

*TOMORROW starts here.*



Cisco *live!*

# Accelerate and Assure Collaboration Deployments with Cisco Prime Collaboration

BRKUCC-2670

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Technical Marketing Engineer

# Agenda

- Cisco Prime Overview
- Cisco Prime Collaboration
  - Management challenges
  - Solution overview & use cases
    - Provisioning
    - Assurance
    - Analytics
  - What's new in v10.0 ?
  - What's Unified Management ?
- Case studies
- Demo

# Cisco Prime Collaboration 10.0

Unified, Simplified Management of Voice and Video Networks



# Cisco Prime Collaboration

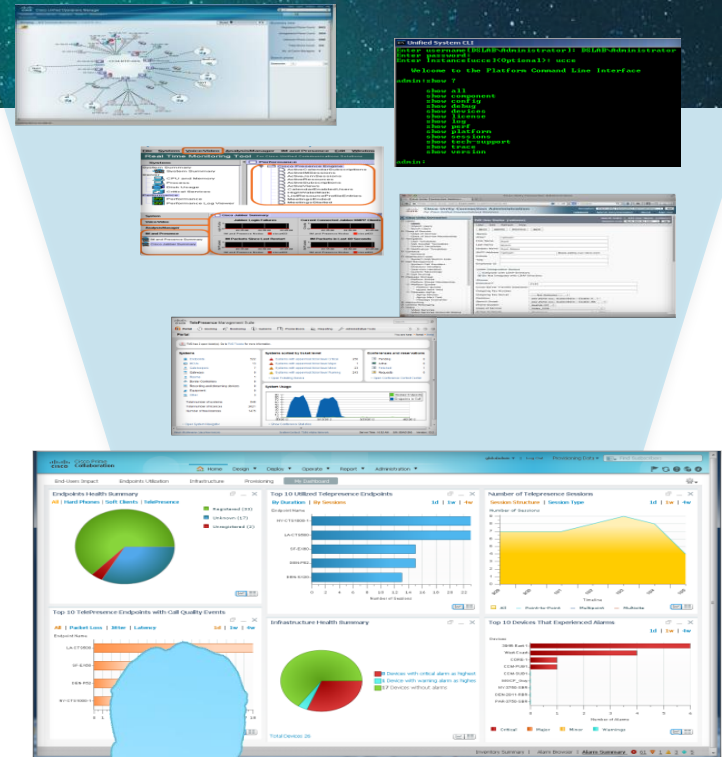
## Integrated Voice and Video Lifecycle Management

- One system to manage Cisco UC voice and video collaboration networks
- Single pane of glass for management over time
- Provisioning, assurance and analytics in a single, integrated product
- Supports Single Sign-On
- Reduces management complexity and total cost of ownership
- Speeds site rollouts and reduces time required to add and change users and services
- Ensures high quality of service and timely issue resolution for a superior end user experience
- Scales to support up to 150,000 endpoints network



# What is Unified Management?

1. Consolidation of multiple tools into single management system
2. Cisco Prime Collaboration becomes “the management platform” with UC 10.0 and beyond
3. Inclusion of Prime Collaboration Standard with every UC 10.0 order – and Prime Collaboration Advanced is available for purchase

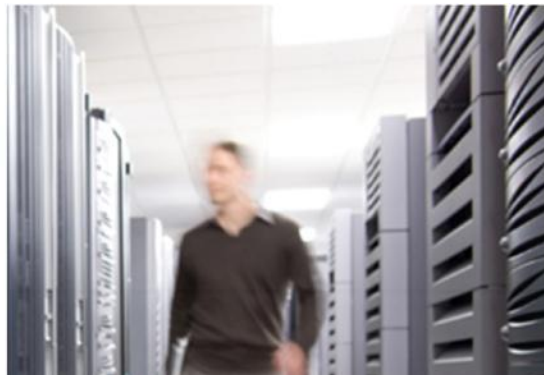


Single pane-of-glass management

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# Packaging (v10.0)

- **Prime Collaboration Standard: Provisioning & Assurance**
  - Included with all UC 10.0 UCL and CUWL licenses at no additional charge
  - All UC 10.0 customers have the right to download and install
  - Not supported for UC 8.x – 9.x
  - Cannot be used in a services/MSP offering
- **Prime Collaboration Advanced: Provisioning, Assurance & Analytics**
  - Can be offered to 100% of UC 8.x and above customers and is a chargeable add-on
  - Tiered-pricing based on endpoints
  - Partners using Prime in a service offering must purchase the Prime Collaboration Advanced



