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The next-gen Webex Customer Experience architecture overview

Amy Ryan, Principal Solutions Engineer
BRKCCT-2535

Cisco Webex App

Questions?

Use Cisco Webex App to chat with the speaker after the session

How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until November 15, 2024.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-2535>



Agenda

What is Webex Contact Center

- Delivering media and PSTN services from the cloud

Webex Global media network

- How Webex delivers media services globally

Voice Channel Integration Options

- Customers options for connecting to Webex Contact Centre

Deploying Voice Channels with Webex Common Edge Services

- How to deploy media services for voice channels

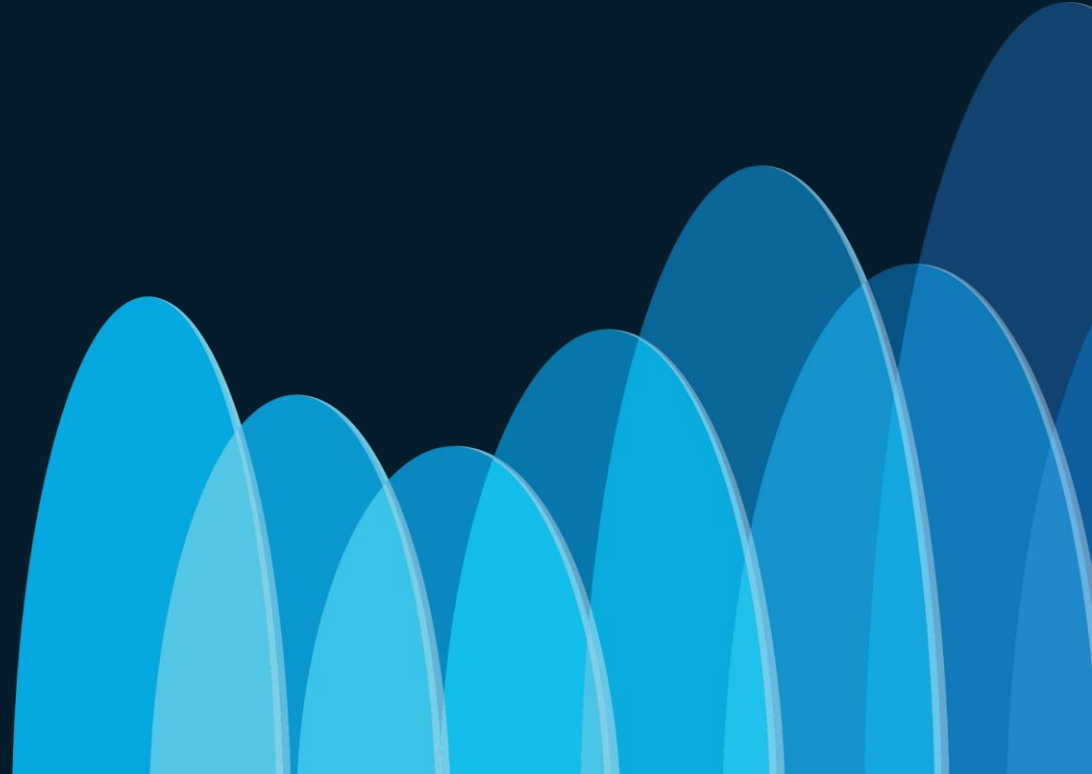
Contact Center Agents

- Options for connecting agents to Webex Contact Centre

Summary and Q&A

Webex Contact Center

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Webex Contact Center
is a **cloud-based**
enterprise Contact
Center solution.



Webex Contact Center
is a **cloud-based**
enterprise Contact
Center solution.



We need to route calls in
and out of the cloud

Voice processing is
performed in the cloud



Voice In



Voice Out



Voice Media in Webex Contact Center



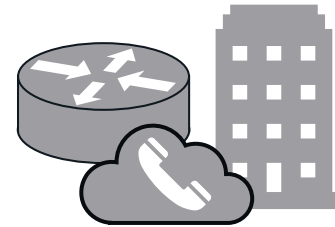
Delivering PSTN
services to Contact
Center

Receive and make
calls to PSTN

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Webex provides access to a global
network of service providers



