



Cisco Spark Service

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I. Cisco Spark Overview

Bring your teams together in a place that makes it easy to keep people and work connected. With our partners we offer a complete business collaboration service that enables you to **message, meet, and call** anyone, anywhere, at any time. The service is hosted by Cisco and sold by Cisco certified partners; it's called Cisco Spark™ service (Figure 1).

Figure 1. Cisco Spark Service



Cisco Spark Overview

The Cisco Spark service lives in the Cisco® Collaboration Cloud. The application was built to enable today's teams to move faster and deliver greater results by bringing everything and everyone together. It is your business messaging app, conferencing solution, and phone system all in one.

Spark changes the communications experience from silo'ed to integrated. Instead of just calling or instant messaging, Spark makes persistent business messaging the center experience of all your communications and where all of your work lives. You are never more than one click from initiating and receiving voice and video calls, joining meetings, scheduling meetings, and more, all with the historical context of team and one-to-one interactions including shared files and persistent messages.

Three main components, message, meeting, and call, all come together in one simple interface to form a single experience.

- **Message:** Persistent business messaging is central to the Cisco Spark service, providing an exceptional mobile experience. Secure virtual spaces enable team and one-to-one interactions for discussing, making decisions, and working together. Teams send messages, share files, and integrate with the other tools and business processes they need. Messaging is discussed further in section II.
- **Meeting:** Connect teams and meet customers easily with the added benefits of before-, during-, and after-meeting messaging and content sharing using the Cisco Spark message app. It's easy to schedule or join a meeting from the office, at home, on the road, or from a room-based video system. Cisco Spark Service offers two levels of meeting capabilities. Basic meetings enable you to have instant meetings with audio, video, and screen-sharing capabilities with any Cisco Spark user. Advanced meetings provide all the capabilities of WebEx® meeting and allow anyone to join a meeting on any device, even third-party devices and systems. Section III discusses meeting details further.

- **Call:** Cisco Spark is also a cloud-based phone system that enables voice and video communications through mobile and desktop soft clients, Cisco IP Phones, and rooms using video room-based systems. And it integrates with Cisco Spark messages and meetings to deliver new and better ways to get work done quickly. Simply connect public-switched-telephone-network (PSTN)¹ services to the application to enjoy one-touch directory dialing and voicemail, and to join meetings from anywhere on any device. Call details are discussed in section IV. Already have Cisco call control? Use our Cisco Spark Hybrid services to integrate what you have with Cisco Spark message and meeting and get all the capabilities of Cisco Spark service from the cloud.

Cisco Spark Hybrid Services

[Cisco Spark Hybrid services](#) let you integrate your on-premises assets with the application in the Cisco Collaboration Cloud to protect your investments and provide even greater collaboration capabilities for a more delightful end-user and IT experience. We offer three core services:

- **Hybrid Call service:** Call service enables organizations to use the Cisco call control they have or desire and integrate it so tightly with Cisco Spark message and meeting that your end-users will never know they are not a single service. Call service supports [Cisco Unified Communications Manager](#), Cisco [Business Edition 6000](#) or [7000](#), or [Cisco Hosted Collaboration Solution](#).
- **Hybrid Calendar service:** This service integrates your on-premises Microsoft Exchange with Cisco Spark message and meeting capabilities. Calendar service allows you to automatically and easily create a Cisco Spark room and schedule one-to-one and three-way calls as well as basic and advanced meetings.
- **Hybrid Directory service:** This service integrates with Cisco Spark message, meeting, and call to provide easy click to message, meet, or call. It automatically synchronizes Cisco Spark with the on-premises Microsoft Active Directory to provide accurate and consistent click-to-call capabilities for users and ease the administration burden for IT.

What Is Different About the Cisco Spark Service?

- **It's complete:** Cisco Spark service offers our best collaboration tools in one complete service. It delivers a great experience regardless of location or device. Message, meet, and call anyone, anywhere, anytime, all from one easy-to-use interface. And unlike other services, Cisco Spark is an integrated experience that brings all your tools together using the Cisco Spark message app as the center of all your communications and where all your work lives.
- **It's simple:** Delivered entirely from the Cisco Collaboration Cloud, each element of the app is designed to help ensure that everyone's experience is simple and intuitive. You are never more than a click from initiating and receiving voice and video calls, joining meetings, and more, all with the historical context of persistent business messaging. The service is provided on a simple subscription basis, allowing you to add service on demand. And because we host the service in our cloud, it's always up-to-date.
- **It's secure:** Security is integral to Cisco Spark. We used the extensive experience gained from securing the world's largest networks to build the service and combined this knowledge with the hardware and software elements of our market-leading enterprise communications and cloud services. This model helps ensure the security and the reliability of the service.

