

## Webex Single Platform Advantage: The Unified App for Modern Workstyles

Cisco Webex Teams, the all-in-one collaboration application you know and love, is now built to fit individual workflow and workstyle needs. The new unified app framework lets organizations customize their application for single or multi-mode operation of messaging, calling, device control, and meetings. With an added set of powerful features, users can further personalize the app to create their ideal workplace tool. Bringing you the best of intelligent collaboration, on your terms.



## Benefits



Collaborate on your own terms: You choose how your company works and shares information across desktop, mobile, and web.



Flexibility with one app: With stackable modes, you can add on more functionality as your collaboration needs grow, all within the same app!



Boundless productivity: Collaborate with internal and external participants + integrate 3rd party solutions and get more done from one place.



Enterprise-grade security: Your information is still safe and secure with advanced security and compliance.

Organizations use over 34 apps in the workplace. That's insane. Why not one and done?

## Overview

In a business era of intense collaboration, there are dozens of options when it comes to collaboration tools. Companies try to choose the best applications based on what their teams need and often end up with multiple solutions fitting only a subset of their teams. This leads to poor user adoption and a loss of cross-function communication within the company. On the back end, IT faces the hurdles of multiple points of disparate management and risks of failure. Companies need a single platform solution that fits the organization as a whole, while also supporting the needs of individual employees, external collaborators, IT management and also meets security policy requirements. Not everyone works the same way. Why should your collaboration tool?



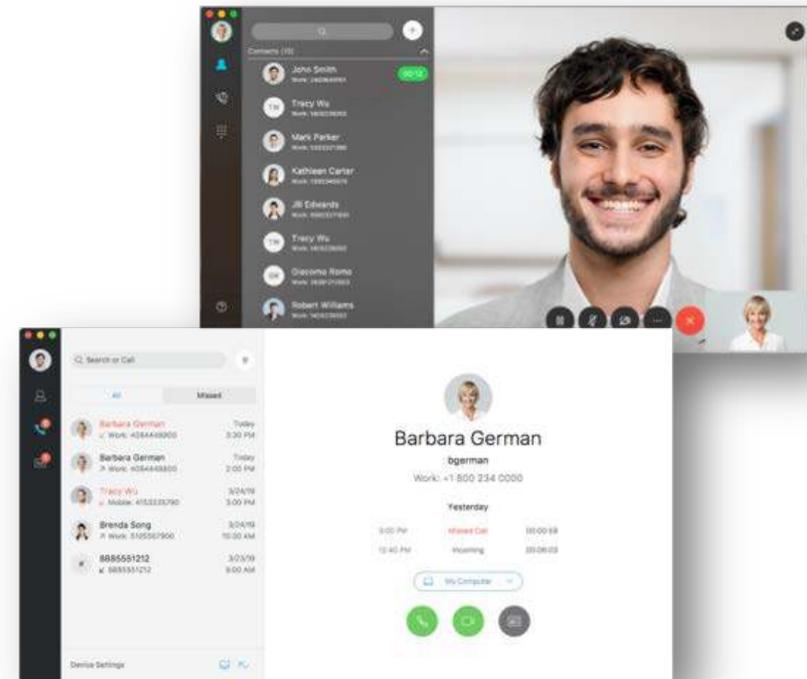
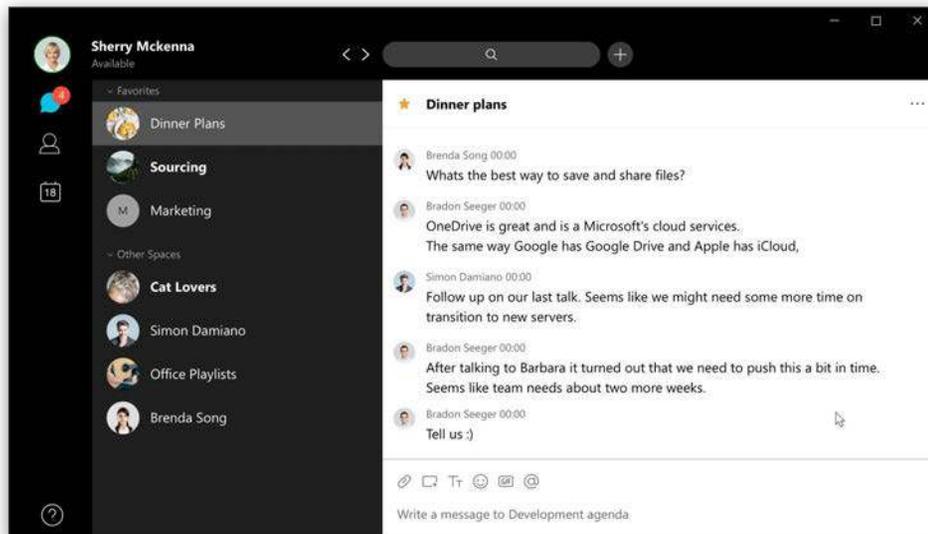
## Change leads to opportunity

