WE GET BRIDGING YOUR ON-PREMISES INFRASTRUCTURE WITH THE CLOUD.

CDW Amplified™ Collaboration
Webex Optimization

Businesses are seeing challenges with bridging existing on-premises services and cloud services. The requirement to keep existing infrastructure and expand to cloud services is needed within businesses even more today than ever. Trying to use both on-premises and cloud tools can create a poor end-user experience when they do not work together as one. To assist businesses with bridging on-premises and the cloud, CDW not only provides multiple options in our portfolio of Webex services but also includes Adoption Services in every engagement. Businesses can customize Adoption options based on their needs.

Webex Optimization can help you achieve:

Operational Efficiencies **Agility** **Increased Performance**

Webex Hybrid Services bridge the gap to provide a better experience when connecting on-premises and the cloud, allowing for users to increase productivity and have a better experience. These services connect what you have today using Cisco Webex to provide a single, integrated experience. Cisco Webex Hybrid Services include Edge Audio Service, Message Service, Video Service, Calendar Service and Directory Service.

- **Hybrid Directory Service:** This service connects Microsoft Active Directory or Azure Active Directory to Cisco Webex Teams and enables a user to see all company contacts in the Cisco Webex Teams app so they can click to meet, message or call.

- **Hybrid Calendar Service:** This service integrates your on-premises Microsoft Exchange, Office 365 or Google Calendar with Cisco Webex Teams and Cisco Webex Meetings capabilites, and enables One Button to Push on video devices for scheduled meetings.

- **Hybrid Edge Audio Service:** This service is an audio solution where calls originating within the enterprise route through CUCM to Expressway or CUBE over the internet, and into the Webex cloud. This can greatly reduce the PSTN load and expense for a customer and offload that traffic to leverage their internet bandwidth instead.

- **Hybrid Video Service:** This service provides an on-premises conferencing resource for cloud-registered and on-premises devices. This service improves call quality, reducing latency and reducing internet bandwidth consumption. Overflow capabilities are automatic to the cloud to ensure no disruption in service.

- **Hybrid Message Service:** This service is ideal for organizations that have users on Cisco Webex Teams that need to exchange messages with users on the on-premises Cisco UCM IM and Presence (UCM IM&P) Service.

CDW GETS CISCO

CDW was the first Cisco Master Collaboration Partner. We have built our business to ensure our clients receive the highest level of expertise while partnering, building and expanding a complete solution for their needs. CDW and Cisco share the same commitment for our clients. We align with Cisco to deliver a secure, intelligent platform for digital business clients.

CDW focuses on the following critical areas for clients:

- Employee and customer experience
- Foundational security
- Reinventing the network
- Embracing a multi-cloud world
- Unlocking the power of data

CDW has 20-plus years of delivering Cisco solutions to enterprise organizations. Within CDW's badged engineering teams, CDW has more than 1,300 Cisco certifications. CDW expertise within Cisco services brings a great experience to our customers. CDW was the first partner to win Cisco's award for collaboration.

CDW's full lifecycle of Services can support your business no matter where you are on your journey

Design → Orchestrate → Manage On-Premises → On-Journey → Cloud-Based

CDW | **CDW AMPLIFIED™ SERVICES**

Orchestrating the Right Solution

CDW has more than 20 years of expertise within Cisco services. CDW provides Cisco Webex Services to businesses needing to keep their existing investment and support the growing need for cloud to support the needs of today and tomorrow. Benefits with Webex Services include the following:

· Cost savings by optimizing existing infrastructure

· Streamlining and enhancing the end–user experience

· Increased quality with less impact to the business

CDW's Adoption Services provide the additional support you need when integrating Cisco Webex Services to ensure the most success with a positive ROI. Adoption Services also provide you with support to help monitor and improve the utilization of the services being implemented. Areas where Adoption Services can help include:

· **Marketing and Communications:** We raise awareness and excitement within your user community by creating engaging communications to your critical stakeholders through items such as email, signage and newsletters.

· **End–user Enablement:** We help your users not only understand how the tools work but help them understand how it works in their workflows through various modes including envisioning and building use cases, remote or onsite end–user training, video on demand, day–in–the–life walkthrough and end–user guides.

· **IT Enablement:** We uplift your support staff to continue the success that is built through the rest of the engagement through FAQs and administrative training.

· **Manage and Measure:** We review qualitative and quantitative data to provide you with actionable recommendations to increase your adoption of the platform.

Services Overview

The following are included in Webex Optimization:

Services	Premium Adoption	Essential Adoption	Basic Adoption
Program Planning	✔	✔	✔
Envisioning/Use Cases	✔		
Marketing and Communications	16 hours	8 hours	
End–User Enablement	40 hours	12 hours	
IT Enablement	✔	✔	✔
Manage and Measure	✔	✔	

Proofpoints

20+
Years implementing Cisco solutions

$3.1B
CDW Cisco sales

1k+
Global engineers

cisco Partner

To learn more about CDW's Webex Optimization, contact your account manager or call 800.800.4239.

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