



cisco applications □ □ □ for all bundle

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Q. What is the Cisco® Applications for All bundle?

A. Cisco Applications for All is a program designed to enable midmarket customers requiring advanced communications functions to purchase superior, full-featured productivity solutions at a discounted entry price.

The bundle contains the following:

- Two Cisco 7815 media convergence servers (MCSs)
- Cisco CallManager (300 server user license)
- Cisco Unity® Voicemail with 50 user licenses
- Cisco Unity Inbox with 5 user licenses
- Cisco IP Contact Center (IPCC) Express Edition with 5 standard agents
- Cisco IP Communicator with 5 user licenses

Q. How long will the Cisco Applications for All bundle be available?

A. Initially the bundle will be available from October 15, 2005, until June 1, 2006. Midmarket customers (typically customers with 100 to 1500 users) and partners have told Cisco that they require the same sophisticated functions currently available to IP Communications for enterprise customers. Cisco will reevaluate and potentially modify the program on a 6-month basis.

Q. What were the primary objectives in creating the Applications for All bundle?

A.

- Make a full featured, Cisco IP Communications solution available for new Cisco CallManager customers that want multiple applications
- Increase Cisco's IPC infrastructure and applications run rate, commercial market share
- Offer more complete IPC solutions to customers
- Seed growing Cisco CallManager base with new applications
- Simplify ordering of mid-market systems for Cisco Sales and Partners

Q. Why is the Applications for All Bundle only available on the MCS 7815 server?

A. The goal of the bundle is to increase Cisco's share in the commercial market and seed commercial customers with new applications. The MCS 7815 server was selected to target the price sensitive 20-300 user customer and to make the list price more attractive.

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Q. How does the MCS 7815 server compare to the MCS 7825 or 7835 servers in terms of redundancy?

A. The MCS 7815 is a desktop machine as opposed to a rack mounted server. It is non-redundant. Redundancy is not something typically offered by our competitors as it increases costs. Adding redundancy in conjunction with a discount also impacts bundle margins. While it may help make the sale easier as it provides a differentiator, it is not to the point of our commercial market push which includes an increased applications run rate. The purpose of the bundle is not to simply provide a discounted IP Communications solution but to provide new customers with a low cost entry point to the "applications value" of IP Communications, i.e., to provide customers with exposure to the power of Cisco's IP Communications applications.

Q. Will other servers be considered in the future?

A. The bundle will be evaluated on a regular basis with the primary intent being to add more applications. Most of what was added in the initial phase was primarily software based, with minimal hardware components. This was done to ensure that partners and customers did not incur additional install or integration costs. It is possible that other servers will be offered in the future.

Q. Can I add more Cisco Unity users to the system I have bought with the Applications for All bundle?

A. Yes, use the standard Cisco Unity ordering process and price lists. Create a separate order line in the same order using the top level configurable part number UNITY-LIC-UPG-40 (Qty=1) and then add UNITY-VM-USR equal to the number of users / voicemail seats you want to add. You can use this same license upgrade part number (UNITY-LIC-UPG-40) to add other features to your Unity system. More information about ordering Cisco Unity and Cisco Unity licensed features can be found in the Cisco Unity 4.0 Ordering Guidelines at:
http://wwwin.cisco.com/cmc/cc/pd/unco/un/prodlit/unty4_rg.htm

Q. Can I upgrade my Cisco Unity server from voicemail to unified messaging?

A. Yes, use the standard Cisco Unity ordering process and price lists. Create a separate order line in the same order using the top level configurable part number UNITY-LIC-UPG-40 (Qty=1) and then add UNITY-VMUM-USR-E for Exchange based UM or UNITY-VMUM-USR-DC for Domino based UM equal to the number of user mailboxes on your system. Note that Domino Unified Communications (DUC) software is included as part of the UNITY-VMUM-USR-DC part number

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Q. Is Cisco Unity Connection included in the Cisco Applications for All bundle?

