

# Cisco Multicloud Collaboration Solutions

## INTRODUCTION

Increasingly, organizations operate in a multicloud world. Cisco offers multiple cloud solutions to connect, protect, and consume collaboration, networking, security, analytics, and management services in your existing environments<sup>1</sup>.

Cisco collaboration cloud solutions include:

- Cisco Unified Communications Hybrid
- UCM Cloud
- Webex Dedicated Instance
- Webex Calling, Meetings, Webinars, Messaging, Contact Center and Experience Management
- U.S. FedRAMP-authorized solutions with secure cloud connectivity (for Federal government agencies and contractors)

## PROBLEM STATEMENT

All customers are demanding the flattening of their IT budgets and prefer to consume technology as a monthly operating expense.

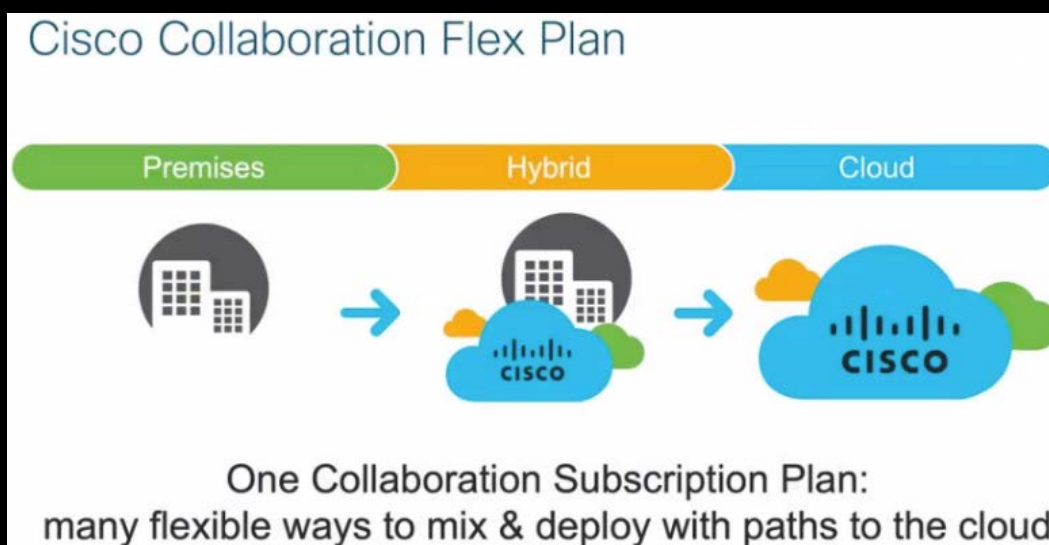
Cisco customers are grappling with capital expenditures required to continuously upgrade End of Life hardware and software prior to the Last Date of Support.

Moving collaboration workloads to the cloud eliminates the hardware refresh cycles and software upgrades. Cloud services do not rely on hardware, includes upgrades, and are offered as subscriptions purchased per user per month.

## SOLUTION

### 1. Cisco Collaboration Flex Plan

Cisco Flex<sup>2</sup> provides subscription-based licenses for on-premises, hybrid, and/or cloud collaboration solutions. Flex is an operating expense that allows easier migration to the cloud by offering a phased approach.



Existing Cisco Unified Communications customers must convert to Cisco Flex subscriptions. Cisco software and support (SWSS) for Cisco Unified Communications systems is End of Sale and no longer available.

Flex can be purchased monthly, prepaid yearly, or multi-year as named users or on a Cisco Flex Enterprise Agreement (EA).

Cisco Flex offers simplified Named User licensing:

Existing Perpetual License	User Type
UWL Standard	<b>Professional</b> (Knowledge Worker)
UCL Enhanced Plus	
UCL Enhanced	<b>Enhanced</b> (Task Worker / Common Area)
UCL Essential	<b>Access</b> (Analog)
UCL Basic	

**Professional License** for individual users with all calling capabilities, including voice mail, and up to 5 devices.

**Enhanced License** for shared use and common area locations, limited to a single device, and does not include voicemail.