¹ Note that Cisco Spark doesn't include PSTN services. You can work with your Cisco partner to purchase these services which will include local, long-distance and DID services.

The Cisco Spark Benefits

- **Personal productivity:** Cisco Spark helps unify all the ways people work together. You can use the service from any device, anywhere, with video everywhere. Being an app-centric service, it offers a delightful experience.
- **Team agility:** Cisco Spark is designed to promote effective teamwork, with messaging, file sharing, and a virtual place for teams to meet. It also makes meeting more productive with a complete lifecycle approach, with tools for before, during, and after meetings.
- **Business acceleration:** The Cisco Spark service provides a platform for innovation and growth. It helps connect and engage employees, customers, and partners while helping control cost without compromise.

II. Cisco Spark Message Capabilities

Cisco Spark message is the cloud-based persistent business messaging service within the application. Messaging capabilities are accessible from any device and come standard with all paid levels of the service (Figure 2).

Figure 2. Cisco Spark Message



Cisco Spark Message Capabilities Overview

“Team collaboration” is centered on the needs of the agile worker. These workers are operating in flatter, self-governed structures. They coalesce into teams with people inside and outside an organization, and work with those colleagues from anywhere. They often break down organization silos and hierarchies, and move faster than the pace of their company as a whole. The right team collaboration tools help them react faster, complete deadlines more quickly, and juggle multiple projects simultaneously.

Cisco Spark message addresses the needs of both the agile worker and IT teams looking to provide relevant solutions securely and reliably. The mobile-first messaging experience centers on secure virtual spaces, called Cisco Spark rooms, for teams and one-to-one interactions where discussion, decision making, and work get done. These spaces are multipurpose, fully searchable, and accessible from any device, anytime, anywhere. Teams send messages, share files, and integrate with the other tools and business processes they need. Conversation is easily elevated to a video call or face-to-face meeting with one click. End-to-end encryption secures all messages and files sent within the application and, when needed, you can assign moderators to control access to virtual spaces.

Key Benefits of Cisco Spark Message Capabilities

- Increase productivity when teamwork is streamlined and searchable in one place.
- Build stronger relationships with messaging as the new baseline for business interactions.
- Be more efficient in meetings when the whole team is already caught up on the latest thinking.
- Make decisions faster when you are just a tap away from anyone, on any device.
- Access all Cisco Spark capabilities including meeting and call with one, simple interface.

Cisco Spark Message Features

Table 1 describes the features of Cisco Spark message.

Table 1. Cisco Spark Message Features

Feature	Description
Content preview	You can preview files and documents posted to Cisco Spark easily from any device.
Content upload from mobile	You can upload files saved in cloud storage services from mobile devices.
Search	You can search all messages, content, people, and spaces.
@Mentions	This feature enables you to direct a message or question to a specific team member. The mentioned team member receives a notification and the message appears in the member's mentions list.
Filters	Filters make it easy to find relevant conversations.
Notifications	You receive notifications on all the devices you use for Cisco Spark every time a message is posted to a room you have marked important or a room in which you are mentioned, you are added to a conversation, or you receive a call.
Security and encryption	<p>The Cisco Spark service encrypts messages, files, and room names on your device before sending them to the cloud. Thus, content arrives at our servers in encrypted form and is processed (data in use) and stored (data at rest) in its encrypted state until it is decrypted on the intended recipients' devices.</p> <p>We use Secure HTTP (HTTPS) to encrypt data in transit between your device and our servers, protecting the identities of the senders and receivers of the encrypted content.</p> <p>We use Advanced Encryption Standard 256 (AES-256) for end-to-end content encryption and HTTPS for transport encryption.</p>
Integrations	<p>Cisco Spark provides three ways to connect to other tools and business processes: native integrations, app integration services, and the developer portal.</p> <p>Native integrations are configured within Cisco Spark itself and are the simplest for you to set up. Within a few clicks, teams can have updates from external services posted in the same place where their team communications happen.</p> <p>Connect Cisco Spark to almost any tool with app integration services from Built.io, Zapier, and IFTTT. These services make it easy to configure automated connections between Cisco Spark and hundreds of other apps.</p> <p>Organizations needing specialized connections use the Cisco Spark for Developers portal. This site exposes Cisco Spark application programming interfaces (APIs) to developers to create custom integrations. You can use APIs alone or in tandem to customize the way administrators and teams use Cisco Spark capabilities. Developers are provided with a 24-hour world-class support desk powered by Tropo to answer questions and discuss ideas.</p>
Moderation	When the teamwork is sensitive, you can lock rooms and assign moderators. Moderators have the sole ability to add or remove participants, edit the room name, and delete anyone's shared messages and files. Moderators can also assign co-moderators.
One-to-one and three-way video calling with screen sharing	Conduct basic one-to-one and three-way video calling from within the Cisco Spark app to other Cisco Spark users within your organization. Users can easily click to share their desktop to facilitate the conversation. If you need more calling features such as voicemail or PSTN calling or if you need to meet with more than three people, you should use Cisco Spark meeting and call capabilities. See those sections for details.
Language support	The Cisco Spark message app supports multiple languages. For a full list, please visit: http://cs.co/lang .