As the unifying application, Webex Teams™ aligns to the way teams work and enables them to choose what capabilities they need, at their own pace. We've taken the core collaboration functions and modularized them into four agile modes (message, calling, device control, and meetings). These modes can be used standalone, or configured for multiple stacked modes to achieve full team collaboration capabilities. This enables organizations to consume a rich portfolio of features and functionality in the way that's suited for their organization. Everything is managed from one central admin dashboard with Webex Control Hub and easily configurable by IT. By adding modes at any time, IT admins can make the changes needed to enhance user's workflows without disrupting existing workstreams.

## How the 4 modes work

### Collaborative messaging mode:

Create a virtual workspace where you can chat with others directly or as teams with rich text and expressive messaging. Humanize your messages with gif images, reactions, and custom markups. Easily add people from your company directory or enter an email address for external users such as consultants, suppliers, customers, and more. It doesn't matter who, where, or on what device, enable internal and external participants to securely see and share all information and content. You can also integrate third-party products such as [Salesforce](#), [Jira](#), [O365](#), and [more](#) to cross-collaborate and get updates right within Webex Teams. With an uninterrupted workflow, you can finish projects faster and see outcomes sooner.

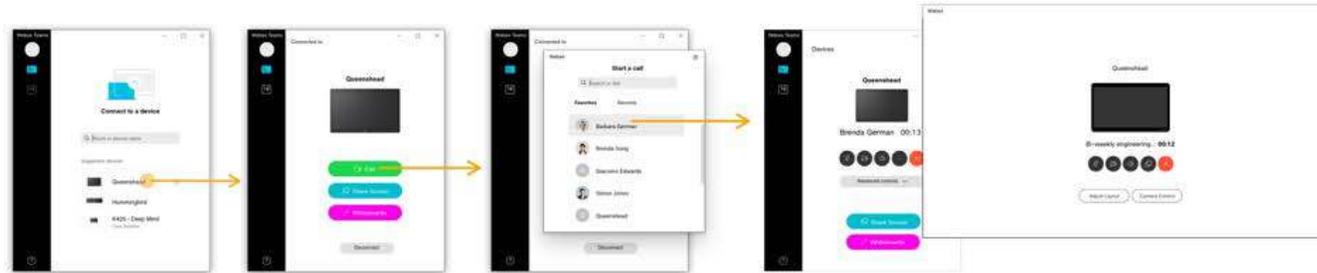


### Calling mode

With native in-app voice and video calling, you can make and receive calls with classic calling features, ranging from basic calling to a full set of rich enterprise calling features traditionally delivered on a desk phone. Maximize your investments by integrating existing calling solutions, including [Cisco® Unified Communications Manager](#), [Cisco Hosted Collaboration Solution \(HCS\)](#) or choose from a variety of options with [Webex Calling](#). No matter your choice, you can rest assured that rapid resolutions are only a call away. If you need to escalate the call, simply add another participant for an enhanced calling experience.