A. No. Cisco Unity Connection is not yet available.

Q. How do I expand the Cisco CallManager server user license beyond 300 users?

A. To expand beyond the 300 server user license, customers need to migrate to a higher-capacity server (for example, the Cisco 7825 MCS) and purchase an upgrade to the software; for more information, go to <http://www.cisco.com/go/swonly>.

Q. Is this offer available with the Cisco IP Freedom and the Cisco Value Incentive programs?

A. This offer is not eligible for Cisco IP Freedom due to the significant discount associated with it. It should be positioned as a PROMOTION and not as a new list price for an IP Communications solution. A la carte, at list price, the bundle prices out at \$27,000 U.S. list. The bundle, at \$14,995 U.S. list represents 45% discount. Normal, additional discounts then apply. It is designed to make the ordering process easy and predictable to use for both partners and Cisco sales teams. It does qualify for the Cisco Value Incentive program.

Q. Is this program available globally?

A. The program is available in all theaters.

Q. In addition to ordering with the single product number, what else does the customer need to order?

A. Unless they have an existing network, customers need to purchase the network components, gateways, and switches, as well as phones, licenses, and application seats (if required) to fit their capacity needs

Q. Are there any special licensing instructions for the software included in the bundle?

A. Both Unity and IPCC Express are FlexLM licensed products, and require a PAK for licensing. The other products do not require a license. These PAKs can be found on the boxes of each software product and in the shipping documentation. You must make sure that the correct license goes to the correct product. To license Unity, obtain the MAC address from the Unity server which has the part number of MCS-7815I-ECS1. Go to the licensing web page (URL below) and enter in each product's PAK. Fill in the rest of the requested information. For Unity, this will include the MAC address.

The licenses will be emailed to you from licensing@cisco.com.

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Browse to the applicable registration site (URLs are case sensitive):
Registered user on Cisco.com <http://www.cisco.com/go/license>

Not a registered user on Cisco.com

<http://www.cisco.com/go/license/public>

For additional information, see the Unity licensing white paper:

http://www.cisco.com/en/US/products/sw/voicesw/ps2237/products_white_paper09186a008019c743.shtml

Q. How do I add more Cisco IP Communicator seats when ordering the bundle?

A. Use the standard ordering process to include additional units of Cisco IP Communicator and its associated Cisco CallManager user licenses. For more information about ordering, visit:

http://www.cisco.com/en/US/ordering/or13/order_customer_help_high_level_listing.html.

Pricing information is available at:

<http://www.cisco.com/cgi-bin/front.x/pricing>.

Q. How do I add more Cisco IPCC Express Edition seats when ordering the bundle?

A. To add more Cisco IPCC Express Edition Standard seats to the existing bundle, configure using the following part number:

IPCX-4.X-ADDON-STD □
□ □ □ □

IPCX 4.0 STD Configurable-ADD □
to an EXISTING deployment.

To upgrade the Cisco IPCC Express Edition Standard seats in an existing bundle to Cisco IPCC Express Edition enhanced or premium seats, configure using the following part number:

IPCX-4X4Y-DIFF-UPG □
□ □ □ □

IPCX 4.X-4.Y UPGRADE STD-ENH, □
STD-PRE, ENH-PRE-Configurable

Finally, to add more seats or other items to the upgraded configuration, configure the appropriate part number:

IPCX-4.X-ADDON-ENH □
□ □ □ □

IPCX 4.0 ENH Configurable-ADD to □
an EXISTING deployment

IPCX-4.X-ADDON-PRE □
□ □ □ □

IPCX 4.0 PRE Configurable-ADD to □
an EXISTING deployment

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Q. Are there any special considerations that two-tier distributors should be aware of?

A. The Cisco Applications for All bundle was designed as a single product to simplify ordering and make it easier for distributors and other Cisco partners to stock. Because the bundle includes multiple software and hardware components, there may be specific licensing considerations for each.