III. Cisco Spark Meeting Capabilities

Teams need not only to message and share documents but often they need to meet in real time to make decisions and get work done faster. Cisco Spark meeting capabilities enable them to (Figure 3).

Figure 3. Cisco Spark Meeting



Cisco Spark has two meeting offers to suit different work styles. Both offers integrate deeply with the app for added benefits including before-, during-, and after-meeting messaging and content sharing. The first offer, basic meetings, is ideal for people who want to conduct instant meetings between Cisco Spark users only and need audio, video, and screen-sharing capabilities. Advanced meetings, the second offer, allow you to meet with anyone on any device with all the rich capabilities of the industry-leading Cisco WebEx meetings solution. Both offers center on the Cisco Spark app.

Cisco Spark Basic Meeting Overview

Basic meetings are not that basic at all. They let you extend the one-to-one and three-party video calling of the Cisco Spark message service to up to 25-participant meetings. They include video and screen sharing. You can join from the Cisco Spark app on your mobile device or desktop, a Cisco phone registered to the Cisco Spark call service, or from a Cisco Spark room system.

There are two ways to conduct a Cisco Spark basic meeting. The first is an instant meeting. If you have a lot of messaging in your Cisco Spark app, sometimes it's just easier to make a call and sort it out. To start an instant meeting, you click the green camera icon in the Cisco Spark room and everyone in the room is invited to join the meeting. To join a meeting, you simply click the green Join button. It's that simple.

The second way uses [Spark Hybrid Services](#), specifically its Hybrid Calendar Service. Users simply schedule a meeting using Microsoft Outlook like they normally would, but they also add @spark to the location field of the invite. Adding @spark automatically creates a room in Cisco Spark and adds the invitees to the room. The Cisco Spark room and meeting join details are automatically given to all the participants in their meeting invite. The meeting information also is automatically populated in the Cisco Spark room itself.

Cisco Spark Advanced Meetings Overview

With Cisco Spark advanced meetings, we take your meetings to another level. Advanced meetings include everything in the Cisco Spark basic meetings plus all the capabilities of the industry-leading Cisco WebEx meetings application. The Cisco WebEx application enables meetings with up to 200 participants and anyone inside or outside your organization can join on any device, even third-party devices.

All users with an advanced meetings subscription have their own personal meeting room. A personal meeting room is similar to having your own virtual conference room in the cloud. You have your own personal URL so that attendees can join from a browser. You also have your own personal URI so that users can join through a video endpoint or room system. Both the URL and URI are included in all of your meeting invitations. Advanced meetings enable you to schedule within the WebEx application and do not require Cisco Spark Hybrid services.

If desired, however, [Cisco Spark Hybrid services](#) Calendar service makes scheduling and collaborating even easier with Cisco Spark advanced meetings. Calendar service enables the host to create a meeting by simply putting @webex in the location field of the Outlook meeting invitation. No plug-in is required. Cisco Spark automatically populates the host's personal URL and URI information into the meeting details. Hosts can also add @spark to their Microsoft Outlook location field to create a Cisco Spark room and add the meeting details to that room. Table 2 lists the features and benefits of Cisco Spark advanced meetings.

Table 2. Cisco Spark Advanced Meetings Features

Advanced Meetings Feature	Description and Benefits
Document, fill out applications, and screen share with a multimedia experience	Share content or your entire screen with remote attendees in real time. Pass control to attendees so they can share content, or annotate yours. Engage your audience by incorporating multimedia into your presentations, including Microsoft PowerPoint, Flash animations, audio, and video files.
Meet on any device	Meet with anyone on all common operating system platforms including Windows, Mac, and Linux. Enjoy a rich meeting experience across Android, iPhone and iPad, BlackBerry 10, and Windows Phone 8 devices. Join from Cisco Spark including the app, a Cisco phone registered to the Cisco Spark Service, or a Cisco Spark room system. Or join from any third-party standards-based video device and even from Microsoft Skype for Business.
Integrated high-definition (HD) video	View video from up to seven attendees. Or select full-screen mode to view the active speaker in the main video panel, with other participants' video displayed as thumbnails. Or select the expanded full-screen option to view the active speaker in true HD, 720p display resolution. The video in the main panel automatically switches to display the person who is speaking, creating an intuitive meeting experience.
Personal meeting rooms	Meet even faster in your own permanent, personalized video conferencing space in the cloud. Schedule ahead or leave your door open and let people drop in.
Meeting recording, editing, and playback	Record meetings for future reference, training, or demonstrations.
In-meeting controls	Mark up documents; chat to individuals, the host, the presenter, or everyone. Mute, unmute, and drop any participant. Lock meetings to prevent unintended participants from joining. And more.
Audio conferencing (add-on option)	Offer an interactive meeting experience with Cisco WebEx integrated audio or a third-party audio options. Choose toll or toll-free, or call-in or call-back. Or give attendees the option to connect using voice over IP (VoIP), or the built-in audio on your computer. Wideband audio support using VoIP provides outstanding audio quality, even over low-bandwidth networks.