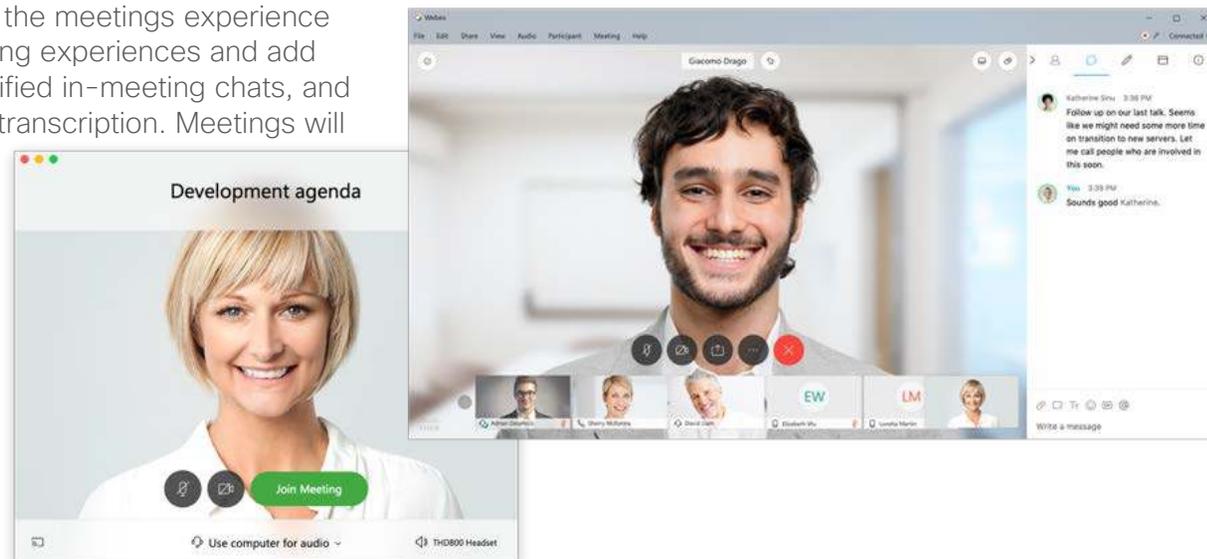
## Device pairing mode

Sitting at the far end of a conference table? Walking in late? The Cisco Proximity App is integrated into the unified app for a seamless experience. By utilizing ultrasound technology and secure https connection, you can wirelessly connect to [Cisco Collaboration room devices](#) directly from a desktop or mobile phone. Once paired, you can enjoy all the benefits of wireless control such as joining meetings, making calls, whiteboarding, sharing your screen, and more. If you need a follow-up meeting, simply use the built-in calendaring services to schedule one and keep your plans on track.



## Meetings mode

The Webex meeting experience is on a journey to become part of the unified app. The first phase brought the ability to launch a limited Webex Meetings capability unique to Webex Teams. The second phase will continue with a limited availability opt-in program, offering users the full Webex Meetings experience of scheduled and personal room meetings within Webex Teams. As we move toward a unified client approach, the meetings experience will align for the pre, during and post meeting experiences and add additional capabilities for multiple hosts, unified in-meeting chats, and cognitive features such as real-time voice transcription. Meetings will become a core mode within the unified app and deliver a solution that's flexible, configurable, and based on your needs. Regardless of which meetings experience you choose (browser or app), the same fluid meeting experience awaits.



## Explore new experiences

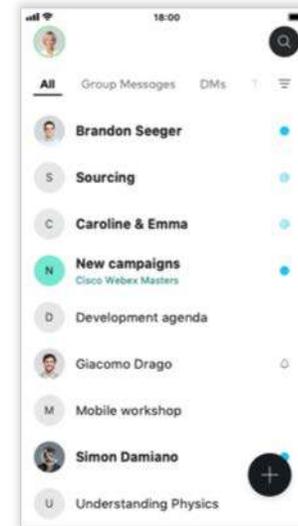


Engage your teams with the new [Webex Room Panorama](#) and the [Webex Desk Pro](#)