Bring Your Own, Route calls into
Webex from your on-premise
environment



Receive and make
calls to PSTN

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Interactions

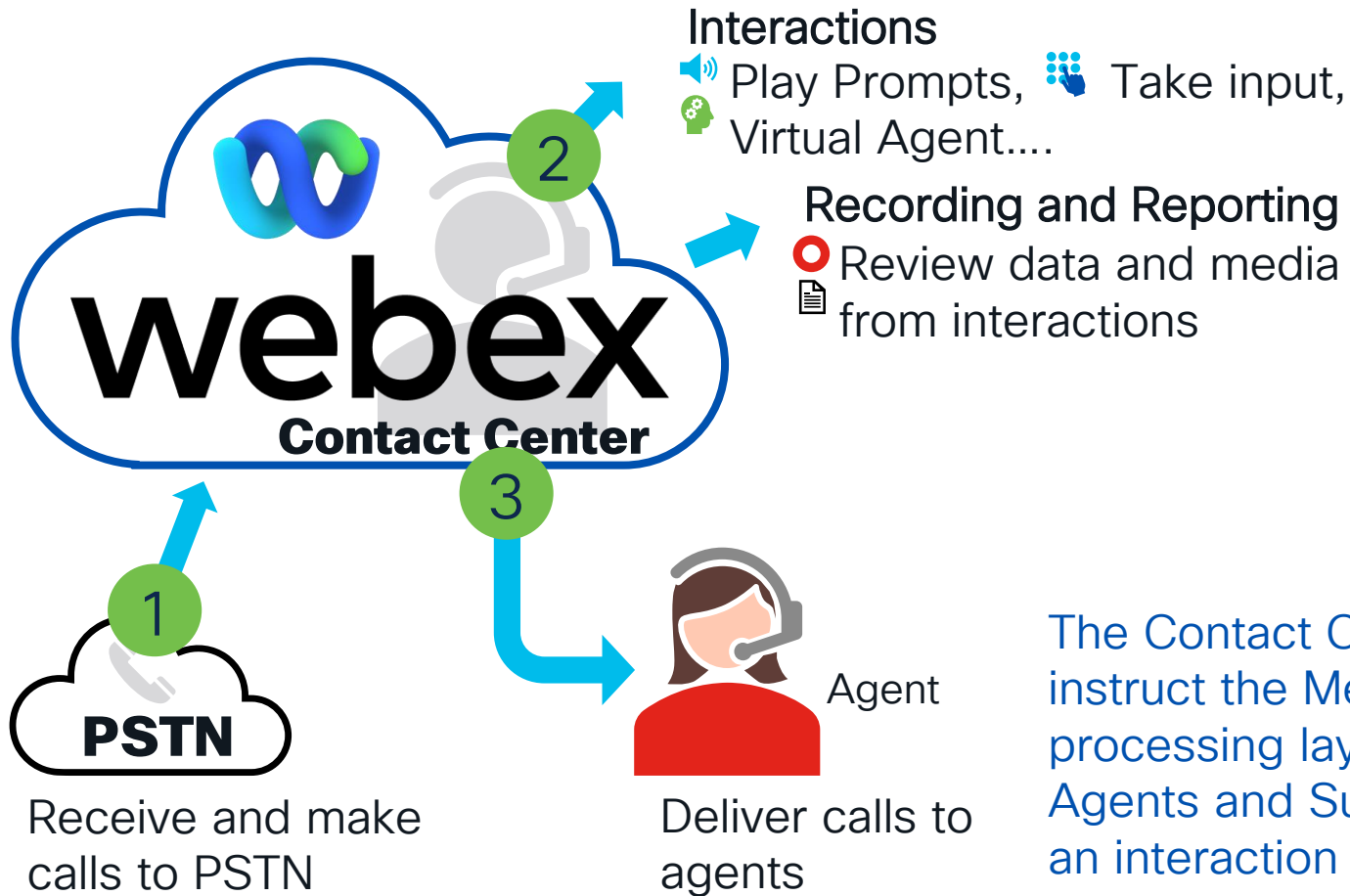
- 📞 Answer/Make calls, 🔊 Play Prompts,
- 📞 DTMF Input, 🧠 Virtual Agent....

Recording and Reporting

- 📄 Review data and media from interactions

Media Processing layer will terminate media in the cloud

- Hosts a conference session which can
 - Play Media to a calling
 - Collect Input from a user
 - Provide Virtual Agent services
 - Hold calls in a queue
 - Record media streams
 - Report on Interactions
 - Extend a call leg out to an agent or supervisor.....