# Cisco Prime Collaboration Provisioning

Accelerate the collaboration deployments



# Provisioning Collaboration Network: Challenges

## Consistency

- Expanding organisation
- Aggregation of independently managed offices

## Constraints

- Limited IT staff
- Fewer highly skilled resources
- Limited time

## Checks

- Tracking changes/Auditing
- Access control



# Provisioning Standard and Advanced Feature Split

## for Cisco Unified Communications 10.0

### Packages

### Description

#### Standard

#### Single Cluster

- Single user interface with both native features and contextual cross-launch
- Provisions all services (voice, Cisco® Unified Communications Manager video and Cisco TelePresence® endpoints, presence, voicemail, mobility)
- Security Audit log, Order tracking system
- Three levels of role-based access control (RBAC)
  - System level, advanced ordering level, and basic ordering level (no per-domain-group granularity)
- LDAP integration, federated or non-federated, per domain group
- Batch provisioning

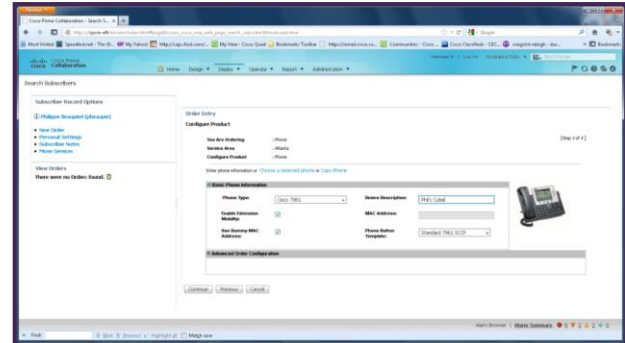
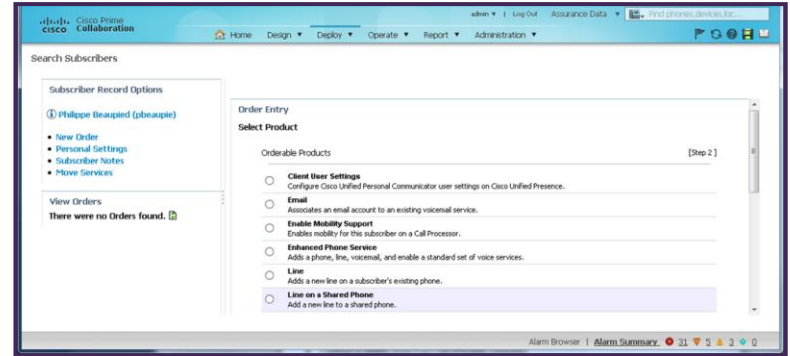
#### Advanced

#### Multi-Cluster

- Advanced RBAC and delegation; order admins can be assigned to different domain groups of users
- Ordering workflow (approver, MAC assigner, shipper, and receiver)
- Cisco Unified Communications and Cisco IOS® infrastructure templates with embedding and chaining, keywords, and scheduled template-based provisioning
- Northbound workflow API (no longer optional)
- Managed services features
- Single batch file works across multiple clusters of CUCM, Unity Connection and Unity® clusters

# Provisioning Features

- Single interface for provisioning of users and their voice and unified communications video services
- Policy-based automation to align with enterprise rules, workflow, and delegation
- Scheduled scripts with templates for bulk provisioning
- Tracking of all changes for expedited auditing and troubleshooting
- Northbound workflow API for workflow automation