**Webex Suite** specially priced bundle with calling, messaging, and Webex meetings.

**Enterprise Agreement (EA)** for 250 knowledge workers or more and includes Common Area Licenses.

Cisco Flex support is available for all Cisco collaboration solutions; meetings, calling, contact center, and hardware devices, across all deployment models; premises – hybrid – cloud. Basic Flex support is included free of charge and can be upgraded to Solution Plus, Software Support Enhanced, or Software Support Premium that includes multivendor support for 3rd party partner services.

Key features	Support Services for Collaboration		
	Solution Support <sup>6</sup>	Software Support Enhanced	Software Support Premium
Dedicated help desk for users and administrators	✓	✓	✓
Dedicated Solution Support team	✓	✓	✓
Multivendor support coordination <sup>1</sup>	✓	✓	✓
Restoration time objective for severity 1 and 2 incidents <sup>2</sup>			6 hours, 12 hours
Business and technical reviews	Semiannual	Quarterly	Monthly
Assistance and guidance	Technical Enablement	Lifecycle	Lifecycle
Business consultations from experts		Quarterly	Monthly
Cisco technical experts serve as trusted advisors			Designated or dedicated <sup>5</sup>
Personalized support experience			✓
Escalation and management for severity 1 and 2 incidents			✓
Proactive monitoring and troubleshooting <sup>2</sup>			✓

1. For Solution Support Alliance partners only      2. On-premises software only

## 2. Unified Webex App

The Unified Webex App<sup>3</sup> is included with all Flex subscriptions for all deployment models; premises – hybrid – cloud.

- Centralize your communications in one secure, easy-to-use app for calling, meetings, and messaging on any device.
- Collaborate internally or externally with anyone, inside or outside your organization — all from the same app.
- Bring everyone together with secure, intelligent messaging organized by workstreams.
- Chat individually or in groups with always-on messaging. Plus, easily edit, delete, forward, flag, pin, and mark

messages as unread.

- Securely share files and content. Send large files in a secure space that is neatly organized, searchable, and saved right next to all other chats.
- Co-edit documents - Forget switching between apps. Review and edit OneDrive and SharePoint Online files from within a chat space.

### 3. Cisco Multicloud Collaboration Solutions

Cisco offers multiple cloud solutions for collaboration, such as Cisco Unified Communications Hybrid, UCM Cloud, Webex Dedicated Instance, Webex Calling, Meetings, Webinars, Messaging, Contact Center and Experience Management, as well as U.S. FedRAMP-authorized solutions with secure cloud connectivity (for Federal government agencies), and other integrated Cisco solutions.

- A. UCM Cloud and Webex Dedicated Instance
- B. Webex Calling
- C. Nomadic E911 and RedSky Emergency Routing Service (ERS)
- D. Dubber Call Recording
- E. Webex Contact Center
- F. Cisco IM/mobile
- G. Webex Workforce Optimization (WFO)
- H. Webex Meetings
- I. Webex Webinars (formerly Webex Events)
- J. Slido
- K. Socio Events
- L. Appspace
- M. Webex App Hub
- N. Webex Control Hub
- O. Security, Privacy, and Compliance

#### A. UCM Cloud and Webex Dedicated Instance

UCM Cloud<sup>4</sup> is a scalable cloud-based calling, collaboration, and mobility solution that is redundant, customizable, private and highly secure with a U.S. FedRAMP-authorized option.

UCM Cloud is the familiar Cisco Communications Manager architecture built in the cloud, dedicated to the customer, and fully redundant with absolute feature parity, seamless to the users with no learning curve required!

Webex Dedicated Instance is the same as UCM Cloud but includes preconfigured tight integration with Webex Calling, perfect for mixing UCM Cloud and Webex Calling users.

- Use all supported Cisco endpoints and the Unified Webex app.
- Extended security options, advanced privacy features, and built-in compliance for calling and messaging.
- Eliminates hardware refresh cycles and software upgrades.

Webex Edge Connect<sup>5</sup> peering is required to provide a private point-to-point link that bypasses the public Internet and securely connects your network directly to UCM Cloud, Dedicated Webex Instance, Webex Meetings, and Webex Calling Data Centers.