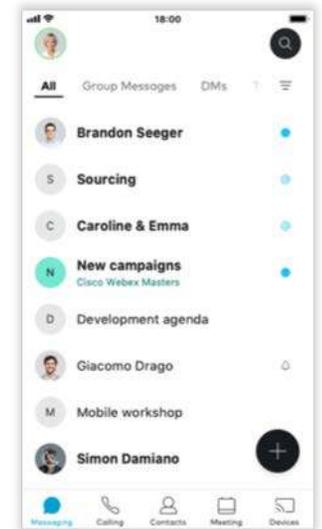


Control them with device pairing from the unified app

By building the collaboration foundation on a single platform, Webex Teams is able to modularize while staying true to a simple and easy-to-use interface. With an adaptive design, the features you need most will be prominent. When you choose to add more modes, the interface will adjust to keep contextual features in view. This allows for easy transition from single mode to multiple modules and enables users to quickly access new functions, reducing work friction and adding value to complex workstreams.



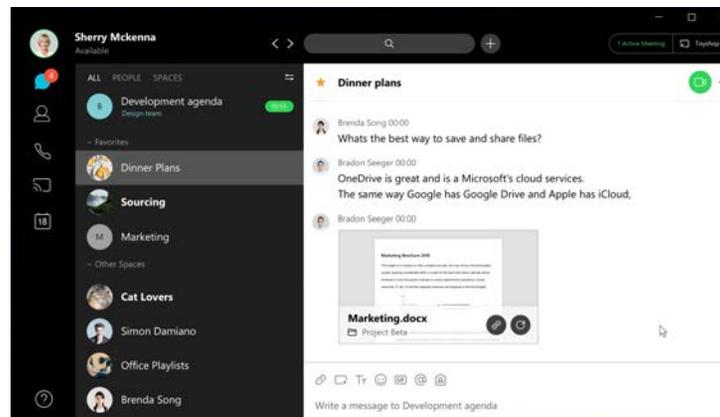
Messaging Mode



Messaging + Other Modes

### Full collaboration mode

Leave behind the tangled and fractured workloads and empower your organization with the most complete collaboration experience. When you want the best out of your team, enable them with the modes they need to work in any kind of environment. Whether they are mobile



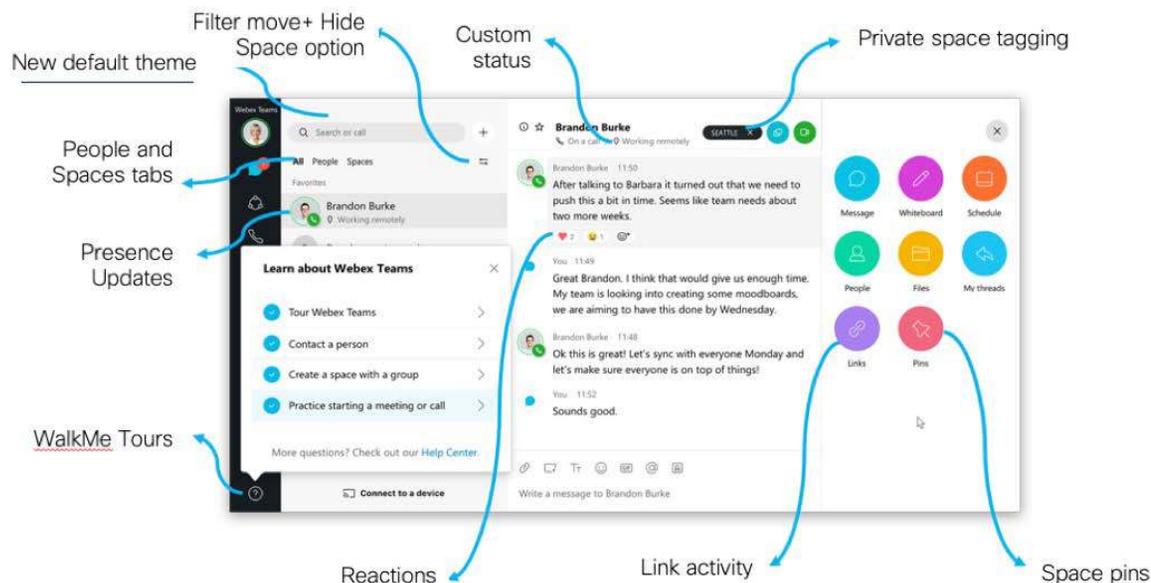
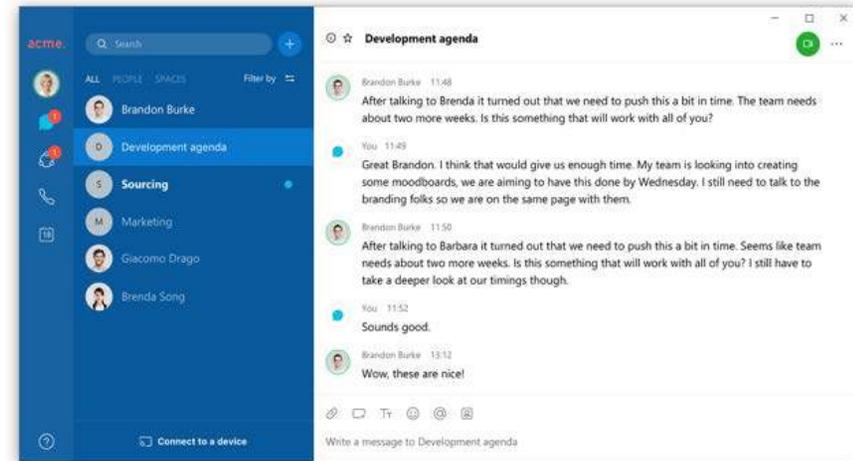
workers placing calls on the go, design teams partnering with vendors to co-create, or executives showcasing the next revolutionary idea, the intelligent features you need to work smarter are here. Full mode has you covered.