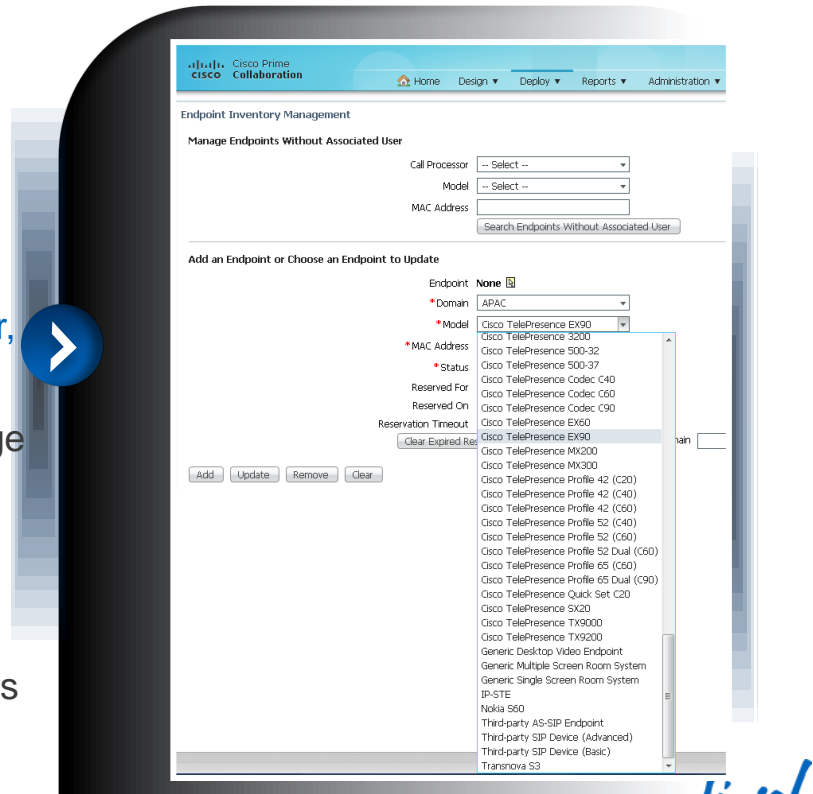


# Cisco Prime Collaboration Provisioning 10.0

## New features

### Device and Service Support

- **Telepresence, video, voice, Jabber endpoint provisioning**
  - For Cisco® Unified Communications Manager (10.0+) registered endpoints
- **FULL coverage for Cisco® Unified Communications Manager, IM & Presence, and Cisco Unity Connection 10.0 apps**
  - Increased Prime Collaboration Provisioning native coverage
  - Additional coverage using cross launch
  - Service Templates can be set up and used in the Day 2 ordering workflow covering all user service attributes
  - Advanced ordering role can get to all user service attributes



# Cisco Prime Collaboration Provisioning 10.0

## New features

### Device and UI

- **Single Sign On (SSO) support** that enables seamless cross launches to:
  - TMS, Express, Prime Collaboration Deployment (PCD), and Prime License Manager (PLM)
  - Service pages on Cisco Unified Communication Manager
- **Unified Communications (UC) service setup user interface**
  - Allows quick setup of UC services, including cluster setup for Jabber™
  - Includes User Data Service (UDS) interface for Jabber directory service
  - Cisco TelePresence® Management Suite (TMS) scheduling groups are chosen, cluster by cluster
- **Localization for Japan, Korea and simplified Chinese**

The screenshot displays the Cisco Prime Collaboration Provisioning 10.0 interface. The top section, titled 'Device Details', provides information for a device named 'CUCM-192'. It includes the device name, associated Unified CM IM and Presence details (IP address: 192.168.138.192, Type: Unified Communications Manager, Version: 9.1(1), Device Protocol: HTTPS, LDAP Directory Integration: None, User Name: admin), and test connection results (Tested: 27-Sep-2013 02:08:20 -0700, Result: Success). It also shows 'Extension Mobility Details' (Service Name: EM, Service URL: http://192.168.138.192:8080/emapp/EMAppServlet?device) and synchronization status (Infrastructure Synchronization: Started 25-Sep-2013 14:20:08 PDT, Completed 25-Sep-2013 14:20:47 PDT, Result: Completed; User Synchronization: Started 25-Sep-2013 14:32:50 PDT, Completed 25-Sep-2013 14:33:18 PDT, Result: Completed). The bottom section shows the 'ドメインの設定' (Domain Setup) interface in Japanese, with fields for 'ドメインID' and 'ドメイン'.

# Provisioning Concepts

The screenshot displays the Cisco Prime Collaboration User Provisioning Setup interface. The browser title is "Cisco Prime Collaboration - User Provisioning Setup - cpc1.cisco.com". The URL is "https://cpc1.cisco.com/emsam/Index.html#pageId=com\_cisco\_xmp\_web\_page\_pm\_setup\_userprov&forceLoad=true". The navigation bar includes "Home", "Design", "Deploy", "Operate", "Analyze", "Report", and "Administration". The main content area shows the configuration for a domain named "APAC" (Asia Pacific). The left sidebar lists a tree structure: All Domains, APAC, Service Areas (Bangalore, Karachi, Singapore, Tokyo), User Roles (Employee, Executive, Pseudo), Service Templates (7970-Line-Bangalore, 7970-SCCP-Bangalore, voicemail-Bangalore), CME-DOMAIN, and LATAM. Four blue callout boxes point to specific elements: "DOMAIN" points to the APAC domain name; "SERVICE AREAS" points to the list of service areas; "USER ROLES" points to the list of user roles; and "SERVICE TEMPLATES" points to the list of service templates. The main configuration form includes fields for Name (APAC), Description (Asia Pacific), Call Processor(s) (APAC-CUCM-192-CiscoUnifiedCM), Unified Message Processor(s) (APAC-CUC-188-CiscoUnityConnection), and LDAP Server (None). The Synchronization Rules section shows a Unified CM Rule set to "Sync all Users" with a "Match Department" checkbox.