Cisco Spark Room System

With Cisco Spark, you can video-enable any of your conference rooms so that you can bring people together, extend the Spark experience to physical meetings and join in the conversation from any conference room (Figure 4).

Figure 4. Cisco Spark Room System



Setting up is easy. All you need in the room is a monitor or display, a Cisco TelePresence SX10 Spark room system device and Internet access (Figure 5).

Figure 5. Cisco TelePresence SX10 Quick Set



The SX10 is an all-in-one unit designed to video-enable your small collaboration spaces, offering great affordability for businesses just starting out with telepresence. With the SX10, you can also extend telepresence pervasively throughout your organization. Table 3 lists its features and benefits.

Once setup, you can either use the video system remote control or the Cisco Spark app on your mobile device to join and control a meeting on the Cisco Spark Room System. Because the Cisco Spark iOS or Android app uses Cisco Spark Proximity, all you have to do is walk into a SX10-equipped conference room with your mobile phone, and the Cisco Spark Room System automatically detects your presence.

Using Cisco Spark Proximity, you can even start a meeting on your Cisco Spark mobile app before reaching the room and transfer it to the Cisco Spark Room System when you get there. Likewise you can transfer the meeting to your mobile device if you need to leave the room in the middle of the meeting so you can continue to participate.

Cisco Spark Room System is an add-on capability and sold separately requiring a purchase of the room system device and a room system subscription. You can add them to any of the Cisco Spark paid offers. Cisco Spark Proximity is available to all Cisco Spark mobile users, including those with the free version.

Table 3. Features and Benefits of the SX10

Feature	Description
Add an SX10 to any Cisco Spark paid offer	You can add the SX10 room system to any Cisco Spark paid offer because all the offers, even Cisco Spark message, support video calling.
SX10 onboarding	A configuration wizard appears on the endpoint and guides you through the setup, starting with language and time-zone selection. The wizard also helps you select a default position for the camera and helps with screen setup (overscan). It runs an automated audio test optimizing the sound for the physical room. No training is needed as a simple Spark activation code entered into the prompts gets you started.
Cisco Spark Proximity pairing	The Cisco Spark app on iOS and Android are enabled for Cisco Spark Proximity by default. When entering a conference room that has an SX10 Cisco Spark Room System, both the Cisco Spark Room System and the Cisco Spark app visually indicate that they are paired. By default, any call initiated or joined from the Spark app on your mobile device is automatically sent to the SX10 Spark Room System.
Remote endpoint control	Use the Cisco Spark app to remotely initiate, answer, or hang up a call on the SX10 Cisco Spark Room System.
One-to-one video calls	Place one-to-one HD video calls to other Cisco Spark users or room systems by searching the company directory. You can initiate calls through the Spark Room System or the Cisco Spark app using Cisco Spark Proximity.
Three-way calls and Cisco Spark basic meetings	Initiate or join a 3-way call or basic meeting from a Cisco Spark Room System. Use Cisco Spark Proximity to participate.
Cisco Spark advanced meetings	Join a WebEx meeting by dialing the meeting URI (userID@company.webex.com) through the SX10 remote or a paired Cisco Spark app.
Session Initiation Protocol (SIP) out calls	Call third-party SIP-based video endpoints or conference bridges by dialing a URI through the SX10 remote or a paired Cisco Spark app.
Screen sharing	Share your screen through the Cisco Spark Room System over a VGA or HDMI cable. The screen share appears on the Cisco Spark Room System and for other participants on the call.
Move calls	Seamlessly move a call from the Cisco Spark app on a mobile device to a Cisco Spark Room System when walking into the conference room. Or move a call from the Cisco Spark Room System to the Cisco Spark app when leaving the conference room.
Security and encryption	All calls on the Cisco Spark Room System and the Cisco Spark app are fully encrypted end-to-end. The Cisco Spark Room System also encrypts device registration and activation. Even the management is secure because all administrative and end-user interfaces are encrypted.