## Level up with an expanded set of features

In addition to the unified app, we are boosting the user experience with a roll-out of features that enable multi-layered personalization. Make collaboration your own with organization-wide custom configurations and individually controlled features. Stay on top of what's [new](#) and highlight what matters to you.

### One place for IT administration:

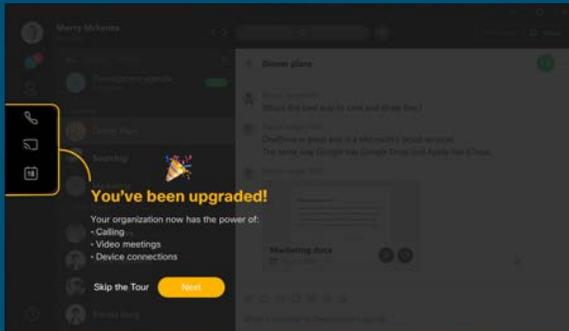
- o Custom branding - Personalize your collaboration environment with logo branding and a custom color pallet to fit the look and feel of your company. Expand your branding company-wide with [digital signage solutions](#) on Cisco Collaboration room endpoints.
- o Industry-leading security - With increased control and visibility, admins have more choices to use new cloud access security brokers and anti-malware capabilities. Cross-collaborate with third parties with ease and peace of mind, knowing all your data is protected and tightly controlled.
- o Granular diagnostics and analytics - Get by-the-minute insights into meetings, participants, and quality of service to empower IT admins to address issues within their control. Further drill down by participant and expand the view to see rich insights on environments, joining methods, and more.



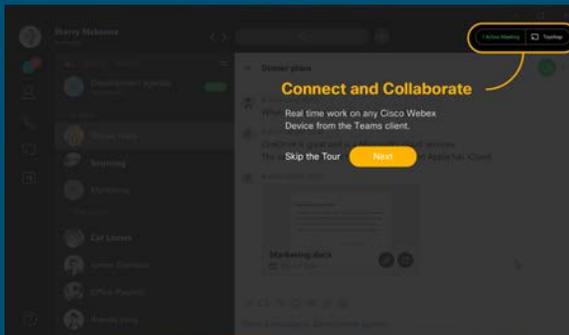
### Cut through the clutter with personalization:

- o Link activity - Saves important links so you don't have to. View them all under the links activity and work smarter, not harder.
- o Space pins - Pin a space to stay informed of critical information, but don't get alerted for everything else.
- o Presence updates - Your presence will reflect your current activity status such as in a call, meeting, or presenting across platforms. Further customize by stating your status and letting others know where your focus is.
- o Reactions - Add a human element and let others know you've seen their message and how you feel about it. Connect better with your team and throw in some fun!

