



## what is Unified Communications?

Unified Communications bring together voice, messaging, video, and desktop applications designed to enable companies to adapt quickly to market changes, increase productivity, improve their competitive advantage, and deliver a rich media experience across any workspace. By unifying your communications, you can improve productivity and collaboration to gain a competitive edge.

## unify your network, unify your communications

Cisco's **Smart Business Communications System (SBCS)** is designed to unify, or bring together, your phones and computers so you can deliver the following capabilities to your employees — wherever they are:

- + **communications** – integrated voice, data, and video
- + **messaging** – voicemail, e-mail, instant messaging
- + basic call center capability
- + **common user experience** – desktop, phone, mobility
- + audio conferencing and video calling
- + integration with business applications Microsoft Office, customer relationship management, and other third-party applications
- + **presence** – see other's status and to best reach them, via IP phone or a desktop client

When you deploy **SBCS**, your employees will have the same secure access to your network when they are away from the office that they have at their desks. **SBCS** allows your employees to do what they do best, even better.

## ask yourself these questions...

How much time would your employees save if they could access voice mail from the phone's display and answer the most important messages first?

Do you avoid using your phone systems' features such as paging and audioconferencing because they're too hard to use?

How quickly could employees make decisions and respond to customers if they could stay in touch whether they're at home, on the road, or in a branch office?

Would your employees benefit from access to CRM applications, such as Microsoft CRM or Salesforce.com, through their phones

## key benefits include

- + improved communication among employees, customers and suppliers
- + access the network and information from anywhere, anytime, any device
- + understand and respond to customer needs more quickly
- + quick adaptation to market changes
- + increased productivity
- + lower communications expenses
- + lower operational and maintenance costs
- + a highly secure rich-media experience delivered across any work space



## perks of voice and data on a single network

**SBCS** combines voice and data on a single network, building a foundation for small businesses to improve operations and productivity. Supporting the following on the same end-to-end network:

- + call handling
- + voicemail
- + switching
- + remote access
- + fax
- + video calling
- + wireless
- + remote tele-worker support
- + wired and wireless phones
- + automated attendant
- + integrated email
- + integrated business productivity apps
- + network security
- + basic call center capabilities

## Smart Business Communication System

Everything you need to connect your business and to be more productive comes in the Cisco Smart Business Communications System—secure access—anytime, anywhere—to integrated voice, video, and wireless networking that enables more effective and efficient communication with customers and employees.

**Contact your Loop sales rep today for more information and pricing!**

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## about Loop

Loop Enterprise Inc. was founded in March 1995 in response to the IT industry demand for a single-point solution provider who understands workflow. Loop's team of professionals focus on implementing hardware/software solutions that increase productivity and minimize downtime and cover all technologies, from networking and server infrastructure to overall workflow.

Over the years, Loop has expanded its product and service offerings and continues to do so today in order to proactively respond to client needs, providing them with products and services that ensure optimal and uninterrupted levels of productivity.

Loop also specializes in customized training for software applications and has several certified trainers on staff as well as a network of training partners. Training needs are assessed on a client by client basis and the content and format of each training session is developed to address the client's specific requirements.

Loop is not only an IT product and service provider, Loop is an IT partner who strives to deliver a personalized service to each and every client and become part of the client's ongoing success.