IV. Cisco Spark Call Capabilities

Cisco Spark call capabilities provide a cloud-based phone system that enables voice and video communications for mobile, home, and office environments (Figure 6).

Figure 6. Cisco Spark Call



Cisco Spark Call Capabilities Overview

For many organizations, using the cloud to deliver unified communications services not only offers a simple and efficient delivery option, it also frees your resources so you can focus on your core business.

Cisco Spark call capabilities are designed especially for small and midsize organizations. The system provides all the benefits of traditional phone systems without the expense and complexity of on-premises hardware-based systems. And it integrates deeply with the Cisco Spark app, bringing new and innovative capabilities that help you effortlessly connect with others to get work done faster no matter where you are.

In the office: Cisco Spark supports Cisco IP Phone 7800 and 8800 Series wherever your employees work, in the main office, in branch offices, and even in home offices, all connected together as if they were in the same location. You can dial extensions or click to call from the company directory to reach anyone at any of the locations.

Our broad selection of phones means that we have phone solutions for all, whether it be for someone who is calling from a break room and needs only basic telephony functions or a knowledge worker who needs integrated video and Bluetooth capabilities. And for those who would prefer to use their computer or mobile device in the office, we have solutions for them too with the Cisco Spark app.

On the road: Cisco Spark call capabilities make the message app complete. With the calling capabilities, the Cisco Spark app becomes a single, integrated mobile client for voice, video, business messaging, and meetings that works on any device. Use the Cisco Spark app to make and receive HD voice and video calls with just a single tap and continue to collaborate while you are away from the office. This app is included in any subscription with Cisco Spark call at no extra charge.

Bridging the Mobile and Office Worlds

Best of all, Cisco Spark brings mobile and office calling together by pairing the Cisco desk IP phone with the Cisco Spark app to provide a variety of capabilities to make you more productive. In fact, they are so integrated that callers will never know you made or received a call while not at your desk. And because calling integrates deeply with the Cisco Spark app, screen and content sharing are a natural and easy part of any voice or video conversation. When calling another Cisco Spark user using a Cisco IP Phone, you can instantly share your desktop with a single click. No need to set up a formal meeting.

And it all centers on the Cisco Spark app.

Traditional Calling Features in Cisco Spark

The business voice and video calling features for Cisco Spark ([Table 4](#)).

Table 4. Features and Benefits of Cisco Spark Calls

Feature	Benefit
HD video calls	Make and receive video calls to and from anyone through the Cisco Spark app or a Cisco IP Phone 8845 or 8865 registered to the Cisco Spark service.
HD audio calls	Make and receive HD audio phone calls to and from anyone inside or outside the organization through the Cisco Spark app or a Cisco IP Phone 7800 or 8800. The app supports PSTN calling. *Note that Cisco Spark doesn't include PSTN services. You can work with your Cisco partner to purchase these services which will include local, long-distance and DID services.
Voicemail	You can receive voicemails to your personal voicemail box.
Message-waiting indicator (MWI)	MWI notifies you when you have an unheard voicemail in your personal voicemail box.
Caller ID	Customize the Caller ID to be displayed to the connected party during a phone call. You can display either your personal line or the official company number.
Call hold and resume, with video and music	Your customers and colleagues will enjoy music with video while waiting for you.
Call forward	Divert incoming calls to the number of your choice.
Call transfer	Transfer an established call to another person.

Feature	Benefit
Three-way calling	Create a call with up to two other parties without prior scheduling. See a video for how this works here .
Shared lines	Configure a single telephone number across multiple users.
Hunt groups	Configure a collection of telephone numbers to ring in a specific order based on a ringing algorithm.
Automated-Attendant (virtual receptionist)	Greet inbound callers and route them to employees or departments as specified by the inbound calling party.
Do Not Disturb (DND)	You can turn off your ringer for incoming calls, letting you phones go silent so you can concentrate on an important task.
User self-care portal	Customize your phone settings; generate QR codes for device activation; and personalize DND, single number reach (SNR), and call forward for maximum efficiency, from anywhere.
Speed dials with status monitoring	Configure speed dials to place calls quickly. If the speed-dial destination is a Cisco Spark user, status information is shown in the line key.
Emergency dialing (911)	Dial 911 to contact emergency services provided by the PSTN service provider. Cisco Spark currently supports setting a service address per PSTN telephone number. * Note that Cisco Spark doesn't include PSTN services. You can work with your Cisco partner to purchase these services which will include local, long-distance and DID services.
Directory-based dialing	You can access corporate directory contacts from your Cisco desk IP phone or Cisco Spark app to place calls.
Security and encryption	Cisco Spark encrypts phone registration, activation, call signaling, its audio and video streams, as well as voicemail. Even the management is secure because all administrative and end-user interfaces are encrypted.
End-user self-care portal	You can customize your own phone settings; generate codes for device activation; and personalize DND, SNR, and call forwarding without the need for support from IT.
Class of service for international calling	You can enable administrators to allow international dialing on a per-user basis.