## Collaborate faster with Walk-Me



Get notified when there are changes to your app and access the latest features.



Learn as you go which collaboration options make sense for you, to optimize your productivity.

### Redefine personal productivity:

- o Walk Me tours - Let the app walk you through of all the features and functionality with easy-to-follow prompts and examples. Whether it's your first day, or you are looking to improve your workflow, Walk Me enables users to quickly learn on the go without the need for formal training, unburdening IT and reducing adoption time.
- o Space management - Choose how you view your spaces. Pop out spaces into new windows and get more out of your desktop, or separate people and spaces into tabs. Easily switch views to focus on important conversations without getting distracted by other unread spaces or notifications.
- o Peek in a space - Look into spaces you plan to follow up on later. The space isn't marked as read and no read receipt is sent.

## Use case examples

| Use case                         | Description   |
|----------------------------------|---|
| <b>Retail / customer service</b> | <ul style="list-style-type: none"> <li>• <b>Mode: Calling</b></li> <li>• <b>Great for:</b> When you have a management system in place, but need reliable calling capabilities to enable front-line workers to communicate internally and externally and address customer issues</li> <li>• <b>Enhanced by:</b> Adding Messaging which enables your field teams and headquarters to share customer experiences, work with suppliers, and improve resolution time of issues</li> </ul>                    |
| <b>Industry consulting</b>       | <ul style="list-style-type: none"> <li>• <b>Mode: Meetings</b></li> <li>• <b>Great for:</b> Gathering all your team members across the globe to discuss findings and plan for recommendations</li> <li>• <b>Enhanced by:</b> Adding device pairing to utilize Cisco Collaboration Room systems to their full potential. Share content, control meetings, and more. With unlimited collaboration, shorten the gap between a knowledgeable company to being an industry subject matter expert.</li> </ul> |
| <b>Healthcare providers</b>      | <ul style="list-style-type: none"> <li>• <b>Mode: Messaging</b></li> <li>• <b>Great for:</b> Communicating with staff and securely sharing patient information with doctors and nurses</li> <li>• <b>Enhanced by:</b> Adding the full suite to facilitate the most collaboration to your team. Provide patients with onsite, <a href="#">secure</a> remote care, integrate with local x-ray clinics, and schedule follow-up appointments with the click of a button</li> </ul>                          |



## Buying is simple

With a single Cisco Collaboration Flex Plan subscription, enable people to use Cisco's industry-leading meetings and calling, messaging, video devices, and more. [Learn more](#)

## The single platform journey

The unified platform framework connects every component, from back-end design and administration down to the individual user. With intelligent and secure collaboration services, organizations can customize solutions to meet their needs and gain critical insights into their own environments. Whether you are cloud-ready or just starting, with choice in deployments, there are flexible options for every type of organization. Protect your existing on-premises investments by utilizing hybrid [Cisco Webex Edge](#) services while still gaining the benefits that Cisco's cognitive cloud brings. Transform your office of today into the intelligent workplace of tomorrow.

Stay up to date on the unified app journey and get the latests news and feature updates at the [Webex Help Center](#).



## The Cisco Webex Advantage

Cisco is recognized as a leader in video and web conferencing and unified communications, as well as security and networking. This leadership, combined with a full portfolio of Cisco Webex devices, gives you exceptional calling, meeting, and team collaboration experiences.

---

### Start today

Tear down communication barriers, ditch formality, and work securely with anyone, anywhere. Get [Webex Teams](#).

Learn more about everything that Cisco Webex has to offer:

- [Cisco Webex Meetings, Calling, and Webex Teams](#)
- [Cisco Webex Devices](#)
- [Cisco Collaboration Flex Plan](#)

For the latest information and help resources, visit the [Cisco Collaboration Help](#) site.

