

Choose flexible, cost effective Cisco WebEx integrated audio for more productive online meetings.

Meetings are about getting things done. When you meet online, it's important to have as many tools as possible to enhance productivity so that you can make the most of attendees' valuable time.

Instantly acquire more insight into the dynamics of your meeting—insight that can be key to gaining agreement and moving forward.

WebEx integrated audio offers you a fuller, more productive online meeting experience in a flexible, cost effective package. By choosing a unified solution, you'll have the tools you need to streamline the online meeting experience for participants—helping ensure that you get more things done.

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BPI Group: “Integrated audio has been a really, really big enhancement for us.”

“We were leaving money on the table by not using the integrated audio. It really is cost effective. It’s also simple, because you can use the computer headset. A lot of our clients find that very easy. People don’t have to use cell phone minutes. We have a lot better quality control over what’s going on. So the integrated audio has been a really, really big enhancement for us.”

-Chris Osborn, Senior Consultant, BPI Group

WebEx integrated audio offers a range of options within a unified meeting solution.

All meetings are not created equal. For some meetings, you’ll want to provide a range of audio options, while other meetings call for a single point of entry. With WebEx integrated audio, you have the flexibility to tailor the meeting experience to meet your requirements.

Ask yourself these questions when considering an audio solution.

No audio solution should be one-size-fits-all—it’s important for you to choose a solution that meets your unique business goals. Ask yourself these questions to see if WebEx integrated audio might be the right answer for you.

- **Is it important for you to have visual cues to indicate who’s speaking?**

In a large meeting, multiple attendees can speak at once, and background noise can prove disruptive. Identifying and correcting such issues is essential to making sure that your meetings stay on track.

- **Do you require global reach?** If you ever need to invite participants from outside the United States, you need an audio solution with cost effective global coverage.

- **Would you prefer to work with a single provider for all of your web conferencing needs?** Many companies find that it’s much more convenient—and cost effective—to streamline meeting and billing processes through a single vendor.

- **Is privacy a concern in your online meetings?** If you’re discussing confidential issues, you’ll want to maintain tight control over attendance.

- **Do you want to provide multiple access options for participants?** With so many coworkers, partners, and customers working from home or on the road, it may be helpful to provide easy, fully integrated access not only from PCs and telephones, but from mobile devices as well.

If you answered “yes” to even one of these questions, WebEx integrated audio may be the solution you’re looking for.

World Vision International: “We give participants a broad range of options on how to collaborate.”

“WebEx integrated audio gives participants a broad range of options on how to collaborate. And the nice thing about having it integrated with the presentation and with video and chat, is that people can collaborate three ways simultaneously.”

-Adam Bricker, CIO, World Vision International

WebEx integrated audio offers a unified meeting experience for greater accountability, productivity, and security.

WebEx integrated audio comes with built-in features that provide complete visibility and control over what happens throughout your online meetings, whether you have two attendees or 500. Features and benefits include:

- **Visual cues for real-time accountability and control.** Identify which attendee is speaking with Active Talker indicators. Mute or unmute participants as necessary, and use the integrated recording function to keep a secure audio record of each meeting.
- **Global reach.** Meet with attendees—by phone or computer—in more than 200 countries.
- **Simplified service and integrated billing.** Eliminate the headaches from reconciling multiple bills. Use just one convenient provider for all of your online meetings.
- **Privacy controls.** Guard your meetings with attendance controls and meeting lockouts.
- **Flexible mixed-mode conferencing.** Allow attendees to connect either by integrated audio or traditional telephone. You can even switch between the two modes during meetings.
- **Ease of entry.** Participants can request a call back to enter the audio portion of a meeting, or they can receive dial-in instructions—no hassling with meeting or attendee codes.
- **Unified scheduling.** Set up both web and audio for your meetings at the same time with a single Microsoft Outlook or IBM Lotus Notes email message.
- **Smartphone access.** Attendees can use iPhone or BlackBerry applications to join meetings, with support for other Smartphones as well.
- **Reduced cost when using WebEx integrated audio.** A company that holds 20 one-hour WebEx calls per month with six participants, two of whom are using WebEx integrated audio, will save nearly 10 percent per user who opts for this option, or 20 percent total.

For large-scale events or one-on-one meetings, WebEx integrated audio helps you get things done.

Whether you want to reach thousands around the world or colleagues across town, WebEx integrated audio solutions offer a seamless approach to interacting as productively as possible. That means more time to focus on what you know best—your business.

Deliver audio to thousands of participants for less with WebEx Audio Broadcast and Cisco WebEx Event Center.

If you use Cisco WebEx Event Center for large-scale webcasts, it's especially important that you have the tools you need to manage participants effectively. It's also crucial that you make audio access seamless and user-friendly—otherwise attendees may not stay long enough to hear your message.

WebEx Audio Broadcast provides easy sound access to your attendees' computers, helping you reach up to 3,000 people at a fraction of the cost of telephony-based audio conferencing.

See how many attendees are listening to your broadcast at a glance. Make it easy for attendees to play, pause, or stop the broadcast at any time. And give participants more options by providing simultaneous phone and PC access to your event. Other features and benefits include:

- **Simple controls:** Give attendees the option to join or leave the audio broadcast at any time.
- **Attendee speaking privileges:** Offer participants full speaker privileges during the event.
- **Reliable connectivity:** Broadcast using the global Cisco WebEx Collaboration Cloud for a fast, dependable connection.
- **One price per event.** The cost is based on the number of attendees, not the duration, helping avoid the unpredictability of per-minute pricing.

There's no need for extra equipment or hardware. And best of all, you pay for WebEx Audio Broadcast services based on the size of your event—eliminating traditional per-minute, per-attendee audio broadcasting rates. It's a flexible, cost effective solution designed to scale up for maximum global reach.

See for yourself how WebEx integrated audio solutions can help you achieve—and exceed—your business goals.

- Sign up for a risk-free 14-day trial at www.webex.com/go/trial
- Contact a sales associate at 877.509.3239
- Learn more about WebEx solutions at www.webex.com

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