

Cisco® Collaboration Meeting Rooms (CMR) from BT

Cisco CMR Cloud



Your personal video conferencing room: always ready for business.

Cisco CMR Cloud from BT combines Cisco WebEx Personal Meeting Rooms, cloud-based Cisco WebEx video bridging and high-quality BT MeetMe global audio conferencing into one, always-available meeting experience. The enhanced user experience and video capabilities of WebEx are extended to any participant with a standards-based video endpoint.

Participants can select whether they join from a video room, video endpoint, WebEx or mobile device to take part in a truly compelling meeting experience. CMR Cloud is very simple to deploy. As the standards-based endpoints connect to a cloud video bridge (no on-premise video infrastructure is required) businesses can quickly access the strengths of this true Unified Communications (UC) solution.

The result: an always-available meeting experience which you can join from the device of your choice — mobile, desktop endpoint, soft client, or room-based video system. It moves the focus to the person joining the meeting, allowing them to join in the way that suits their current circumstances best.

Give out your unique meeting room ID and meetings are a click away. Colleagues, customers, or partners want to meet with you? They simply click your ID to ask to meet. Less formality, more interaction.

All participants share the same conferencing experience of BT MeetMe audio, video, and content sharing.

Cisco CMR Cloud from BT is part of the Collaboration Meeting Rooms suite of solutions.

Benefits

What is the impact of this simplicity and always-available, one-meeting experience?

- Faster decision-making by bringing people together to meet the way that fits their workday — instantly, at a scheduled time, or in your personal room.
- Reduced travel — less dependency on being in specific locations for full engagement with participants.
- Greater flexibility by making it easy for participants to join a meeting from any video device, regardless of location or technology.
- Productivity rises as virtual teams work more effectively.
- Customer engagement increases with less dependency on face-to-face conversations for effective meetings.

The result

Your business becomes more agile and you respond more quickly to fast-moving market and business changes.



Cisco CMR Cloud from BT gives you:

- a simple, consistent and delightful user experience
- a video collaboration service that integrates audio, video, and content-sharing technologies into one meeting experience
- high-quality, feature-rich BT audio integration*; globally reliable, scalable
- an always-available personal meeting room with your own unique ID that never changes
- ease of use — the host can start meetings from WebEx or a video device
- active Speaker Video, Audio, and Desktop/Application shared on all devices
- the opportunity to record and share for future viewing
- simple-to-join capability from any third-party, standards-based video device, Cisco TelePresence® endpoint, and soft client
- the ability to add the CMR Cloud service to a BT Cisco WebEx Meeting Center subscription
- scalability to support up to 25 standards-based video endpoints, up to an additional 500 video-enabled WebEx Meeting Center users, and up to 500 audio-only* WebEx Meeting Center users in a single meeting.

*Speak to your BT Account Manager to confirm BT Audio specifications.

When would you use it?

Whenever you want to deliver a high-quality and unified video meeting experience. You get:

- more flexibility to join meetings from any location with any internal or external team
- the use of video rooms, linked with users who are mobile / at other locations
- enhanced value delivered by video endpoints which can join with web-based participants (not all participants need to have an endpoint)
- everyone to come together in a single meeting with technology that enhances the engagement — you actually 'meet' the other participants
- truly agile working - participants can stop worrying about changes in location.

Features

Make faster decisions by bringing people together in the way that best fits their work style, and make it easy for participants to join from any standards-based device, regardless of location and technology.

- Web with web audio, audio and standards-based endpoints all in a single meeting.
- The video of the active speaker is always displayed, whether they are video endpoint or web video.
- Supports scheduled, Meet Now, and personal CMR meetings.
- Single invite for video, web and audio-only users.
- Simple to join no matter the device or location.
- Video access is automatically added to every WebEx Meeting Center session.

BT Audio feature summary

- **Global access, local access.**
BT offers local access numbers in over 50 countries using our own high-quality voice network.
- **Low cost on-net access.**
BT is one of the largest network and IT service providers in the world, a significant asset as this offers you comprehensive global connectivity, and our geographical footprint continues to expand. BT's on-net conferencing audio solutions can offer additional cost benefits for your Cisco CMR Cloud solution if you have already invested in, or plan to invest in a BT voice network.
- **Web participants have a simple selection for the audio of their choice** — standard BT MeetMe, IP-based calling including Dolby Voice.
- **Value-add features** that make conferencing easier: free to install tools that make it easy to schedule, view, manage, control and monitor your calls.
- **Future proofed.** As we develop new services and features we'll continue to integrate these with Cisco's product portfolio.



Why choose BT for Cisco Collaboration Meeting Rooms (CMR) Cloud?

The power of BT and Cisco combined means you have the support of the two market leaders in conferencing and collaboration. Together we prove a simple way to reach a wider audience by mixing mobile video with web and traditional video conferences.

BT is at the forefront of innovative conferencing services and solutions supported by a roadmap which is agnostic to networks and applications; providing greater flexibility to meet a customer's business challenges both now and in the future.

Experts in video conferencing solutions

More than 25,000 video systems benefit from our end-to-end Video Managed Services portfolio. With Worldwide Network Operation Centres in Philadelphia, Denver, Sydney and London, and more than 35 field offices, we provide 24x7x365 helpdesk support and have certified technicians who are available to assist on a global basis.

BT is Cisco certified as a WebEx partner globally. Global Certification recognises partners with expertise and resources to plan, design, implement and operate Cisco networking solutions across the globe.



Offices worldwide

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Contact us today for more information on how we can take you on a journey to a truly collaborative enterprise.

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