Cisco WebEx Meeting Center
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Why Should I Care About Cisco WebEx MeetingCenter?

Selling Cisco WebEx® Meeting Center helps improve your profitability, providing an opportunity for incremental revenue and margin with every voice sale. It can help you open up new conversations with your small business customers, getting them to think beyond just a phone system.

Cisco WebEx Meeting Center can help your customers:

- Finish projects faster by interacting with anyone, anywhere, at any time, on any device
- Share applications, presentations, and documents in real time
- Work with teams around the world—all they need is Internet access
- Bring people together without the time and expense of travel
- Share high-quality streaming video and multiple webcams for more personal interactions

Deliver improved collaboration capabilities to your customers and show how web conferencing can help them get more done without leaving the office, making meetings more efficient and productive —all while driving business growth.

Key Drivers for Web Conferencing

- Better support for a workforce on the move and in multiple locations
- Reduced travel costs and time
- Support for revenue-generating activities, such as sales presentations
- Ability to conduct impromptu meetings at any time
- Enhanced efficiency and productivity
- Improved communication and collaboration among employees, customers, and suppliers

Messaging: 30-Second Pitch

Cisco WebEx Meeting Center is the easy, low-cost way to exchange ideas and information with anyone, anywhere—online. Accelerate decision-making, increase productivity, and collaborate in real time with remote employees, customers, and suppliers, now with high-quality streaming video. Deliver presentations, demonstrate applications—share anything on your desktop just as you would in person.

Differentiators

Table 1 describes the strengths of Cisco WebEx Meeting Center.

Table 1. Differentiators

Ability to integrate live audio, video, and data	Easily create dynamic and persuasive multimedia presentations that integrate live audio, video, and data. Use powerful presentation techniques, such as animations and Adobe® Flash®, to deliver the true presentation experience.
Powerful annotation tools	Presenters and participants can annotate and make notes on documents as if on a whiteboard, for concise and clear communication or editing.
Network-based recording	With a simple click, you can record all of your meetings and make them available for replay and review.
Reliability	You don't get a makeup session when the technology fails. All WebEx events run on the Cisco® Collaboration Cloud, providing industry-leading security, reliability, and performance.
Mobility	Attend a WebEx meeting from your smartphone, such as iPhone, BlackBerry, and many others. From your smartphone you can attend a scheduled meeting with integrated audio and web conferencing on 3G or Wi-Fi. See presentations, view a participant list, and much more.
Flexibility	Let your prospects join your meeting on the platform of their choice: Windows, Mac, Linux, or UNIX.

Benefits for Cisco Partners

- Sell Cisco WebEx Meeting Center with every Cisco Unified Communications 300 and 500 Series system for incremental revenue and margin with every voice sale.
- Tap into your existing unified communications customer base to uncover new revenue opportunities.
- Use Cisco WebEx as a conversation starter to attract new customers.
- Develop recurring revenue streams with yearly renewals.
- Earn 5 percent Partner Development Funds rebates.

Ordering Information

Cisco WebEx Meeting Center is sold as an annual subscription, and includes an audio package with integrated phone conferencing and free voice over IP (VoIP), except where prohibited by law. Order the subscription that is appropriate for your customer's country (Table 2).

Host accounts are individualized and may not be shared or used by anyone other than the one employee to whom the host account is assigned. Hosts can hold an unlimited number of meetings with up to 25 participants per meeting, and one meeting per named host is allowed at any time.

All subscriptions within a single business must end on the same date. For midyear additions to existing contracts, there are monthly SKUs.

Example of a midyear addition:

- On January 1, year 1, a partner sells a customer five of L-WBX-MC-SB-US=.
- On October 1, year 1, the customer wants to purchase two more subscriptions. Since there are three months left on the original subscription, the partner sells the customer two of L-WBX-MC-SB-MNTH3=.
- Then on January 1, year 2, the partner would sell the customer seven of L-WBX-MC-SB-US= to renew the subscriptions.

Exchange ideas and information with anyone, anywhere—online.