- Webex Edge Connect peering also improves the calling and meeting user experience by providing guaranteed bandwidth for improved Quality of Service (QoS), minimizing network latency, packet loss, and jitter.

## B. Webex Calling

Webex Calling<sup>6</sup> is a powerful business phone system in the cloud with a full set of advanced calling features:

- Stay connected with built-in security and 99.99% committed availability.
- Office Anywhere — Allows your business number to ring any/all devices, move the call from one device to another, or escalate the call to a video meeting.
- Easily direct calls and take more business calls with phone menus and intelligent call routing features.
- Assign extension numbers or Directory Numbers (DN) to users; no telephone number required.
- Telephone voice features like multiline appearances, merging, call waiting, holding, forwarding, do not disturb, visual voicemail, and much more.

Webex Calling provides near feature parity with Cisco Communications Manager, including extension assignments with Directory Numbers (DN) so users are not required to have a PSTN telephone (DID) number.

Webex Calling Named User licenses offer two different station types:

- **Professional License** for individual users with all calling capabilities, including visual voice mail, and up to 5 devices.
- **Enhanced License** for shared use and common area locations, limited to a single device, and does not include voicemail.

Webex Meetings can be added using the Webex Suite specially priced bundle with calling, messaging, and Webex Meetings.

Cisco offers an Enterprise Agreement (EA) for 250 knowledge workers or more that includes Common Area Licenses.

Cisco Webex Calling offers multiple PSTN calling options to provide telephone numbers and outgoing calling that fits the majority of customers' requirements:

- Cisco PSTN Calling Plans
- Authorized Cloud Connected Partners (CCP) PSTN providers.
- Webex Edge Audio using a Cisco local gateway (CUBE) provisioned in the Webex Control Hub.

## C. Nomadic E911 and RedSky Emergency Routing Service (ERS)

FCC regulations on Ray Baum's Act Phase 2 go into effect on January 6, 2022. To allow your organization to meet the new regulations, Cisco includes Nomadic E911 service<sup>7</sup> with Webex Calling (multi-tenant and Dedicated Instance) and UCM Cloud subscriptions for all U.S based users.

Nomadic E911 (Enhanced 911) on Webex Calling:

- For locations enabled with this service, 911 calls are routed to emergency responders via Webex Calling and RedSky.
- An administrator defines known locations ELIN (Emergency Location Identification Number) using the RedSky admin portal.
  - Wiremap on-premises location(s) to identify the correct 911 location even when users move to different office locations.
    - Automatic Discovery can be by IP subnet, MAC address, or if using WiFi, the BSSID.
    - If the network supports LLDP, you can use that method for the hardware device discovery.
- Webex App (Windows, Mac, iOS and Android) automatically prompts to input address when user moves off-premises (unknown location).
  - Webex App remembers multiple off-premises addresses to avoid prompting again for the address when user connects to a previously connected network.
- 911 calls from mobile phones (iOS, Android) use the cellular network.

RedSky can be used with the Cisco Emergency Responder (CER) and the RedSky connection is X.509 compliant for U.S. FedRAMP authorized UCM Cloud for Gov.

- Hardware devices and locations assigned in Cisco CER.
- Webex app works the same as Webex Calling.
- Jabber clients use the MyE911 app that gives remote users the ability to provision their own “personal” locations and can be installed on Windows and Mac devices, as well as mobile phones running iOS or Android.

For 911 calls with no verifiable location address, the calls are routed to RedSky Emergency Relay Center (ERC) and will incur additional usage charges.

Nomadic E911 service includes:

- Dashboards, Alerts/Notifications, Reports, Monitoring and Test Call Generation capabilities.
- 911 call completion.
- Location update (User updated or ELIN)
- Notification to specified Users in the Calling Platforms and EON Application.

#### D. Dubber Call Recording

Dubber call recording<sup>8</sup> enables recording of all calls (Internal and PSTN) for users on Webex Calling and UCM Cloud. It's invaluable for industries that have strict compliance requirements but is broadly used in the financial, government, and healthcare verticals.