Mobility and Collaboration Features – Bringing It All Together with the Cisco Spark App

Table 5. Features and Benefits of Mobility and Collaboration Features of Cisco Spark

Feature	Description
A complete mobile app	The Cisco Spark app is the single soft client for voice and video calling, meetings, and messaging. It offers the core calling features listed in Table 4 and is supported on: <ul style="list-style-type: none"> • iOS, Android, and Windows devices • Windows and Mac OS X The Cisco Spark app provides a single experience across all these platforms, helping you smoothly move between devices without a learning curve. And it provides the same core calling features listed in Table 4.
Cisco Spark app and Cisco IP Phone Integration	Cisco pairs the Cisco Spark app with your Cisco desk phone so you can: <ul style="list-style-type: none"> • Answer calls on your Cisco desk phone or with the Cisco Spark app (through Cisco Spark Proximity) • Make and receive calls on the app without the caller's knowing you are not at your desk • Initiate a phone call using your desk phone by clicking a button from within the app • Import contacts and call history from mobile to desk phone (Cisco IP Phone 8845, 8851, 8861, and 8865 phones only) using Cisco Intelligent Proximity
Zero-touch meetings	Calling your Cisco Spark colleague automatically starts a Cisco Spark room for you to share screens, files, and messages when calling from your desk phone.
Single number reach (SNR)	With SNR, you can have your Cisco IP Phone extension automatically and simultaneously ring any other phone or even multiple phones of your choosing, including home phones and analog phones. If the call is not answered, Cisco Spark call routes the call back to the Cisco Spark voicemail, not to the voicemail of the remote device so that the caller can leave a message. This feature is great when you work from home and prefer to use your home phone instead of your mobile device. Best of all, the caller has no idea that you are not in the office.
Physical room video endpoints (add-on)	Add a Cisco Spark room system to your Cisco Spark meeting service and turn any conferencing into an HD video conferencing room enabling HD video meetings to anyone, anywhere. This feature requires purchase of a Cisco Spark room system and a Spark Room System subscription. Refer to section III of this document for more information.

PSTN Calling

Because Cisco Spark calling does not include PSTN services, you need to purchase PSTN services for your local, long-distance, emergency dialing, and DID services. Please work with your Cisco partner to secure these services.

Also, be advised that in order to make emergency calls (E911), you need access to a PSTN provided by a supported third-party provider. Without access to a PSTN, the E911 calls will not be routed to the correct Public Safety Answering Point (PSAP), which is based on location information associated with the PSTN. You must purchase PSTN from a third-party provider in conjunction with the Cisco Spark call purchase in order to access the appropriate PSAP in an emergency.

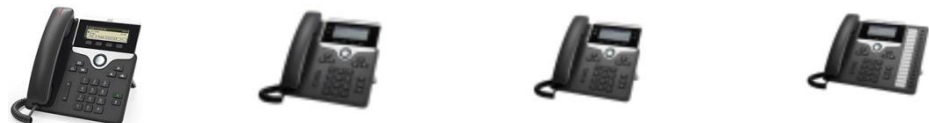
Phone Support

Cisco Spark call supports the Cisco IP Phone [7800](#) and [8800](#) Series, providing a broad selection of phones for all types of users and situations. The phones are available in charcoal and in white to suit any office environment (note that the Cisco IP Phone 7811 is available only in charcoal). You must purchase phones separately from the Cisco Spark monthly per-user service, and the phones require Cisco Spark Phone OS. Finally, anyone can set up the phone. All you need to do is plug the phone in and enter a registration code, and it registers itself instantly.

Cisco IP Phone 7800 Series

The Cisco IP Phone 7800 Series is ideal for common areas, knowledge workers, administrative staff, and managers. The phones are cost-effective, full-featured voice-over-IP (VoIP) phones. The models support light-to-active voice communications needs, and they deliver clear sound from enhanced acoustics and wideband audio to avoid fatigue. Learn more [here](#).