Q. Why is Cisco not offering this product for the Hewlett-Packard version of the Cisco 7815 MCS?

A. Cisco no longer offers the HP version of the Cisco 7815 MCS.

Q. Will the bundle parts all be in the same box shipped from the same location?

A. The intent is to have one package "overpacked" and shipped from the same location.

Q. Will servers be preloaded with software?

A. The servers and software will ship together, but the software will have to be loaded onto the server.

Q. Does the Cisco Applications for All bundle replace the Cisco IPCC Express Edition with Cisco CallManager bundle that was recently extended?

A. No, the Cisco Applications for All bundle does not replace the Cisco IPCC Express with Cisco CallManager bundle. The Cisco Applications for All bundle enables midmarket customers requiring advanced communications functions to purchase superior productivity solutions at a discounted entry price. The Cisco IPCC Express Edition with Cisco CallManager bundle is independent from the Cisco Applications for All program and provides all new orders of Cisco CallManager 4.1 with the Cisco IPCC Express Edition Standard 4.0 software at no charge, enabling Cisco CallManager customers to experience the customer care capabilities of Cisco IPCC Express Edition.

Q. When should I order the Cisco IPCC Express Edition with Cisco CallManager bundle versus the Cisco Applications for All bundle?

A. customer would not necessarily order the Cisco IPCC Express Edition with Cisco CallManager bundle as opposed to the Cisco Applications for All bundle. The Cisco IPCC Express Edition with Cisco CallManager bundle is automatically included, at no charge, with all new orders for Cisco CallManager to enable customers to experience the customer care capabilities of Cisco IPCC Express Edition, whereas the Cisco Applications for All program is designed to enable midmarket customers requiring advanced communications

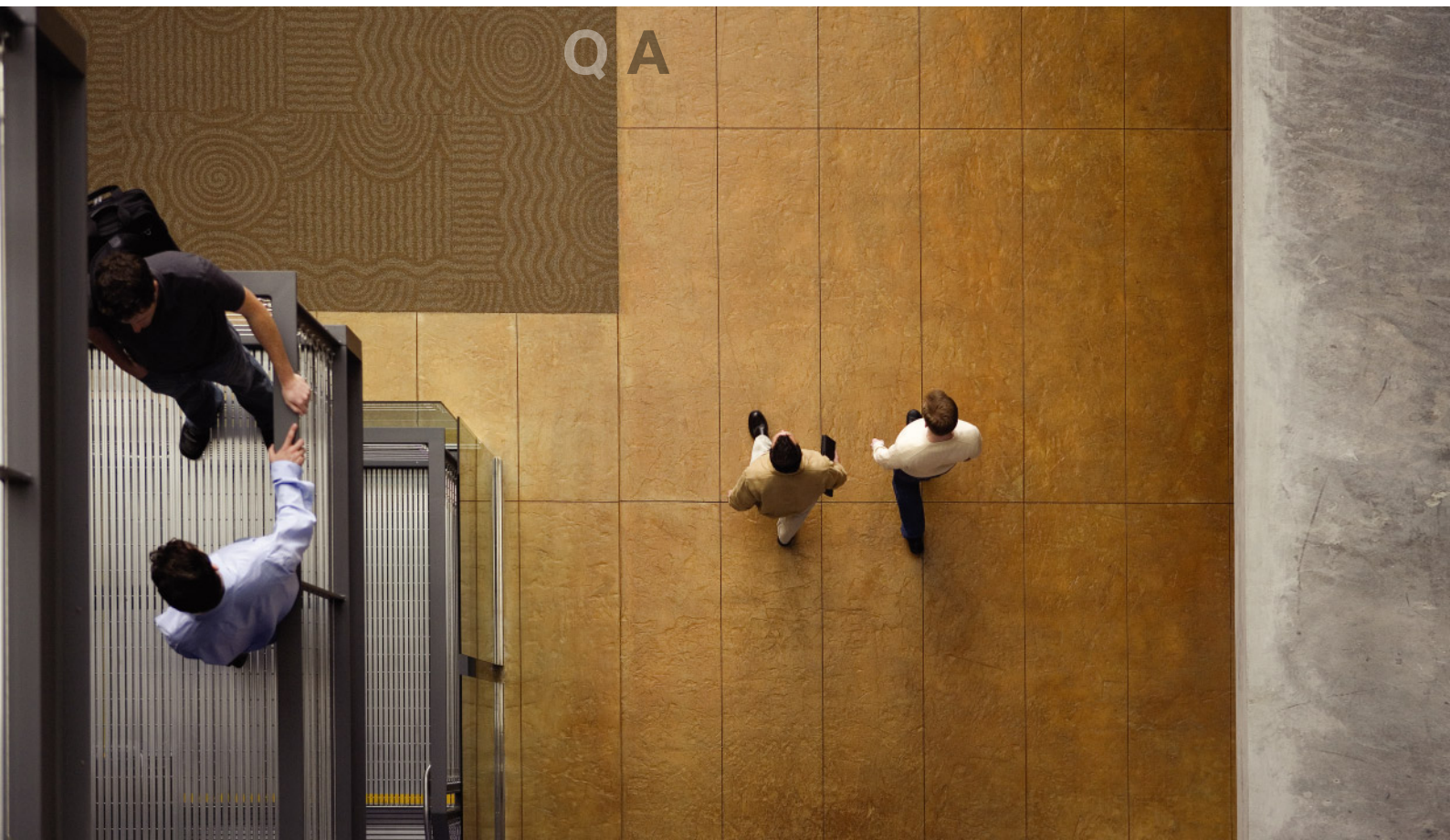
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functions to purchase superior, full-featured productivity solutions at a discounted entry price. The Cisco Applications for All bundle includes two Cisco 7815 MCSs; Cisco CallManager (300 server user license); Cisco Unity Voicemail with 50 user licenses; Cisco Unity Inbox with 5 user licenses; Cisco IPCC Express Edition with 5 standard agents; and Cisco IP Communicator with 5 user licenses. In particular, a customer deploying the Cisco MCS 7815 as part of the Cisco Applications for All bundle will receive more content, and this bundle is recommended for customers who want advanced features and functions.