Dubber call recording offers:

- Unlimited scale and storage with full data encryption.
- Record 100% of calls (except emergency calls) from any device, on any device.
- Deployable with just a click.
- AI-driven insights and alerts.
- Compliant Mobile Call Recording.
- Real-time search, advanced notifications, alerts, and more.
- Secure and compliant with global privacy and data sovereignty standards.
- Open API and data exporter – easily integrated with Enterprise Apps.

Dubber call recording offers the following user subscriptions:

- **Dubber You:** Personal call recording. (Dubber Go for free limited to 30 days of storage. Can upgrade and migrate recordings.)
- **Dubbers Teams:** Call recording with team (group) pooling and controls. (recommended). API Connectivity included, if required.
- **Dubber Premier:** Transcription and AI.
- **Compliance Edition** for government agencies, financial, and health care industries recording calls for compliance. Less expensive than other editions. NOTE: Users do not have access to call recordings.
- **Voice Intelligence Cloud (VIC)** dubbbers recorded conversations provide AI-driven insights and data to fuel dashboards and enrich customer data in applications like Salesforce - helping companies improve sales productivity and customer satisfaction.

Dubber is fully integrated with the Cisco Webex app and supported on all Cisco MPP phone hardware.

## E. Webex Contact Center

Webex Contact Center<sup>9</sup> is a next-generation cloud contact center solution inspired by customers and architected for business. Designed and built from its foundation as a Contact Center-as-a-Service (CCaaS) cloud solution, Webex Contact Center's best-of-breed platform architecture brings your business the innovation, flexibility, scalability, and agility of the cloud without sacrificing security.

As a cloud-based subscription, Webex Contact Center enables rapid time to market and increased revenue while minimizing upfront capital investment.

Webex Contact Center is available as part of the Cisco Collaboration Flex Plan, which provides an intelligent and practical path for migrating from an on-premises to a cloud contact center and collaboration solution at your own pace.

### Available agent licenses for Webex Contact Center:

<b>STANDARD AGENT</b>	Standard Agent provides essential functionality to voice-only call centers with typical or sophisticated needs. Standard Agent functionality includes browser-based agent desktop, inbound and outbound voice, call recording, touch-tone IVR, web and voice callbacks, and standard CRM connectors.
<b>PREMIUM AGENT</b>	Premium Agent includes all Standard Agent features and adds omnichannel communication such as chat, text / SMS, social, email, multi-channel reporting and analytics, and supervisor monitoring and barge-in for all types of agents. All contact centers require a Premium Agent.

### Webex Contact Center agent type considerations:

<b>COMMITTED AGENTS</b>	Charges are based on a usage model. You have the option to pay for a committed quantity of agents on the order. The committed agent quantity will be used to determine your excess agent usage for each month.
<b>AGENT OVERRAGES</b>	Webex Contact Center allows for agent usage in excess of the committed agent quantity selected on the order. Agent overages are calculated each month when the total number of agents used exceeds the total number of purchased committed agents on the order. On a monthly basis, Webex will provide an excess usage quote to your reseller for the agents used in excess of the number of committed agents on the order.

In addition to the core features provided with Webex Contact Center, Webex provides a number of optional 3rd party add-on features from partners and select vendors to provide other best-in-class functionality specifically tested and optimized to integrate with Webex Contact Center. CRM integrations include Salesforce, Microsoft Dynamics 365, and others.

## F. Cisco IMI mobile

With Cisco's completion of the IMI mobile<sup>10</sup> acquisition, Webex Contact Center has taken another step forward to deliver the future of customer experience. Contact centers must go beyond traditional voice, chat, and email to make it easy for their customers to reach them. Today's customers want to interact with businesses the same way they do with their friends using digital and social channels.

IMI mobile's suite of products and solutions are part of the Cisco Customer Experience as a Service (CXaaS) vision providing:

- Omnichannel interaction enablement from IMI mobile includes popular messaging and social channels like WhatsApp, RCS, Apple Business Chat, Facebook Messenger, Twitter and WeChat. It also supports standard channels like voice, chat, SMS, email, and in-app notifications.
- A suite of purpose-built applications that provide out-of-the-box SaaS functionality for function-specific interactions, including a full cloud contact center solution, management and automation of marketing campaigns, service and operational notifications for customers and video assistance for teams and customers.