The Contact Centre can instruct the Media processing layer to add Agents and Supervisors to an interaction



3



Agent

Deliver calls to
agents

The Contact Centre can
instruct the Media processing
service to add Agents and
Supervisors to an interaction

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PSTN based Agent
Calls routed over PSTN to
agent location (Office, Home etc)



On Premise Telephony
Calls routed via SIP trunk to your
data center (could be Cisco
Communication Manager)



Webex Telephony
Calls routed to Webex Calling
registered phones or app



WebRTC
Web browser-based audio



3rd Party Solution
Example, Microsoft Teams



3



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Example, Microsoft Teams



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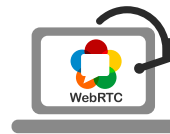
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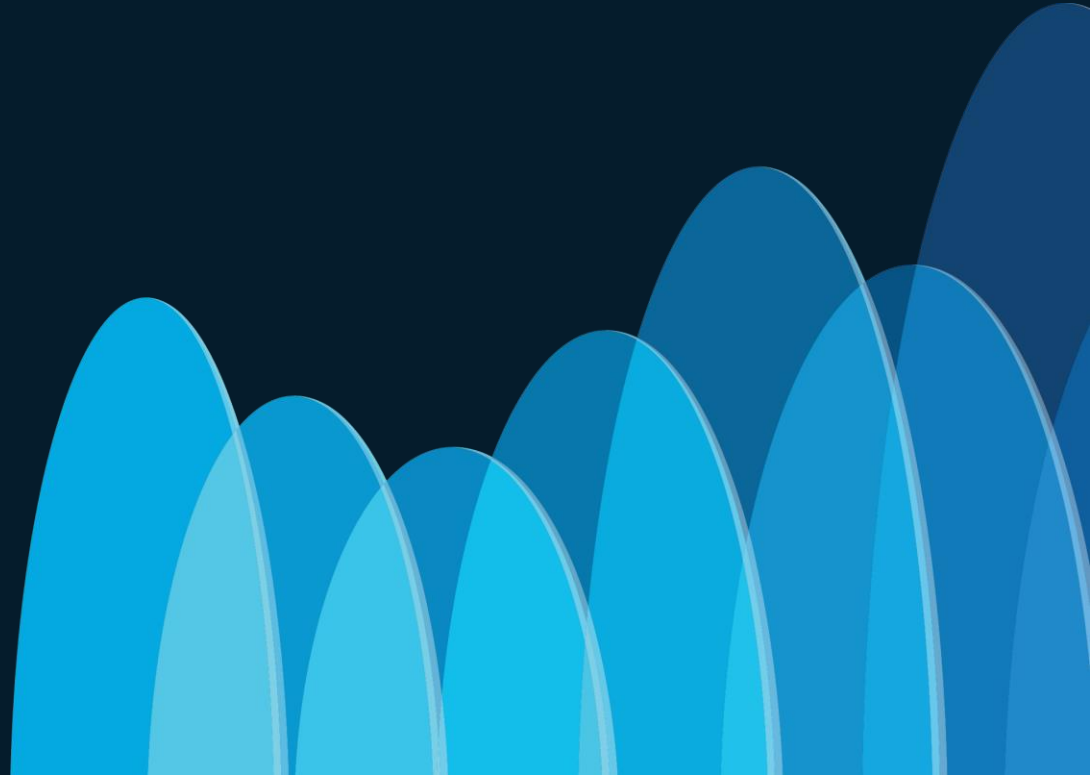


