

Cisco Unified Communications 300 Series

Challenges and Opportunities

When a small business needs to expand its phone system, or its old system is no longer supported by the vendor, alternatives such as voice over IP (VoIP) become attractive. However, the costs and perceived complexities of such solutions often hold the business back.

In the past, VoIP was considered a luxury—an enterprise solution that was out of reach for small businesses. In other cases, small businesses were sold VoIP solutions with low initial costs, but then additional costs were imposed.

Voice solutions, whether traditional or VoIP, do typically have additional costs, such as the following:

- **Licensing:** Licensing is a standard practice on voice systems, whether traditional or VoIP. The license, also known as a “right to use”, allows a phone to be used on the phone system. Typically, one license is associated with each phone. Most phone systems come with few to no licenses for the phones, so this becomes an additional cost.
- **Voicemail:** A voicemail application can be an additional expense if not included in the phone system, or there may be an additional cost to use the application if it is included. If it is not included, an additional piece of hardware must be purchased, installed, and configured. In addition, there may be licensing requirements for the voice mailboxes.
- **Voice mailboxes:** Most voicemail applications come with only a few voice mailboxes, and there is typically a cost associated with adding more.
- **Auto attendant:** Although many voicemail and phone systems provide auto attendant applications, there is often a cost associated with using this application or with the use of the more advanced auto attendant features.
- **Wireless support:** Adding wireless capabilities to the voice solution can be an additional cost.
- **Analog phones:** Ports to support devices such as analog phones can add costs to the solution.

These are just a few of the expenses that can be incurred when venturing into a new voice system, whether traditional or VoIP.

Businesses can avoid the following common pitfalls by carefully considering their needs before making the purchase decision:

- **Growth:** Phones typically represent the largest investment of any voice solution. Every employee needs a phone, and depending on the employee's responsibilities, a very high-end phone with Bluetooth or wireless capabilities may be required. It is important to make sure that the most expensive part of the phone system will not need to be replaced if the business outgrows the call processing capacity.
- **Licensing:** While moving from a small phone system to a larger one, it is important to be able to retain the licensing to use the previously purchased phones on the new system.
- **Choice of service provider:** Limited service provider options can result in higher rates than necessary if the business is “locked in.” It is important to make sure that the voice solution can support many different types of connections to a service provider, including through the Internet.

Cisco UC300 Series Solution Overview

The Cisco® Unified Communications 300 (UC300) Series was built specifically to provide a cost-effective unified communications solution to small businesses, without the additional costs associated with most traditional and VoIP solutions.

Licensing

The Cisco UC300 Series provides all the licenses necessary to use the voice solution; there are no additional licenses to purchase, even as the business grows.

If the business eventually outgrows the Cisco UC300 Series, it can simply move to the Cisco Unified Communications 500 (UC500) without changing any IP phones, and because the licensing is included, there are no additional licensing costs.

Voicemail

The Cisco UC300 Series has a fully integrated voicemail system that is included as part of the platform. All the licensing fees associated with the voicemail system are included.

Voice Mailboxes

The Cisco UC300 Series includes voice mailboxes for all of the phones, with an additional 15 for special services. Adding a phone incurs no new voicemail costs.

Auto Attendant

Many small businesses want an auto attendant feature, to avoid having a receptionist handle incoming calls all day. The cost of an auto attendant is seen as a onetime expense that requires little to no maintenance. The Cisco UC300 Series includes an auto attendant that offers up to 10 voice routing choices from a customizable customer greeting menu, and allows automated day and night options based on your business schedules.

Wireless Support

The Cisco UC300 Series provides an integrated wireless solution that can be used for both voice and data.

Analog Phones

Moving a device such as an analog phone from one voice solution to another can sometimes incur an additional cost for the use of the necessary port. The Cisco UC300 Series includes a Foreign Exchange Station (FXS) port, so that an analog phone can be moved from the old system to the new one quickly and inexpensively.

Additionally, the FXS port provides a feature called Life Line, which allows the FXS port to be used for such purposes as emergency calls, even during a power failure.

Growth

The Cisco UC300 Series supports the same Cisco SPA300 and SPA500 Series IP Phones as the Cisco UC500 Series, which is the next larger Cisco solution for small businesses.

The Cisco SPA300 and SPA500 Series IP Phones were designed to provide small business customers a portfolio of inexpensive IP phones that range from a wall-mounted phone that can be used in a lunch room to an executive phone with a color touch screen. The Cisco SPA300 Series IP Phones are the most cost-effective IP phones, providing two options: a wall-mounted single-line phone, and a desktop 3-line phone. The Cisco SPA500 Series IP Phones offer many options, from a single line to a 12 lines, with the following features:

- Power over Ethernet (PoE): Provides power to the IP phone from a PoE switch
- Bluetooth connectivity: Enables the user to connect a mobile phone to the IP phone, using the IP phone as the handset and the speakerphone for the mobile phone
- Wireless: Offers integrated wireless in a desktop phone, providing phone service in areas where there are no cables

Versatility

Versatility is a critical factor in reducing operational costs. Having the choice of multiple providers for telephone service provides flexibility and competitive cost options to the small business. The Cisco UC300 Series provides many alternatives for public switched telephone network (PSTN) connections: four integrated Foreign Exchange Office (FXO)

ports, Session Initiation Protocol (SIP) trunk connections through the Internet, or an external gateway (Cisco SPA8800) to expand on the FXO connections.