- Communications Platform-as-a-Service (CPaaS) infrastructure to enable customization of communications via APIs. This provides a programmatic way to consume interaction channels so that a business can create its own applications or embed communications in existing experiences.

Cisco CXaaS is a comprehensive platform that gives organizations the ability to provide high quality experiences that customers expect. It brings together artificial intelligence, experience management, collaboration tools, omnichannel capabilities, and programmability.

### G. Webex Workforce Optimization (WFO)

Webex Contact Center offers optional Webex WFO<sup>11</sup>, a workforce optimization suite that provides three (3) core functions:

- Quality Management (QM) measures agent efficiency and performance through tailored evaluation forms. Boost moral via ‘gamification’ and agent self-assessment.
- Workforce Management (WFM) solution offers contact center supervisors, agents, and staffing analysts the ability to dynamically manage agent schedules, forecast and plan staffing based on trends, and ensure adherence to schedules.
- WFO Analytics analyzes speech and desktop interactions to gain insights. Correlate agent performance to NPS scores.

### H. Webex Meetings

Webex Meetings<sup>12</sup> allows connection in real-time or scheduled time with advanced meeting features such as group messaging, file-sharing, whiteboarding, and more.

1. Host meetings from spaces, schedule, or host impromptu space meetings.
2. Collaborate beyond meetings and connect with teams before, during, and after meetings in spaces organized around your work.
3. Recordings and transcripts are automatically stored with the meeting chat for easy access.

Anytime, anywhere meetings power the most complete collaboration portfolio with the new Webex modern meeting experience, there’s no such thing as a remote worker.

- **Custom layouts:** Choose your view with endless options to focus on the people and the content that matter most to you.
- **Audience engagement:** Invite participants to share their thoughts with gesture recognition and to provide feedback with live polling and Q&A.
- **Immersive share:** Layer yourself over the content you share in a meeting to make virtual presentations more engaging.
- **Breakout sessions:** Encourage everyone to participate with breakout sessions for smaller group discussions.
- **Real-time translation:** Instantly translate your meeting into 100+ languages to enhance comprehension and live collaboration.

Additional features, storage, and support can be added.

### I. Webex Webinars

Formerly Webex Events, Webex Webinars<sup>13</sup> is a scalable virtual event platform for interactive experiences at scale from 100 to 10,000 participants without sacrificing engagement.

Host unforgettable virtual events with Webex Webinars and improve engagement by leveraging new Webex tools:

- Increase attendance
- Engage your audience
- Simplify event management
- Ensure security

Read more about the new Slido and Socio Events for Webex Meetings and Webinars below.

## J. Slido

Make meetings instantly interactive with polling, Q&A, and other features using Slido<sup>14</sup> integrated Webex app for Webex Meetings and Webinars:

- Live polling and Q&A:
  - **Collect:** Participants can send in questions live during the meeting.
  - **Moderate:** Review incoming questions and filter to address the most relevant.
  - **Categorize:** Organize questions by categorizing them with labels.
  - **Democratize:** Let participants upvote other's questions.
  - **Respond:** Answer questions yourself or allow everyone to respond.
- **Word clouds:** Display answers in a cloud formation and see what's most popular.
- **Multiple choice:** Capture everyone's responses quickly with predefined options.
- **Open text:** Allow everyone to type in custom answers or comments.
- **Ranking polls:** Let everyone rank options based on their preferences.
- **Quizzes:** Test everyone's knowledge live with a timer and leaderboard.
- **Rating polls:** Let everyone rate anything — meetings, topics, decisions, etc.

## K. Socio Events

Cisco acquired Socio in 2021. Socio<sup>15</sup> is an event platform for powering event success. The Socio platform powers continuous engagement to drive better results for virtual, in-person, and hybrid events. From registration to a virtual event platform and mobile app to onsite solutions and services, Socio provides everything you need to raise the bar for your events.

