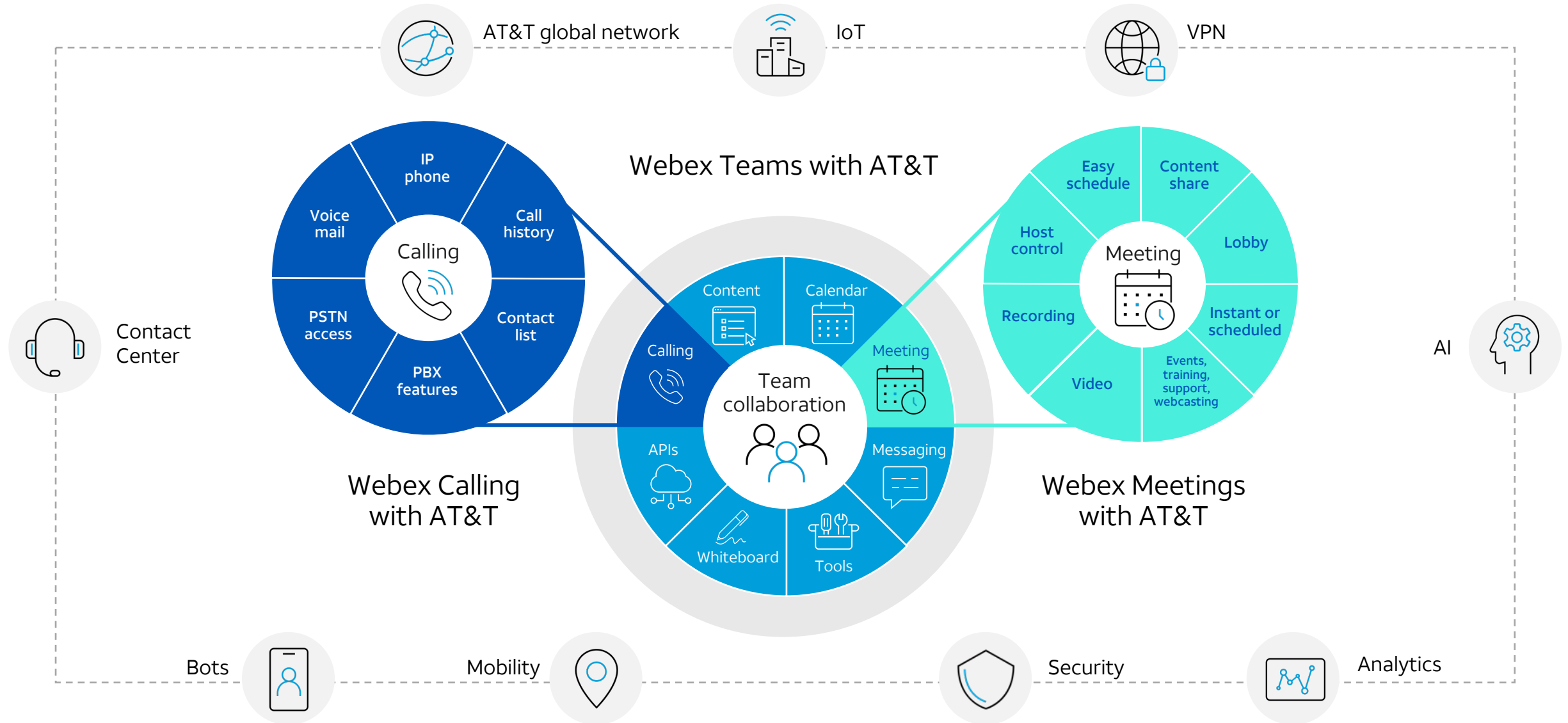
Provides a feature-rich, video-first, inclusive meeting environment for colleague, partner, and customer experiences



## Cisco Webex Teams with AT&T

Connects team members in highly secure, centralized, accessible workspaces where interactions, meetings, and content coexist

# A comprehensive collaboration suite





# Webex Calling with AT&T

# Webex Calling with AT&T – at a glance



## Webex Calling with AT&T

Integrates multiple communication and collaboration tools—voice, single number reach, IM/chat, email, voicemail with presence



## The AT&T difference

- Manage transition from on premises to cloud
- Global footprint >100 countries
- End-to-end support
- Mobility-first approach

# Inside Webex Calling with AT&T

Class-leading  
call features



Never miss calls, add  
virtual receptionist,  
personalize voicemail

Simple self-  
serve preferences



Configure Single Number  
Reach, Do Not Disturb,  
Call Forwarding

High quality  
HD end points



Intelligent video,  
whiteboard, and  
desktop devices

Protect  
investments



Options to migrate  
value and credit

Migrate to cloud  
infrastructure



Employee and  
administrator portals  
for full control

# Webex Meetings with AT&T

# Webex Meetings with AT&T – at a glance



## Webex Meetings with AT&T

A feature-rich, video-first, inclusive meeting environment for colleague, partner, and customer experiences