WebRTC
Web browser-based audio



3rd Party Solution
Example, Microsoft Teams

Webex Global Media Network



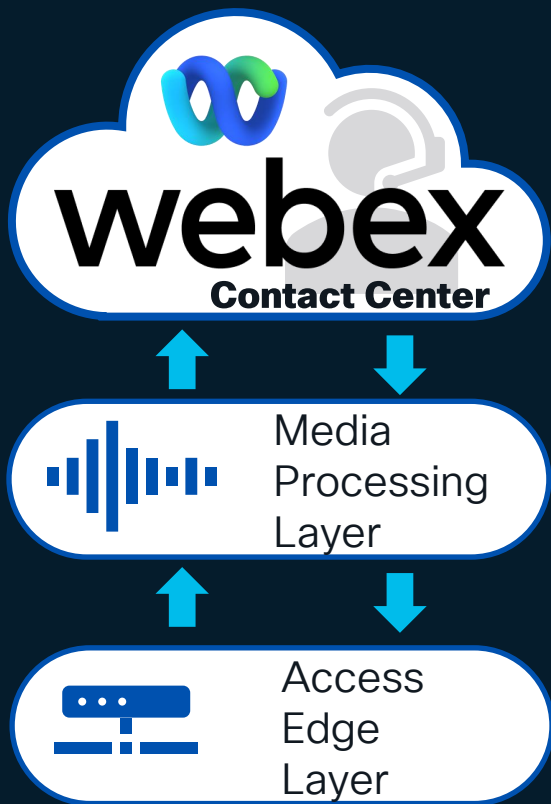
NOTE: Example Locations only

Key Concepts
use dark
template



Webex operate a global backbone with multiple access-points.

- Provides access to Webex services such as Calling and Contact Center
- Provides access to peered service providers for PSTN services
- Provides media access for endpoints, apps and customer gateways....



Webex Contact Center Voice processing layers...

Application Layer

(Webex Contact Center)

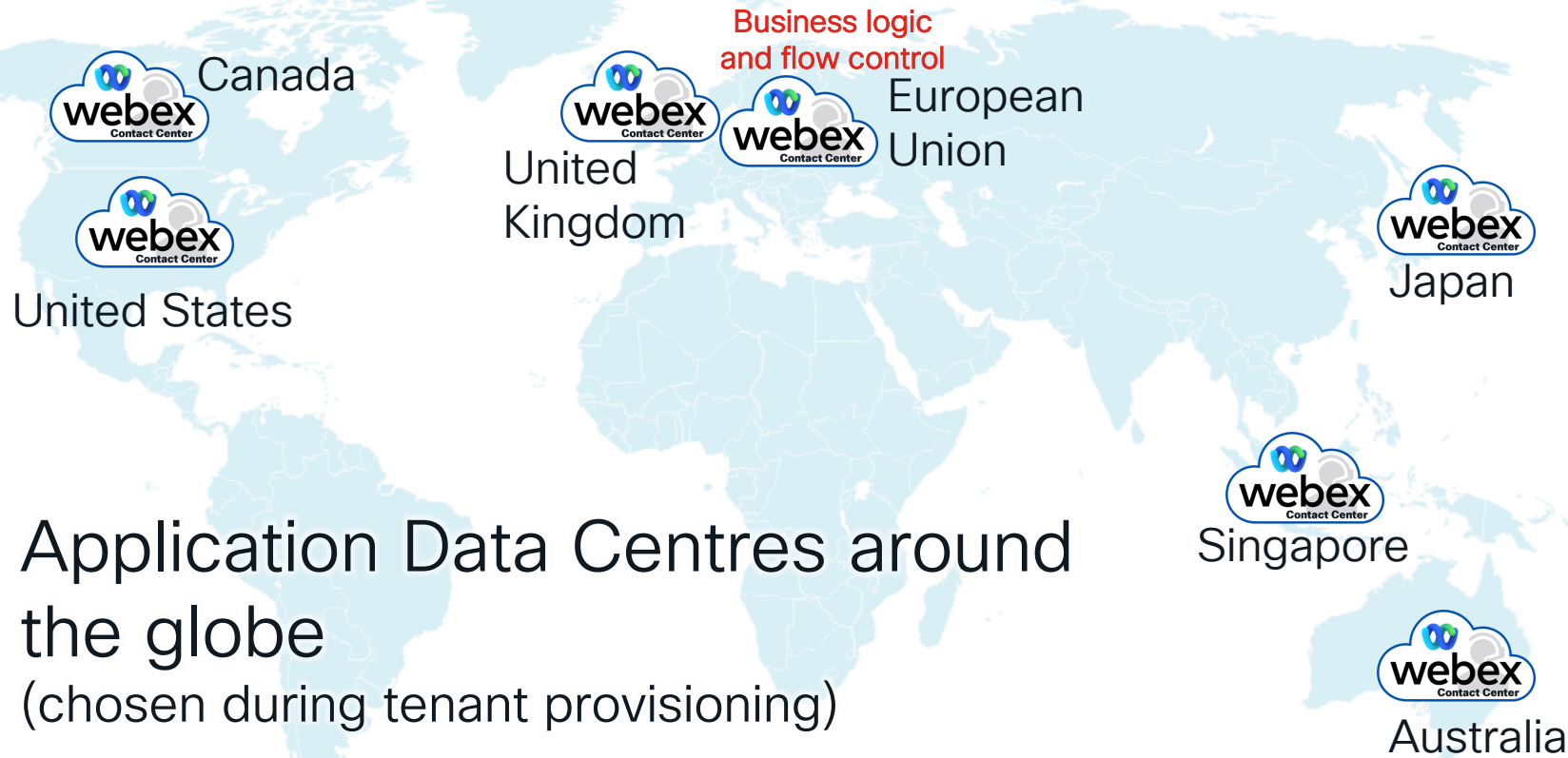
- Business Logic, Routing, Queuing, Flows and Agents management