Q. What technical support services are available for the Cisco Applications for All bundle?

A. Cisco hardware services such as Cisco SMARTnet® support for the Cisco 7815 MCS with Cisco IP Communicator and Cisco 7815 MCS enterprise communications servers (ECSs) are available. Also, Cisco Software Application Support (SAS) or Cisco Software Application Support plus Upgrades (SASU) are available for the Cisco CallManager, Cisco Unity system, Cisco IP Communicator, and Cisco IPCC Express Edition applications. Cisco SAS provides software maintenance release and software minor release updates. Cisco SASU provides software maintenance, minor, and major release updates. Both Cisco SAS and SASU provide 24-hour access to Cisco.com and the Cisco Technical Assistance Center (TAC).

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The table below lists the service and support part numbers available for the bundle:

Product Name	List Price	Product Description
CON-SAS-IPC-COMB	\$1,125	Cisco Software Application Support (SAS)
CON-SAU-IPC-COMB	\$1,500	Cisco Application Support plus Upgrades (SASU)
SmartNet options for MCS-7815-I1-IPC4		
CON-SNT-MCS7815I	\$320	Advance Parts Next Business Day
CON-SNTE-MCS7815I	\$464	Advance Parts 8x5x4
CON-SNTP-MCS7815I	\$512	Advance Parts 24x7x4
CON-OS-MCS7815I	\$600	Onsite Next Business Day
CON-OSE-MCS7815I	\$780	Onsite 8x5x4
CON-OSP-MCS7815I	\$840	Onsite 27x7x4
SmartNet options for MCS-7815-I1-ECSP		
CON-SNT-MCS7815E	\$480	Advance Parts Next Business Day
CON-SNTE-MCS7815E	\$696	Advance Parts 8x5x4
CON-SNTP-MCS7815E	\$768	Advance Parts 24x7x4
CON-OS-MCS7815E	\$600	Onsite Next Business Day
CON-OSE-MCS7815E	\$870	Onsite 8x5x4
CON-OSP-MCS7815E	\$960	Onsite 27x7x4

Note: SmartNet should also be ordered for the Cisco Voice Provisioning Tool which requires a separate server.



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