## The AT&T difference

- Improve QoS over mobility with AT&T Dynamic Traffic Management
- Global Support in 150+ countries
- Integration expertise for immersive and pervasive video

# Inside Webex Meetings with AT&T

Common experience



Across meetings + teams

Video-first



Virtually any device, full-screen joining

Intelligent and integrated



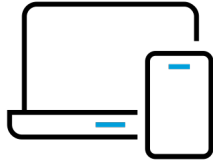
Salesforce, Microsoft Teams, Slack, Office 365, Google

Smarter meetings



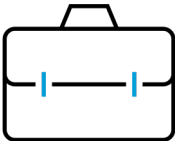
Augment meetings with AI, VR, AR

Office and mobile



Integrate room and mobile video devices

Business-wide applications

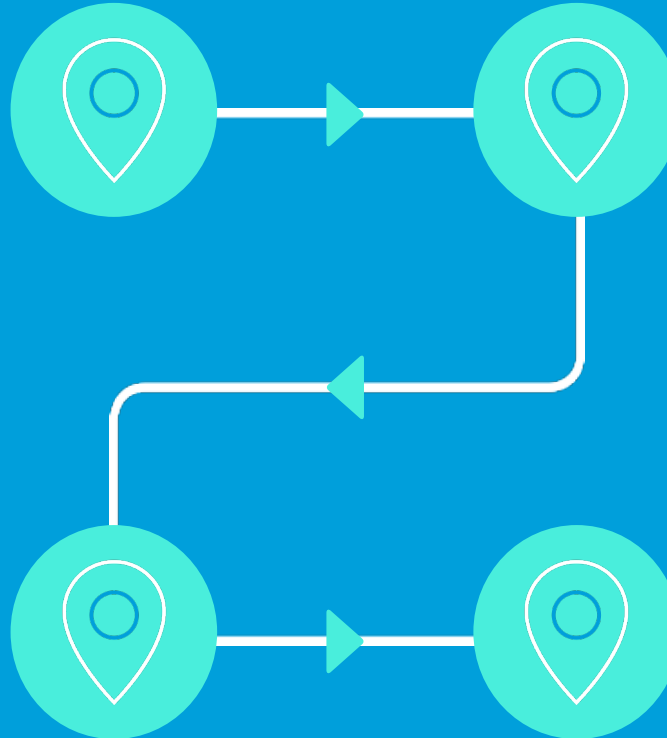


Modules for support, training and marketing

# The journey to workstream collaboration: An AT&T consultative approach to UC

## Legacy telephony

- PBX on-premises
- High quality IP Voice



## Cloud telephony

- PBX in the cloud
- Cloud-based Contact Center
- Hybrid deployments

## Cloud collaboration

- IM and Presence
- Web Conferencing
- Content Sharing
- Video
- Workstream Collaboration

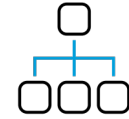
## Business process integration

- Interoperate across platforms
- API's, chatbots, AI, IoT and big data
- Integrate with 3rd party applications

# The path to collaboration: Cisco Webex with AT&T

## Objective

Simplify the adoption of Webex with AT&T



Protect investment in on premises infrastructure

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Ease transition to cloud calling, meeting, and messaging

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Streamline administration with one subscription

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Reduce and make costs more predictable

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Accelerate move to agile IT platform



# The bigger picture with AT&T



Cisco Webex  
with AT&T  
A high-performing  
collaboration suite

Network Services  
Enhanced, end-to-  
end reliability and  
security

Edge-to-Edge  
Intelligence<sup>SM</sup>  
Optimize, protect,  
and future-ready

IoT solutions  
Automate alerts  
and status reports  
from field assets

Cybersecurity  
Services  
Detect threats  
before they  
damage the  
network

# Why AT&T?

AT&T global contracting and billing available in **60+ countries**



The AT&T Network connects **99%** of the world's economy in nearly 200 countries



## Helpdesk localization

available in 14 languages



Webex Meetings with AT&T supported in **150+ countries**



## Trusted Advisor

Customers include nearly all of Fortune 1000  
60% FTSE 100 (UK)  
90% CAC 40 (France)  
90% DAX (Germany)  
70% Nikkei 225 (Japan)

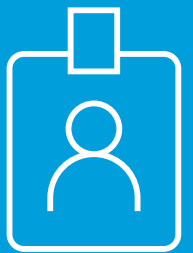


## Customer Operations Centers

in Malaysia, India, Singapore, Czech Republic, Slovakia, Brazil, and Puerto Rico



AT&T deploys Cisco HCS and Webex to **400k employees** in 140 countries across 5 continents





AT&T Business