- Registration
- Mobile event app
- Lead Retrieval
- Virtual event suite
- Onsite check-in and badge printing
- Live Display

## L. Appspace

Appspace<sup>16</sup> deeply integrates digital signage, collaboration tools, room scheduling, and many of the other tools your team needs in the new hybrid workplace. Appspace gives executives, departments, and regional offices an easy way to share team messaging, critical information, recognition, and alerts across personal and Webex devices.

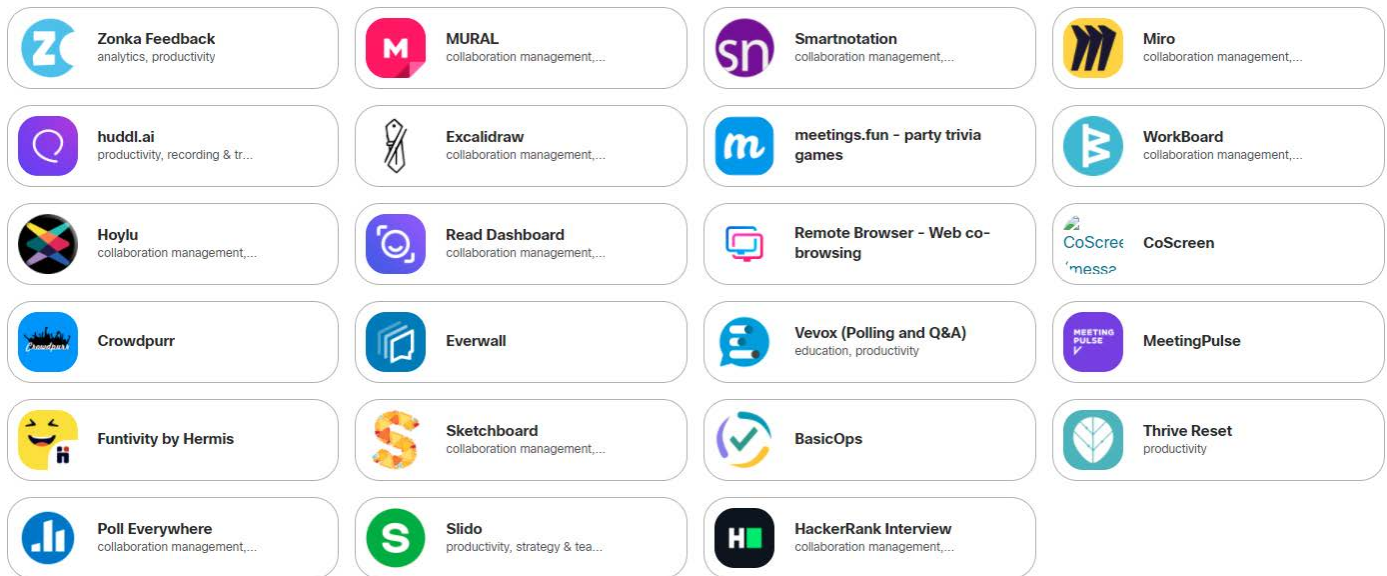
- Helps companies deliver consistent messaging to devices throughout the workplace, and to employees at offices or remote.
- Enables easy mass Team communication, where users create content cards with saved presentations that can be played manually or automatically.
- Synchronizes all workspaces with consistent messaging at the same time to all registered devices.
- Connecting Webex devices with Appspace unifies teams with clearer communication and workplace tools that keep everyone engaged and collaborating, whether they're at the office, at home, or on the go.
- Create or upload content. Use simple branded templates for creating reports and announcements — it's just like editing a slide.
- Publish your content into channels (like a playlist) and easily publish with scheduling and viewer rules.
- Access anywhere and view content across workplace displays and personal devices - wherever your team works.
- Analyze, measure, & report what matters across locations, regions, lines of business, and remote workers. Go beyond digital signage.



- Room Scheduling allows you to book a single or multiple conference rooms with Office 365 and Google Calendar integration.
- Visitor and Employee Check-In with contactless or touchscreen registration and check-in options to let you know and control who is in the building.
- With Way-finding, you can turn any touchscreen device into an interactive map so guests and employees can safely navigate the office.