Table 6. Cisco IP Phone 7800 Series At-a-Glance Features



	7811	7821	7841	7861
Display	384x 106 pixel-based, graphical monochrome display	396x 162 pixel-based, graphical monochrome display with white backlight	396x 162 pixel-based, graphical monochrome display with white backlight	396x 162 pixel-based graphical monochrome display with white backlight
Wideband Audio	Optional	✓	✓	✓
Integrated Video	No	No	No	No
Programmable Line Keys	0	2	4	16
Ethernet Switch	10/100	10/100	10/100/1000	10/100
Headset Port	N/A	✓	✓	✓
Full Duplex Speakerphone	✓ (Narrowband)	✓	✓	✓
Wall Mountable	✓	✓	✓	✓

The Cisco IP Phone 8800 Series is ideal for onsite and remote knowledge workers, administrative staff, and managers. These affordable HD video phones help you meet face-to-face even when remote (select models). Clear VoIP with enhanced acoustics and wideband support increase productivity. With these phones you can work your way, with advanced features such as personal mobile device integration. Learn more [here](#).

Cisco IP Phone 8800 Series

Table 7. Cisco IP Phone 8800 Series At-a-Glance Features



	8811	8841	8845	8851	8861	8865
Display	5" high-resolution (800 x 480) greyscale display	5" high-resolution (800 x 480) WVGA color display	5" high-resolution (800 x 480) WVGA color display	5" high-resolution (800 x 490) WVGA color display	5" high-resolution (800 x 480) WVGA color display	5" high-resolution (800 x 480) WVGA color display
Wideband Audio	✓	✓	✓	✓	✓	✓
HD Video (720p)			✓			✓
Programmable Line Keys	5	5	5	5	5	5
Ethernet Switch	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000
Headset Port (RJ9)	✓	✓	✓	✓	✓	✓
Full Duplex Speaker Phone	✓	✓	✓	✓	✓	✓
Integrated Bluetooth			✓	✓	✓	✓
USB (Physical Ports)				✓ (2)	✓ (3)	✓ (3)
Key Expansion Module Support				✓ (2)	✓ (3)	✓ (3)
Wi-Fi					✓	✓
External Audio Port					✓	✓
Wall Mountable	✓	✓	✓	✓	✓	✓

V. Cisco Spark Management and Administrative Capabilities

Cisco Cloud Collaboration Management Portal Overview

With Cisco Spark we've done management right. We've built it to be cloud-simple and intuitive with a single pane of glass to do everything that Cisco Spark Service offers (message, meeting, and call).

Cloud collaboration management provides a single tool for administration, entitlement, management, and reporting, enabling administrators to manage the entire Cisco Spark experience effectively and easily. It is included with any paid subscription of the app.

It all starts with very easy user onboarding. A guided setup walks you through the entire process. Users can easily be added by email address or comma-separated values (CSV) upload, or by using the Directory Service of Cisco Spark Hybrid Services. With the Directory Service, organizations can synchronize their Microsoft Active Directory on-premises with the Cisco Spark service in the cloud. This directory synchronization automatically adds and deletes users and securely eliminates the need to manage multiple directory databases. Integrating single sign-on (SSO) services helps ensure users enter their IT-approved password to access the Cisco Spark app. Role-based access creates access rights and usage levels for different personas in an organization, such as administrators, support personnel, and end users. And, if desired, you can outsource the management and setup to your Cisco partner to free further resources. Table 8 gives features and benefits of Cisco Cloud Collaboration Management.