# Cisco Prime Collaboration Assurance

Assure the collaboration deployments

# Assuring Collaboration Network: Challenges

## Complexity

- Limited IT staff
- Vast number of network components
- New technologies every year

## Reliability

- Ensuring services availability 24/7

## Quality

- Changing network & configurations
- Multiple types of endpoints & services

Unified  
Communications





# Assurance Standard and Advanced Feature Split for Cisco Unified Communications 10.0

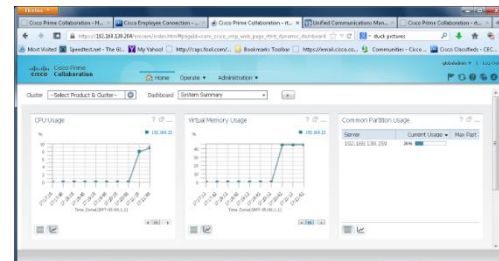
## Packages

## Description

### Standard

#### Single Cluster

- Single user interface with both native features and contextual cross-launch
- Core UC components (Cisco® Unified Communications Mgr, voicemail, and presence)
- Core video components (TS, VCS, MCU, Conductor)
- Fault and performance metrics and short-term trending (RTMT)
- Configurable performance alerts and email notifications (RTMT)
- TMS ticketing
- Search and status



### Advanced

#### Multi-Cluster

- Additional component coverage: CCE, CCX, CVP, UC8.6-9.x, gateways, switches, routers, CMTS, CTS-Man, third-party SNMP
- Health dashboards (top five impacted MOS, trunk group, etc)
- Detail monitoring for endpoints: MOS, call failures, registration
- Auto-discovery, RBAC, grouping and topology views
- Fault and performance views of the network and video conferences
- Service quality (MOS, jitter, packet loss, etc.), call categorisation and analysis, call detail records reports
- Video session troubleshooting using Medianet
- Voice diagnostics views, Medianet call trace, and testing
- Alarm correlation, syslog events
- Managed services (for video only in Unified Communications 10.0; voice on roadmap)

## Analytics

- Technology adoption
- Capacity analysis
- Service experience
- Asset usage
- Traffic analysis

# Assurance (Advanced) Features

## Voice and Video Management

- Single pane of glass for the entire collaboration network
- Single repository for all collaboration inventory
- 3<sup>rd</sup> party device support

## Dashboard Summary

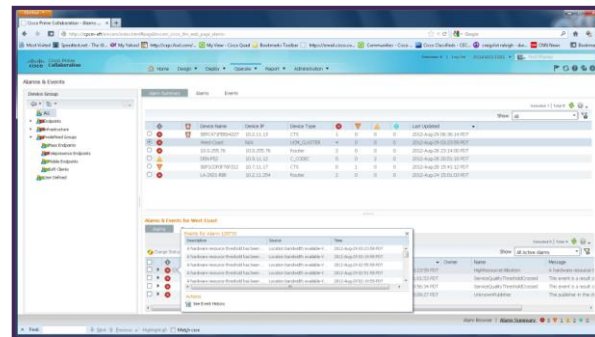
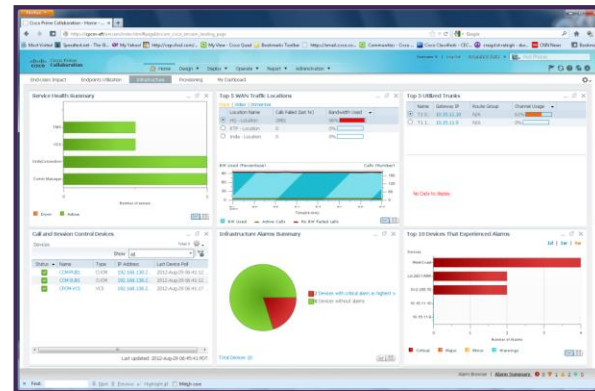
- View network status at a glance.
- Quickly identify potential problems.
- Instantly access troubleshooting tools.