Table 2. Ordering Information

Part Number	Description
L-WBX-MC-SB-US=	WebEx Meeting Center – Small business annual subscription (U.S. toll + VoIP – North America only)
L-WBX-MC-SB-EU=	WebEx Meeting Center – Small business annual subscription (VoIP only – Europe)
L-WBX-MC-SB-APAC=	WebEx Meeting Center – Small business annual subscription (VoIP only – Asia Pacific, Emerging Markets, Japan)
L-WBX-MC-SB-IND=	WebEx Meeting Center – Small business annual subscription (No VoIP – India only)
L-WBX-MC-SB-MNTH1=	WebEx Meeting Center – Small business SKU for 1 month until annual subscription renewal
L-WBX-MC-SB-MNTH2=	WebEx Meeting Center – Small business SKU for 2 months until annual subscription renewal
L-WBX-MC-SB-MNTH3=	WebEx Meeting Center – Small business SKU for 3 months until annual subscription renewal
L-WBX-MC-SB-MNTH4=	WebEx Meeting Center – Small business SKU for 4 months until annual subscription renewal
L-WBX-MC-SB-MNTH5=	WebEx Meeting Center – Small business SKU for 5 months until annual subscription renewal
L-WBX-MC-SB-MNTH6=	WebEx Meeting Center – Small business SKU for 6 months until annual subscription renewal
L-WBX-MC-SB-MNTH7=	WebEx Meeting Center – Small business SKU for 7 months until annual subscription renewal
L-WBX-MC-SB-MNTH8=	WebEx Meeting Center – Small business SKU for 8 months until annual subscription renewal
L-WBX-MC-SB-MNTH9=	WebEx Meeting Center – Small business SKU for 9 months until annual subscription renewal
L-WBX-MC-SB-MNT10=	WebEx Meeting Center – Small business SKU for 10 months until annual subscription renewal
L-WBX-MC-SB-MNT11=	WebEx Meeting Center – Small business SKU for 11 months until annual subscription renewal

Cisco WebEx Support

Cisco WebEx offers technical support services directly to customers, including the WebEx Knowledge Base with more than 2500 solutions, a robust online trouble ticket system, and 24-hour telephone support in nine languages.

Qualifying Questions

- Do you currently have offices or individual employees situated in multiple locations?
- How much do you spend on travel for business meetings?
- How do you currently conduct meetings with remote colleagues, partners, vendors, customers, and prospects?
- Do any of your employees work from home?
- Are your reps spending time traveling to visit prospects?

How Should I Address Common Objections?

Objection: Cisco WebEx Meeting Center is expensive.

Answer: There are currently more than 85 competitors in the general web meetings space, with many available for free or at a lower cost than WebEx Meeting Center. Meeting Center is a premium product with proven reliability, security, scalability, and performance. Concentrate on selling the value of the product rather than trying to compete on pricing.

Objection: Software as a service (SaaS) solutions are not secure.

Answer: All session content is encrypted with 128-bit Secure Sockets Layer (SSL) and 256-bit Advanced Encryption Standard (AES) encryption technology to deliver the highest level of protection required for enterprise data communications. Session contents are switched and are never persistently stored in the WebEx infrastructure, reducing opportunities for invasion or theft of private data and information. WebEx services are stringently audited against both the Statement on Auditing Standards (SAS) 70 Type II and International Standards Organization (ISO) 27001 global standards and U.S. government Department of Defense Information Assurance Certification and Accreditation Process (DIACAP) and

Federal Information Security Management Act (FISMA) requirements, and is pursuing third-party reviews and reports.

Comparing Cisco with the Competition

Cisco stands apart from the competition in the small business networking market as the only vendor that can provide comprehensive solutions, including switching, routing, wireless, network storage, phone and voice, and video surveillance. Whether part of a more complete solution or on its own, Cisco WebEx Meeting Center offers significant advantages (Table 3).

Table 3. Key Competitors

Competitor	Cisco Advantages
Citrix GoToMeeting	- Mobility: Ability to attend a meeting through a 3G mobile device to see the data and hear audio - Network-based recording: An easy, one-step process for recording meetings to a network - Video file streaming - Webcam to see meeting participants in real time
Microsoft LiveMeeting	- Speed: Faster application sharing, and easier connection for first-time attendees - Mobility: Ability to attend a meeting through a 3G mobile device to see the data and hear audio - Video: High-quality video with full-screen capability, voice-activated switching (Microsoft supports switching only for VoIP users), video on iPad, ability to view up to 6 video panes vs. only 2 for LiveMeeting - Security: ISO 17799 certification, an international standard for secure information handling - Support for multiple operating systems (Microsoft supports only Windows)
Adobe Connect	- Integrated voice options provided through Cisco WebEx and third-party service providers - Quality of experience maximized automatically through the Cisco Collaboration Cloud - Support for multiple operating systems (Adobe supports only Windows and Mac) - Video: High-quality video with full-screen capability, voice activated switching

Additional Resources and URLs

Cisco WebEx Meeting Center—Partner Resources
www.cisco.com/go/sbwebex