Table 8. Cisco Cloud Collaboration Management Features and Benefits

Feature	Benefit
Web-based management	Cloud collaboration management is simple and easy-to-use, with no IT involvement required. The administration portal provides a single interface from which to provision and manage users, entitlements, devices, and services for the entire Cisco Spark service (message, meeting, and call).
Single sign-on	SSO allows transparent end-user access to the Cisco Spark service, simplified security, increased operational efficiencies, and accelerated deployment of services. It requires company-approved authentication with identity providers using the Security Assertion Markup Language (SAML) 2.0 and Open Authorization (OAuth) 2.0 protocols.
Microsoft Active Directory integration	Simplify IT administration by synchronizing with the company on-premises Microsoft Active Directory using Cisco Spark Hybrid Services, Directory Service .
Role-based access control (RBAC)	Assignment of the administration role allows access rights to management from the Cisco Cloud Collaboration Management portal. RBAC enhances security and facilitates compliance checks. With RBAC you can set role-based access for different personas in an organization, such as full administrators, support administrators, and end users.
End-user self-care portal	This portal allows Cisco Spark call end users to customize their own phone settings; generate codes for device activation; and personalize DND, SNR, and call forwarding without the need for support from IT. Users can do it themselves from anywhere.
Security and encryption	We use HTTPS to encrypt data in transit between Cisco Cloud Collaboration Management and our servers, protecting the identities of the senders and receivers of the encrypted content. We use AES-256 for end-to-end content encryption, and HTTPS for transport encryption.
Common administration and monitoring	A central administrative interface for all capabilities of the Cisco Spark service enables centralized monitoring and management.
User management	Provisioning for the Cisco Spark Service is centralized. You can add users through email address, CSV upload, or directory synchronization through Cisco Hybrid services, Directory service. Provisioning is automated with user self-onboarding.
Entitlement management	You can see entitlements purchased quickly, those available to assign, and current usage.
Device management	You can easily manage and generate activation and QR codes to register Cisco Spark Room Systems and Cisco IP Phones to the Cisco Collaboration Cloud.
First-time wizard	Follow easy steps to set up cloud calling settings, data retention policy, SSO, directory integration, adding users, and assigning entitlements.
Cisco Hybrid services management	You can easily manage all Cisco Hybrid services (Call, Directory, and Calendar services) using the Cisco Collaboration Cloud Management.
Convert unsubscribed users	Users who have registered for Cisco Spark “free” using an email address with your email domain can be easily converted to receive all the features of your paid subscription.
Group management	Provision up to 250 users at a time by uploading a CSV template.
Report dashboard	View usage reports showing active users, number of messages shared, number of Cisco Spark rooms created, number of registered devices, number and quality of calls, and number and size of files shared. This information helps you measure consumption and promote adoption and engagement.
External health portal	This portal provides status and performance monitoring. Subscribe at http://status.ciscospark.com to be notified by email, Short Message Service (SMS), or feed of service maintenance and incidents. Operations are simplified through integrated service management.
Online help and knowledge base	This feature provides easy access to all of the knowledge base for the entire Cisco Spark service.
Logs	Search and access call detail records (CDRs) to view call activity and diagnose certain types of problems.

VI. Cisco Spark Service Availability, Ordering, and Support

Country Availability

Country availability of Cisco Spark varies by the type of capability (message, meeting, and call). To find out what is available in your region, please go to: <http://www.cisco.com/go/spark-availability>

Note that unlike message and meeting, Cisco Spark call capabilities are available only in the United States at this time. If you are interested in the Cisco Spark service, you can use our [Cisco Spark Hybrid services](#) to substitute other Cisco phone system solutions such as Cisco Unified Communications Manager, Cisco Business Edition 6000 or 7000, or Cisco Hosted Collaboration Services and get the same capabilities as the complete Cisco Spark service.

Language Support

To find out what languages are supported for Cisco Spark, please go to <http://cs.co/lang>.

Ordering Information

To place an order or find more information, please go to the [Cisco Spark website](#). Table 9 lists the offers that are available on a per-user per-month subscription basis.

Table 9. Available Offers

SKU	Cisco Spark Services Included
A-SPK-NU-M1	Business Messaging
A-SPK-NU-M2	Business Messaging and Basic Meetings
A-SPK-NU-M3	Business Messaging, Basic Meetings and Advanced Meetings
A-SPK-NU-C1	Cloud Calling and Business Messaging
A-SPK-NU-C2	Cloud Calling, Business Messaging and Basic Meetings
A-SPK-NU-C3	Cloud Calling, Business Messaging, Basic Meetings and Advanced Meetings
A-SPK-ND-SR	Cisco Spark Room System registration (Cisco Spark Room System Device sold separately)

PSTN services, the Cisco Spark Room System (Cisco TelePresence SX10 Quick Set), and Cisco IP Phones are sold separately. Refer to sections III and IV, respectively, to find out more about these endpoints and services.

The Cisco Cloud Collaboration Management and the Cisco Spark app are included in the message service. You can download the Cisco Spark application for Windows and Macintosh, use the mobile apps in the Apple App Store and Google Play, or access Cisco Spark from these web browsers: Chrome, Safari, Firefox, and Internet Explorer Version 11.

To find up-to-date Cisco Spark feature compatibility and platform requirements, please visit:

<http://www.cisco.com/go/spark-compatibility>.

Support for Cisco Spark Service

Support for the entire Cisco Spark service is available every day of the year. To get online support, go to <http://support.ciscopark.com>, or you can get help in the Cisco Spark app by going to Settings > Support. Paid users will see the technical support number to call for 24-hour instant help, and all Cisco Spark users can file a support ticket for a response within 24 hours during weekdays.

Cisco Capital

Financing to Help You Achieve Your Objectives

Cisco Capital can help you acquire the technology you need to achieve your objectives and stay competitive. We can help you reduce CapEx. Accelerate your growth. Optimize your investment dollars and ROI. Cisco Capital financing gives you flexibility in acquiring hardware, software, services, and complementary third-party equipment. And there's just one predictable payment. Cisco Capital is available in more than 100 countries. [Learn more](#).

For More Information

To learn more about how the Cisco Spark service can transform your communications, please visit:

<http://www.ciscospark.com>.




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