## Alarms & Correlation

- Multiple sources of network data, syslog customisation
- Facilitates event notification reduction
- Facilitates email and SNMP forwarding

## Proactive Troubleshooting

- Simulate traffic
- Test circuits and endpoints



# Assurance (Advanced): Diagnostics

## Full Network View

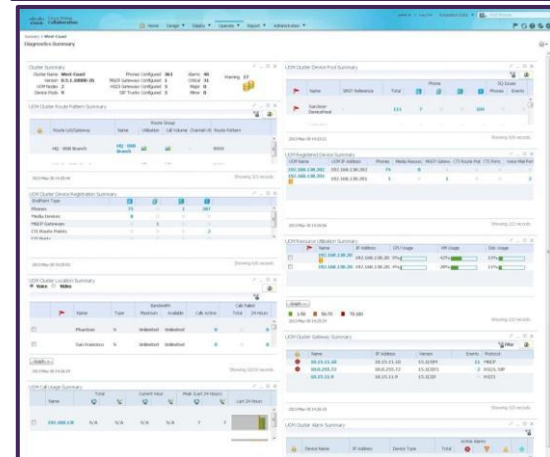
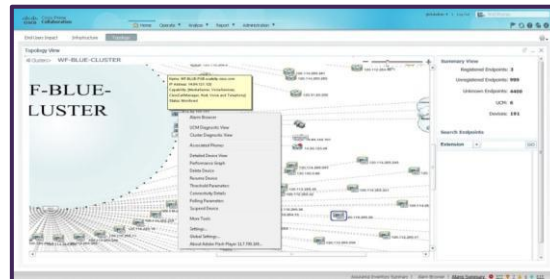
- Endpoints, servers, and infrastructure
- Cluster-level groupings

## Voice Diagnostic Portal

- KPI grouped by device type
- Multiple statistic overlay graphs

## Voice Diagnostic Testing

- Run both real-time and scheduled tests.
- Check for dial tone, registration, and end-to-end communication.
- Test links with IP SLA to isolate jitter and packet loss.
- Verify emergency calling and phone features are working.



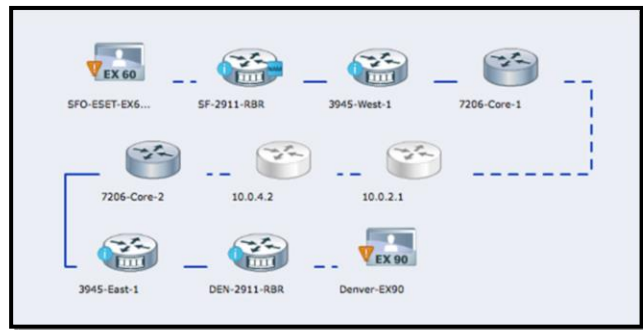
# Assurance (Advanced): Video assurance

## End-to-End Monitoring

- View all sessions – scheduled, completed, or in progress.
- Rapidly isolate problems to the network or endpoint.
- Identify latency, jitter, and packet loss.

## Real-Time Mediatrace Diagnostics

- View and simulate end-to-end sessions over Cisco® and third-party devices.
- On Cisco network devices, view CPU, memory, and interface statistics to locate bottlenecks in the network.
- On Cisco Medianet devices, view jitter and packet loss statistics and DSCP information to pinpoint hotspots affecting session quality.



# Cisco Prime Collaboration 10.0

## New Features (Advanced)

### Device and Endpoint 360-Degree View

- At-a-glance consolidated information for devices, applications, and endpoints
- Contextual cross-launch for expedited troubleshooting

### User 360-Degree View

- Active Directory integration
- Single interface to view all endpoints per user
- Ability to quickly determine service experience for all endpoints
- Contextual cross-launch for expedited troubleshooting

### Troubleshoot In-Progress Audio Call Quality

- Receive alerts when key audio phone call quality degrades
- Trace call path and pinpoint hotspots causing quality degradation using Cisco® Mediant

### Video Assurance Enhancements

- Synthetic (P2P) test calls for proactive measurement of service experience
- ISDN (for legacy video deployments) device fault and performance monitoring
- Conferencing device fault and performance monitoring
- Cisco TelePresence® Video Communication Server license consumption information
- Better conference session diagnostics: Cisco TelePresence MCU to endpoint media trace



The screenshot displays the Cisco Prime Collaboration 10.0 interface. It features three main panels:

- Device 360° View:** Shows details for IP address 192.168.138.190, including platform (VMware), version (9.1.2.1002B-1), and memory utilization (279b / 42907 of 75258).
- User 360° View - Prem:** Shows user information for Chandran, including active sessions and a table of endpoints.
- Network Topology:** A diagram showing a network of devices including endpoints (Dilip's Phon...), routers (NY-3750-SBR, NY-2911-RBR, 3945-East-1, 7206-Core-1, CORE-1, CORE-2, 7206-Core-2, 3945-West-1, LA-2921-RBR, LA-3750-SBR), and a video server (Dilip's Phon...).

