



# SOLUTION BRIEF

## ENABLE SMS FOR CISCO WEBEX

Collaboration Tools

Cisco Webex is one of the many Cisco collaboration tools serving over 300 million users worldwide. Message Exchange from Mavenir now extends unified messaging to individuals residing outside of the Webex platform.

Studies have shown that customers and internal employees are often switching to, or prefer, SMS. According to a 2019 Harvard Business Review survey, 68 percent of companies expect advanced messaging applications to play an important role in improving consumer marketing and customer engagement.<sup>1</sup>

Unfortunately, Webex requires employees to break out of the system and use an unconnected device. For example, a sales person wishing to text a prospect will have to use their private mobile device to have the exchange – UNLESS the system is SMS enabled to allow texts to flow beyond its walls. Now, with Message Exchange, Cisco Webex is fully SMS-enabled.



*Mavenir is proud to provide key capabilities to Cisco for business communications and collaboration.*

With more than

# 9 in 10

millennials now owning smartphones and nearly

# 20%

of those users accessing the internet exclusively with smartphones, SMS becomes a critical way to do business.

—Pew Research Center, 2019

<sup>1</sup>September 2019 Harvard Business Review Survey



## Message Exchange for CISCO Webex Features



### Intuitive Management Console

Manage enterprises, mappings, and more from a user-friendly interface that supports mobile screens.



### Phone Number Provisioning

Configure setup based on communications service provider needs, includes BYOC option.



### Dynamic Private Room Creation

Generate private rooms activated by new incoming messages from unique senders.



### Email to Mobile Mapping

Associate user emails with a mobile phone number for easy SMS delivery and tracking.



### Advance Search Capabilities

Sort by enterprises, errors, mappings, or messages for billing purposes, and more

## The Message Exchange Advantage

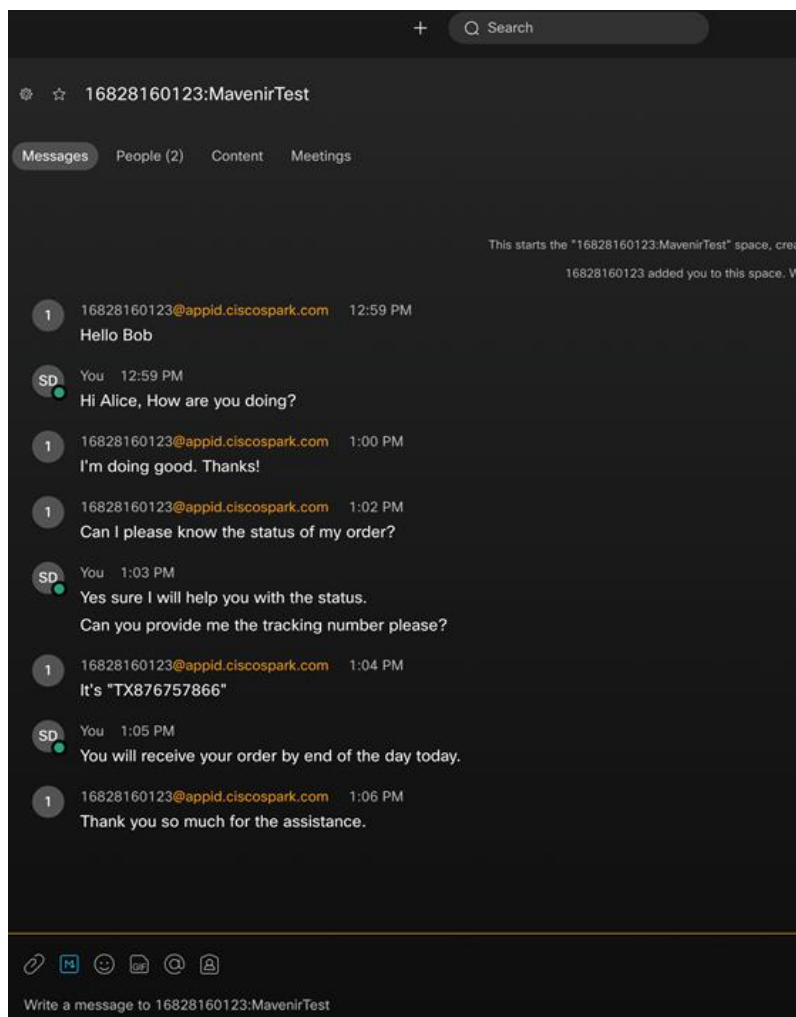
With Message Exchange, Webex users can now take advantage of SMS capabilities within the same client. This eliminates the need to send SMS to contacts (internal or external) from a personal cell phone or third-party application.

Critical conversations are now tracked and kept secure on internal company networks. No changes in the endpoint software, retraining, or other large and expensive forklift upgrades are required. It's also very quick to set up - SMS messaging can occur within minutes.



## Cisco Webex in Action

With Webex the ability to send an SMS to a customer or prospect is seamless and easy for both parties. The following screen capture depicts a conversation between the customer and the employee. In this example, the customer inquires about the status of a shipment delivery and sends a text message to their vendor directly. The text message appears within the employee's Webex client just as any communication would appear.



*Employee's Webex client receiving a message from a customer asking about the status of their shipment*



The platform Supports Webex Bot and Guest Issuer modes, based on customers' own Webex accounts

- Mavenir recommends using Guest Issuer mode for improved client experience
- CSP may create Bot and GI instances and allow Enterprises use them
- or, let Enterprise use own Bot and GI instances

SMS enabling the Webex platform eliminates the need for the employee to have to switch applications or devices in order to respond to the customer. The employee also benefits from having their SMS conversation with the customer saved alongside all other account-related conversations. This ability to look up, or review previous conversations makes the following up easier and leads to a more personalized and relevant customer experience.

Thanks to SMS enablement from Mavenir, critical conversations for Cisco Webex are now tracked and kept secure on internal company networks. No changes in the endpoint software, retraining, or other large and expensive forklift upgrades are required.

**Begin enabling SMS capabilities in Webex for your enterprise customers today. To set up, contact us at [info@mavenir.com](mailto:info@mavenir.com).**

## About Mavenir

Mavenir is building the future of networks and pioneering advanced technology, focusing on the vision of a single, software-based automated network that runs on any cloud. As the industry's only end-to-end, cloud-native network software provider, Mavenir is transforming the way the world connects, accelerating software network transformation for 250+ Communications Service Providers in over 120 countries, which serve more than 50% of the world's subscribers.

For more on Mavenir Solutions please visit our website at [www.mavenir.com](http://www.mavenir.com)