

# CLOUD COLLABORATION



Creative ITC

## WHAT IS CLOUD COLLABORATION?

Creative's Cloud Collaboration helps you get more from your Unified Communications (UC) solutions by delivering the latest collaboration functions from the cloud, all under a simple per-user-per-month service model. Cloud Collaboration offers an ideal way to upgrade from legacy systems or to expand your existing UC capabilities. Your workforce can collaborate more easily and work more productively without having to worry about the costs and complexity associated with managing a premises-based solution.

## HOW IT WORKS?

Cloud Collaboration is built on Cisco Hosted Collaboration Solution (HCS) platform and is delivered over Creative's global network. It is a fully managed UC solution that is flexible and scalable to suit your organisation's various worker types (i.e. user profiles). With Cloud Collaboration, you can rely on our unique skills, advanced Cisco technologies, network strength and vast experience in designing, deploying and managing UC and cloud solutions. Depending on the maturity of your business, together Creative can design a solution that fits your business needs, you can opt for either a fully cloud-based or hybrid deployment that takes into account your previous investments.

## BENEFITS

### ✓ IMPROVED COLLABORATION AND PRODUCTIVITY

Enhances workforce collaboration across various time zones and functional boundaries. A productive workforce accelerates business results.

### ✓ SCALE-ON-DEMAND AND CUSTOMISATION

You can choose features and functionalities from multiple worker types (i.e. user profiles with specific UC features), and can scale dynamically to suit your organisation's changing needs.

### ✓ LOWER TOTAL COST OF OWNERSHIP

A predictable per-user-per-month pricing model reduces your spend on the conventional hefty hardware investments, software upgrades and recurring maintenance costs.



### TELEPHONY

Feature-rich voice and video telephony solution



### MESSAGING

Manage messages with a unified mailbox accessible by voice or various interfaces



### VIDEO CONFERENCING AND TELEPRESENCE

Provides immersive video conferencing.



### PRESENCE

Pulls user profiles and availability/busy calendar information from existing Outlook configurations



### WEB CONFERENCING

Join meetings virtually anywhere – desktop, laptop, tablet or various smartphones.



### INTEGRATED ENTERPRISE INSTANT MESSAGING WITH JABBER

Keep mobile workers productive on laptops, smartphones and tablets with easy access to voice, video, presence, instant messaging, voice messaging, desktop sharing and conferencing.

\* Availability of all features is subject to local in-country licensing requirements.

## BENEFITS

### ✓ SUPPORT WORKFORCE MOBILITY

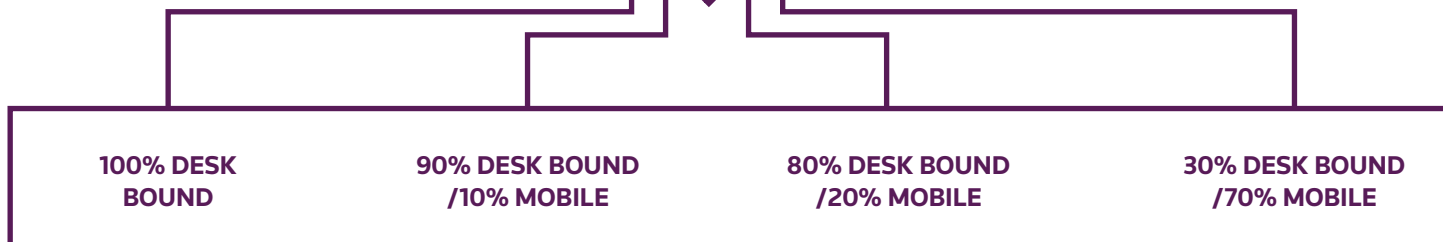
Supports UC applications such as integrated voice, video and presence across a wide range of handsets and devices.

### ✓ GLOBAL EXPERIENCE WITH LOCAL EXPERTISE

Our Cloud Collaboration services are designed and delivered by certified experts with local knowledge and global experience.



## GLOBAL CLOUD COLLABORATION



### ESSENTIAL WORKER

Dial tone /  
Basic features, Voice  
conferencing,  
Directory services,  
Extension mobility



### OFFICE WORKER

Single number reach  
Mobile / IP phone,  
handover, Video calling  
Voicemail



### OFFICE WORKER LITE

Single number reach  
Mobile / IP phone,  
handover, Video  
calling



### INFORMATION WORKER

IM & Presence, Desktop  
sharing, Soft phone,  
Microsoft Lync / Lotus  
notes Integration,  
Voicemail



### INFORMATION WORKER LITE

IM & Presence, Desktop  
sharing, Soft phone,  
Microsoft Lync / Lotus  
notes Integration



### MOBILE WORKER

Collaboration  
over Wi-Fi Mobile,  
Collaboration client,  
Call back / Remote  
office



### WHY CREATIVE?

Creative are Cisco HCS specialists, and have expertise in designing, deploying, supporting and training customers around the entire collaborative suite of products. One of the key elements of Creative's approach is the realisation that their client's requirements are all different and no one solution fits all.

### QUICK FACTS

Creative are growing 25% year on year and boast an impressive customer retention and referral ratio of 83%. With global reach (offices across 5 continents) their company directors have over 50 years of combined technical experience.

## CISCO WEBEX CLOUD CONNECTED AUDIO GLOBAL SIP TRUNK SERVICE



### ANALOGUE AND BASIC

Dial tone / basic features  
Voice conferencing



### SHARE SPACE

Dial tone / Hospitality  
features



### MEETING ROOM

Dial tone / basic features  
Video calling



### IMMERSIVE VIDEO

Room based HD Video /  
Content share