# Cisco Prime Collaboration 10.0

## New Features (Advanced)

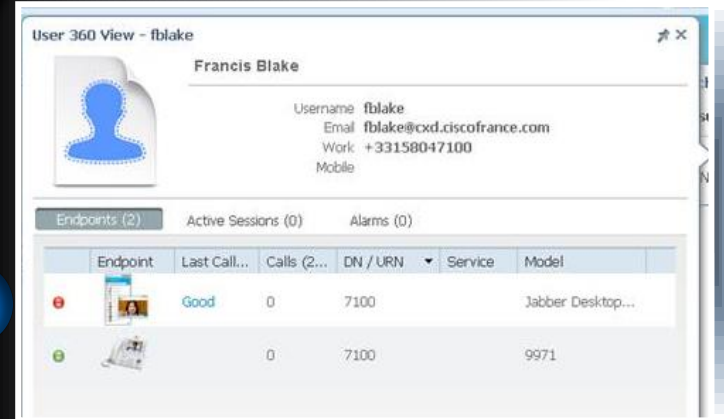
### Jabber Endpoint Type Detection

Categorises Cisco Jabber™ endpoints

- Cisco® Jabber Desktop (Windows and Mac)
- Jabber Mobile
- Jabber iPad
- Jabber Video

### IPv6-Ready Endpoint Support

- Discovery of IPv6 endpoints
- Monitoring of IPv6 endpoints in topology view, endpoint search, endpoint monitoring, and video session monitoring
- Reporting of IPv6 endpoints using inventory metrics





User 360 View - fblake

Francis Blake

Username: fblake  
Email: fblake@xcd.ciscofrance.com  
Work: +33158047100  
Mobile:

Endpoints (2) Active Sessions (0) Alarms (0)

Endpoint	Last Call...	Calls (2...	DN / URN	Service	Model
	Good	0	7100		Jabber Desktop...
		0	7100		9971



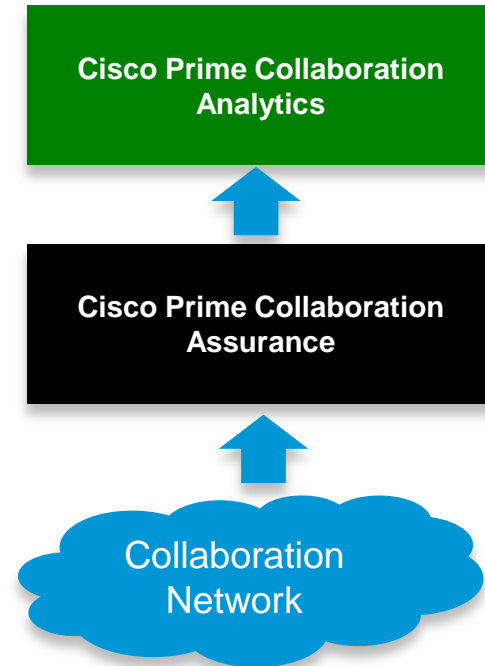
# Cisco Prime Collaboration Analytics

Optimise the collaboration deployments

# What is Prime Collaboration Analytics ?

- UC & TelePresence customers are maturing and now looking for tools to help optimise the TCO
- Customers want to analyse
  - How end-users use the collaboration technologies
  - How to do effective capacity planning
  - What are the Collaboration traffic patterns
  - How can I distribute and optimise the network services costs
- Key users : CIOs/CEOs, IT Planners, IT Managers

Prime Collaboration Analytics replaces Service Statistics Manager (of UCMS) capabilities





# Analysing Collaboration Network: Challenges

## Variety

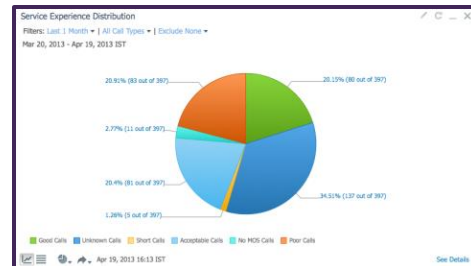
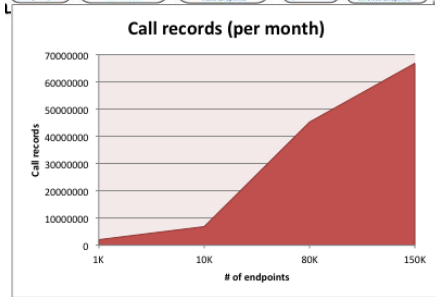
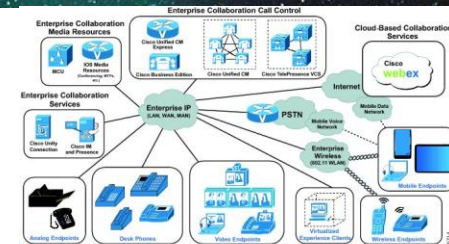
- 1000's of endpoints & numerous Collaboration network components
- Varied trending and reporting needs