## M. Webex App Hub

Collaborate across applications and use many of your favorite apps — all without leaving Webex. Webex integrates seamlessly into 100+ industry-leading apps available on the Webex App Hub:



All applications are available on the [Webex App Hub](#).

## N. Webex Control Hub

Webex Control Hub<sup>17</sup> provides a unified administration experience for all Webex collaboration services, including Meetings, Calling, Messaging, and Contact Center.

Keep management effortless and manage all your services and users in one place, eliminating the overhead of a physical phone system.

Webex Control Hub allows a simplified user onboarding experience for one or many Webex collaboration services through a single interface to control entitlements, security, and compliance.

For customer administrators, Webex Control Hub provides a web-based interface for:

- Managing your organization.
- Onboarding and provisioning your users.
- Assigning services.
- Webex Contact Center AI portfolio services.
- Managing connectors for services such as CRM integrations.
- Managing system connectivity to text / SMS and social channels.
- Manage, control, and analyze your collaboration experiences with detailed insights and metrics.

## O. Security, Privacy, and Compliance

Webex provides built-in security, privacy, and compliance features<sup>18</sup> to collaborate securely and meet industry and regional requirements.

Webex offers secure experiences based on the principles from Cisco's Security and Trust organization. Keep your data extra safe with enterprise-grade protection and compliance.

- When you use Webex, all your communications occur over strongly encrypted channels.
- Message and share files securely with required user verification to ensure the highest level of privacy.
- Authenticate every user and protect every device and browser.
- Customize security controls including idle timeout, device PIN enforcement, and remote wipe of any Webex content.
- Ensure highly secure search: Get search results sent directly to your authenticated device before they become decrypted.
- Data residency options: Choose where your data is stored. PII, messages, files, and whiteboard data are kept in your region of choice.
- Store data indefinitely and safely. Your data will be safe at-rest until a user deletes it or per your policy.

Add Webex Pro Pack and Extended Security Pack to get unlimited data for eDiscovery search and extractions, plus the ability to create flexible retention policies. Help guard against threats with Cisco Cloudlock CASP, powered by Cisco Talos ClamAV anti-malware.

- **Legal and compliance:** Built-in compliance tools eliminate the need for third-party solutions that accommodate legal holds and data retention.
- **Protect every device and browser:** Customize security controls including idle timeout, device PIN enforcement, and remote wipe of any Webex content.
- **Safeguard with data loss prevention:** Protect sensitive information from being shared or shown to keep your organization and clients safe and compliant.

## CONCLUSION

Cisco Flex licensing enables multiple paths to the cloud; Premises – Hybrid – Cloud.

Cisco multicloud solutions are purely an operating expense, flattening technology spend with inherent upgrades, providing continual improvement and additional functionality.

Using a multicloud approach, you're not limited to Cisco cloud services for any application or toolset. Cisco delivers innovative freedom by offering APIs and integrated cloud solutions from Slido, Dubber.com, Socio, IMI mobile, RedSky E911, and many more.

Red River is a Cisco Gold Partner with a Cisco Masters Collaboration Specialization and offers turnkey migration projects that include Project Management, Discovery, Training, and full implementation with managed services.

Red River Unified Communications as a Service (UCaaS) offer provides managed PSTN services and secure connectivity for a FedRAMP-authorized collaboration solution with secure access to UCM Cloud, Webex Dedicated Instance, and the Webex app. A single per user per month (PUPM) bill includes local & long-distance calls, Cisco Flex subscriptions, and managed services for a comprehensive, integrated, modern, and secure collaboration experience.

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### ABOUT RED RIVER

Red River brings together the ideal combination of talent, partners and products to disrupt the status quo in technology and drive success for business and government in ways previously unattainable. Red River serves organizations well beyond traditional technology integration, bringing 25 years of experience and mission-critical expertise in security, networking, analytics, collaboration, mobility and cloud solutions.

Learn more at [redriver.com](https://redriver.com).