Cisco Unified Communications 300 Series

The Cisco UC300 Series (see [Figure 1](#)) is designed for small businesses that require basic voice communications.

Figure 1 Cisco Unified Communications 300 Series



The Cisco UC300 Series includes the following:

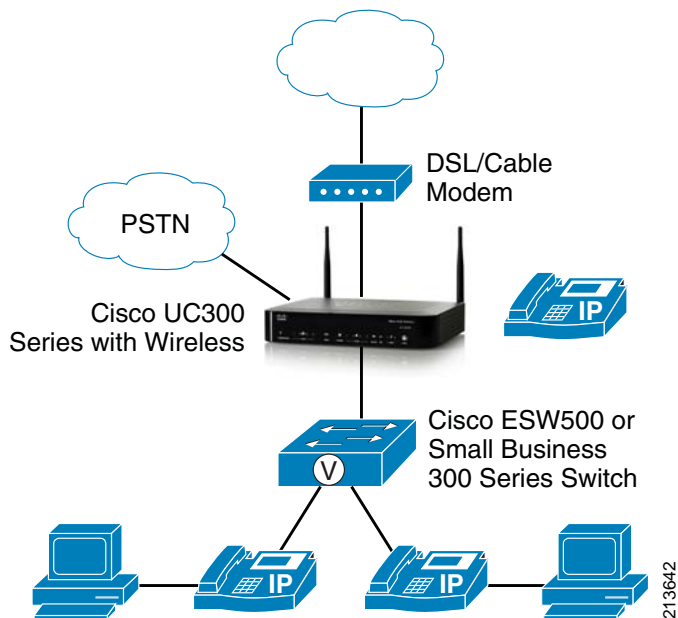
- Call processing software for voice communications, including standard telephony features that businesses have come to expect:
 - Night bell
 - Ad hoc conferencing
 - Call park and pickup
 - Music on hold
 - Basic call detail records
- Voicemail
 - Voicemail to Email notification, providing an e-mail notification when a voicemail arrives
- Auto attendant
- Four integrated 10/100/1000 (non-PoE) Ethernet ports
- A WAN 10/100/1000 Ethernet port with a basic set of security features
- A GUI-based application for configuring the Cisco UC300 Series

[Figure 2](#) illustrates a typical network design with a Cisco UC300 Series providing the voice solution and wireless capability for both the voice and data environments. In the network illustrated, each device provides a specific service:

- The Cisco UC300 Series supports:
 - Basic voice features
 - Voicemail
 - Integrated wireless
 - Optional Internet connectivity with a basic set of security features

- The Cisco ESW500 Series Switches and 300 Series Managed Switches provide expansion and connectivity for all Ethernet devices.
- Cisco SPA300 and SPA500 IP Phones are used.

Figure 2 Typical Cisco UC300 Series Network Design



Solution Summary

The Cisco UC300 Series provides small businesses with an affordable entry into a VoIP solution that supports up to 24 phones.

The following key features and capabilities are included at no extra cost:

- Licensing for all phones and voice mailboxes
- Integrated voicemail
- Auto attendant
- Integrated messaging
- Integrated PSTN connectivity, including the optional use of an SIP connection to a service provider

The Cisco UC300 Series is designed to provide a competitively priced solution that meets current business requirements on a platform that can grow with your business.

Your Cisco reseller can provide you with the right solution to match your current and future needs.

Why Cisco?

As the global leader in networking and communications, Cisco has been helping small businesses around the world solve their everyday business challenges. By adopting Cisco technology, small businesses gain an integrated infrastructure that enables employees, suppliers, and customers to securely connect and communicate. This leads to increased employee productivity, enhanced responsiveness to customers, and profitability. You also can rely on Cisco to help your business achieve its full potential.

Cisco offers:

- **Everything for your network:** With the broadest portfolio of products, financing options, services, and support designed and priced for small businesses, Cisco helps meet your immediate technology needs while keeping pace with your business growth.
- **Experienced local partners:** Local Cisco partners, fully backed by Cisco world-class support, understand your requirements and can help you deploy a system that is specifically tailored to your unique needs. This lets you focus on your business, instead of technology challenges.
- **Solutions that just work:** Cisco provides the reliability, security, and performance you expect from your business network.

Contact a [Cisco partner](#) to learn more and for a relationship you can trust to help your business succeed.



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