## Volume

- Millions of Call Detail Records
- Huge amount of Network performance data

## Velocity

- Continuous information flow
- Quick decision making based on reliable data

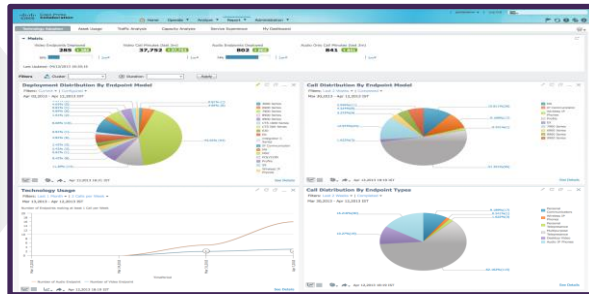


# Cisco Prime Collaboration Analytics

Address collaboration analytics challenges

## Traffic Analysis

- Dialed-number analysis
- Off-net calls analysis
- Call traffic per location analysis
- Traffic-type (external, internal, local, etc. calls) analysis



## Capacity Analysis

- Busy-hour trunk analysis
- CAC bandwidth use analysis
- Conferencing (MCUs) use
- Trunk use analysis



## Technology Adoption

- Endpoint deployment trend
- Endpoint model and type use trend
- Voice and video technology use trend



## Asset Use

- Least-used endpoints analysis
- No-show Cisco TelePresence® rooms trends\*
- Most-used Cisco TelePresence® endpoints



## Service Experience

- Call-failure trends
- Service quality distribution by location
- Most affected endpoints analysis

\* Planned for future releases

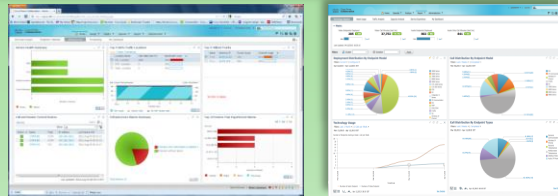
# Case Study: Jabil



## Challenges

- Efficiently monitor large, multi-cluster, multi-site UC & Video network with 18K endpoints
- Reliably test multi-site collaboration connectivity
- Obtain immediate, actionable information about outages and service issues
- Effective capacity planning

*Jabil* is a global organisation that offers supply chain management and electronic manufacturing



### Solution: Cisco Prime™ Collaboration (Assurance and Analytics)

“Cisco Prime Collaboration helps us manage our UC & Video environment in multiple ways – we use Topology view to gain visibility into our UC deployment. We leverage Prime Collaboration Alerts to create tickets for faster escalations. The Trunk utilisation trends help us with better capacity planning.”

-Brent Gericke, IT Architect, Jabil

## Results

- Single management for UC & Video environment
- Extensive usage of Topology views to gain visibility into UC & video deployment
- Home dashboards and drill downs help isolate the issues faster
- 25 sites deployed and tested using Prime Collaboration remote tests
- Integrated Prime Collaboration alerts with OSS system
- Improved capacity planning using Trunk utilisation trends

# Case Study:

## Managing a massive Voice & Video Infrastructure with Cisco Prime Collaboration @ Cisco IT

- **Challenges**

1. Efficiently monitor large multi cluster global UC network with 150K phones – 24X7.
2. Consolidate and centralise UC management tools.
3. Obtain immediate, actionable information about outages, including impact to endpoints.

- **Solution** – Cisco Prime Collaboration Assurance

“ We can now see voice events when they happen with visibility into the network fabric, customisable views and all the fault details we need, right at our fingertips” – *David Neustedter, Architect, Cisco IT*

- **Results**

- Increased QoS through synthetic testing without service disruption
- Quickly troubleshoot call issues and minimise end user impact
- Detect hardware and peripheral related issues that need to be fixed or replaced

# Ordering Information



Order by selecting the option



Pricing is based on endpoint type and quantity (scale tiers)



Licenses are stackable for later additions



Subscription service (Cisco Prime™ Product Assured Software Subscription) enables major upgrades annually

Provisioning

Assurance

Analytics

# Services

## ➤ Technical Training

Professional VODs that show how to install and deploy:

[http://www.cisco.com/web/learning/le31/le46/nmtg\\_training/vods/pc/pc95/PrimeCollabTraining\\_95.htm](http://www.cisco.com/web/learning/le31/le46/nmtg_training/vods/pc/pc95/PrimeCollabTraining_95.htm)

## ➤ Implementation Services

Advanced services packages are available.

