



Collaboration as a Service (CaaS)

CaaS provides flexible OpEx model for collaboration services

Overview

Enterprise customers increasingly depend on a mixture of voice, video, messaging, customer care, web conferencing, and telepresence services to collaborate internally and keep in touch with their customer bases. The diversity of these collaborative channels means that customers' IT professionals need to be expert with many different technology solutions. These solutions are always changing and getting better, with more services and richer capabilities. All of this adds up to significant CapEx and OpEx spend.

Enterprises are looking for a better and more flexible way to collaborate without this burden on their IT departments. Cisco Managed Services (CMS) group offers an ideal solution with Cisco® Collaboration as a Service (CaaS), a cloud-based offer providing all of Cisco's best-in-class collaboration technologies through an as-a-service model. These collaboration services are accessible anywhere and any time through the cloud, without the hassle of having to support ongoing day-2 operations internally to keep everything up and running.

Benefits

- Cloud-based access to Cisco's industry leading collaboration technologies and services enables mobile workers to collaborate on the go.
- Service enables customers to shift away from CapEx to acquire new technology services and to a more flexible OpEx model.
- Because CaaS is based on open standards, the service works transparently with existing equipment and third-party applications.
- Service provides immediate access to new features and services.

Value statement

Most enterprise customers are looking for ways to grow their IT infrastructures, adding more collaboration services to help transform the way their employees and customers collaborate and do business. At the same time, IT directors are under pressure to reduce overall costs. Reducing Capital Expenditures (CapEx) means that an enterprise can't grow the infrastructure with new and innovative IT services. This is the reason that as-a-service models—where the vendor owns the equipment and provides the services through the cloud—resonate with CIOs and IT directors. Being able to switch from a CapEx-heavy model to an OpEx one where the enterprise pays only for the services actually being used makes a huge positive effect on the organization. This flexibility allows the enterprise to spin up services as needed and reduce them when it doesn't.

Cisco CaaS is a private cloud solution with dedicated WAN circuits for each customer, as well as dedicated applications hosted in Cisco data centers. This means that the solution is highly secure, with both physical and virtual secure access for each customer. Cisco Managed Services (CMS) has extensive experience with all Cisco collaboration technologies and services, as well as with cloud access and security principles. CMS provides day 2 operations so that collaboration services are always up and running for the enterprise's employees and customers.

Trends and challenges

Enterprises are being constrained from a budgeting perspective on their IT spend. Therefore, they need to embrace more flexible and cost-effective means to obtain the collaboration services their employees and customers need. As-a-service models provide those efficiencies, but for a variety of reasons enterprises face many challenges in moving to this flexible consumption model.

Moving services and data to the cloud often gives many enterprises pause. Because these services become consumable from any device, any place, at any time, enterprises fear that their proprietary data and knowledge are not secure. This should not worry customers who are considering CaaS, because the solution is one incorporating private-cloud accessibility. Dedicated WAN links make sure that only the organization can access data and services. CaaS's security model has been granted ISO27001 and SSAE16 accreditation.

Enterprises also feel challenged by the feeling of a loss of direct control over the collaboration infrastructure and services. CMS takes a partnering approach to CaaS, so that during the planning and building phases, we work with prospects and customers to make sure that the solution addresses their specific concerns, requirements, and access rights.

A serious concern that many enterprises have is that they will not be able to adopt new features and services quickly enough to create a competitive edge or gain additional efficiencies. CMS does everything we can to make customers aware of new features and functions that might contribute to their efficiencies and core business activities. We provide workshops and other customized forums to inform and educate customers so that they can quickly adapt to new and more powerful collaboration services.

How it works

CaaS provides Cisco's complete range of collaboration services—including voice, video, messaging, customer care, and web conferencing—as a service with a simple per-user, per-month consumption model. CaaS enables customers to move to an OpEx model and pay only for the services they really need and use.

CaaS obviously depends on the enterprise's network infrastructure so that employees and customers can access collaboration services from anywhere and at any time.

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To minimize the effect that cloud solutions can have on their network infrastructure and to help mitigate bandwidth and other performance issues, CMS consults with each individual customer to make sure that their network infrastructure is optimized to support CaaS. This helps to enhance the end-user experience and to minimize additional and unexpected infrastructure costs. CMS has extensive skills and experience across the full technology stack to make sure that the customer successfully adopts CaaS and fully utilizes the services within the offer.

CaaS is a proven offer with many years of market viability. CMS currently manages more than 2 million endpoints with the CaaS offer. Cisco is the market-leading provider of collaboration technologies and solutions, and the tight interlock between CMS and our product business units enhances our ability to keep the collaboration infrastructure up and running. CaaS is the most viable hosted as-a-service solution for collaborative business tools and services.

CaaS is a premium offer in the sense that it offers incredible value to the prospect or customer across a variety of categories. CaaS is a full-featured collaboration solution backed by Cisco's reputation as the market leader in collaboration technologies. In addition, CMS provides managed services focused on business outcomes, not just line-item deliverables.

The expected outcomes of CaaS include:

- A clear shift to an OpEx model rather than a CapEx model for the prospect or customer
- Superior technology that underscores an enterprise's core collaborative needs
- Broad service assurance with always-available collaboration services from anywhere and at any time
- A consultative relationship in which CMS works hard to partner with the customer to optimize the infrastructure and extract as much value as possible from the CaaS investment

Use cases

Customer with operational needs

- This customer needs a reduction in capital expenditures along with a shift to an operational model.
- This customer only wants to pay for services actually being used, rather than deploying devices and services that are used only by a fraction of its employees or customers.
- This customer wants to make sure that the services are always up and running without having to defocus the internal IT staff.

The Cisco advantage

Cisco is the market-leading provider of collaboration and customer care products, solutions, and services. Cisco continues to build out and develop next-generation collaboration services, such as Cisco Spark™, to help the customer achieve true business transformation. The transformed collaborative environment will support ongoing digital and mobile advances moving forward, providing investment longevity and reduction in Total Cost of Ownership (TCO).

Custom call to action

Visit us [online](#) to learn more about our Collaboration as a Service (CaaS) offer and the value to your collaboration strategy. Cisco's Cloud and Managed Services group is ready to provide Cisco's best-in-class collaboration services in a flexible consumption model so that customers achieve CapEx reductions and OpEx efficiencies. CMS has designed the CaaS offer to make sure that customers can continue to use the latest and greatest collaborative features and services without the expense and frustration of managing them on their own.

Customer with technology adoption needs

- This customer has core business activities that absolutely depend on business collaboration services.
- This customer needs not only to keep up with technology trends but also to incorporate them as quickly as possible to gain a competitive advantage.
- This customer cannot allocate internal IT staff to researching and keeping up with the latest trends in collaboration services. This customer wants to have expert assistance to deploy and keep the services up and running so that IT staff can work on higher touch consultative activities.

Customer with transformational needs

- This customer is in the process of transforming its business processes to take advantage of new ways to collaborate internally and communicate with customers.
- This customer needs IT collaboration services to underscore these transformed business processes.
- This customer wants the latest and greatest to keep driving internal business transformation.

Services

Collaboration as a Service is for the customer that wants to eliminate CapEx by moving to a monthly per-user consumption model. CMS provides cloud-based services and day 2 operations.

How to buy

To view buying options and speak with a Cisco sales representative, visit www.cisco.com/c/en/us/buy.