## ➤ Support

We offer 24-hour worldwide support.



# For More Information

## > Cisco Prime™ Collaboration Website

<http://www.cisco.com/go/primecollaboration>

## > Cisco Collaboration Community

<https://communities.cisco.com/community/technology/collaboration?view=overview>

## > Cisco® TAC Prime Collaboration Support Forum

<https://supportforums.cisco.com/community/netpro/collaboration-voice-video/pcm>



# For More Information

## Additional Resources

### > Partner Resources

<http://www.cisco.com/en/US/partner/products/ps12363/index.html>

### > Demo: Prime Collaboration on dCloud

<https://communities.cisco.com/community/partner/collaboration/contactcenter/projects/customer-collaboration-demo-portal?view=overview>

### > Product Team Mailer

[ask-primecollab@cisco.com](mailto:ask-primecollab@cisco.com)





# Cisco Prime for IT - Demo Series

Prime Demo Series

Open to Customers, Partners and Cisco People

	Every Week*	Prime Demo Series Topic	Same Time	Same Place	
Americas Edition	Every Tuesday	Cisco Prime Collaboration	11:00 AM PST San Jose Time (90 Min)	<a href="http://bit.ly/PrimeDemo">bit.ly/PrimeDemo</a>  No Registration Required	
	Every Wednesday	Cisco Prime NAM & NGA			
	Every Thursday	Cisco Prime Infrastructure			
	* Exceptions: No sessions on US Public Holidays and Cisco Shutdown				
APJC Edition	Every Tuesday	Cisco Prime Collaboration	12:00 PM Singapore Time (90 Min)	<a href="http://bit.ly/PrimeDemo-APJC">bit.ly/PrimeDemo-APJC</a>  No Registration Required	
	Every Thursday	Cisco Prime Infrastructure			
	* Exceptions: No sessions on Indian Public Holidays and Cisco Shutdown				
	* Exceptions: No sessions on Indian Public Holidays and Cisco Shutdown				
EMEAR Edition	Every Tuesday	Cisco Prime Collaboration	10:30 AM CET Paris, Berlin (90 Min)	<a href="http://bit.ly/PrimeDemo-EMEAR">bit.ly/PrimeDemo-EMEAR</a>  No Registration Required	
	Every Thursday	Cisco Prime Infrastructure			
	* Exceptions: No sessions on Belgium/France Public Holidays and Cisco Shutdown				
	* Exceptions: No sessions on Belgium/France Public Holidays and Cisco Shutdown				

Software Trial Downloads | VoDs | Product Info | Etc.

[www.cisco.com/go/prime-demo](http://www.cisco.com/go/prime-demo)



## Prime Collaboration Demo





Q & A

# Complete Your Online Session Evaluation

## Give us your feedback and receive a Cisco Live 2014 Polo Shirt!

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- Directly from your mobile device on the Cisco Live Mobile App
- By visiting the Cisco Live Mobile Site [www.ciscoliveaustralia.com/mobile](http://www.ciscoliveaustralia.com/mobile)
- Visit any Cisco Live Internet Station located throughout the venue

Polo Shirts can be collected in the World of Solutions on Friday 21 March 12:00pm - 2:00pm

Note: This slide is now a Layout choice



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[www.CiscoLiveAPAC.com](http://www.CiscoLiveAPAC.com)



**CISCO** <sup>TM</sup>

# Collaboration System Release 10 Licensing Summary

+	+	+	+	✓	Personal multiparty
+	+	+	+	✓	WebEx® conferencing
+	+	+	✓	✓	Cisco Unity® Connection
N/A	N/A	✓	✓	✓	Cisco® VCS Expressway
N/A	N/A	✓	✓	✓	Jabber® unified communications
✓	✓	✓	✓	✓	Jabber IM and presence
✓	✓	✓	✓	✓	Cisco Prime™ Collaboration (Standard)
One	One	One/two	Multiple	Multiple	No. of devices supported
<b>UCL Essential</b>	<b>UCL Basic</b>	<b>UCL Enhanced/Enhanced Plus</b>	<b>Cisco® UWL Standard</b>	<b>Cisco UWL Professional</b>	

Personal Multiparty  
Four-party video conference

WebEx Conferencing  
Named User license for WebEx Meeting Center (1 year) and WebEx Meetings Server

Expressway Remote Worker  
Firewall traversal for voice and video included through UCL Enhanced

Firewall traversal for IM&P included with all licenses

Cisco Prime Collaboration  
Cisco Prime Collaboration Standard included with Cisco UCM

✓ = included with license  
+ = Optional add-on  
N/A = Not available with license



**CISCO**™