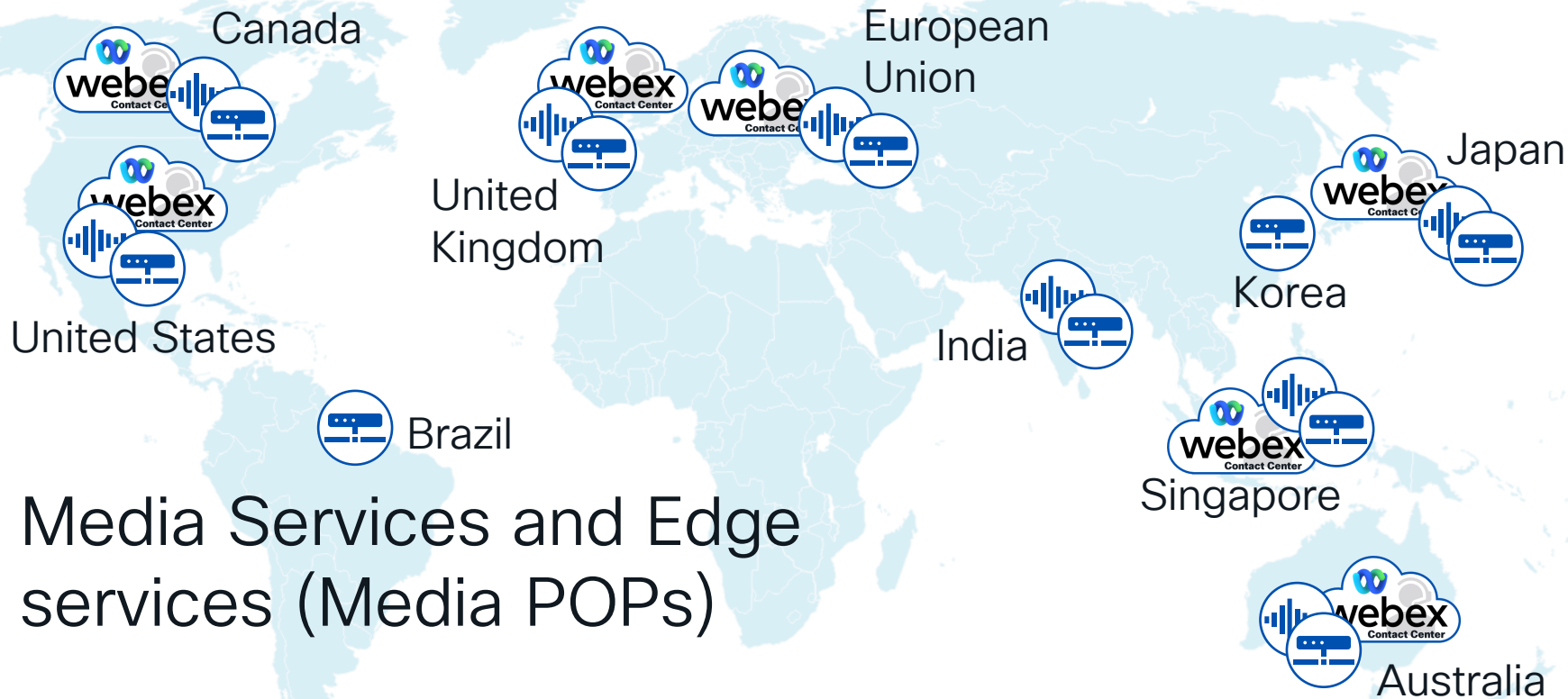
Media Processing Layer

- Voice termination, Media playout, capture input, agent connection and recording

Voice Edge Layer

- Customer/SP Voice connections
- SIP Trunk / Webex Calling

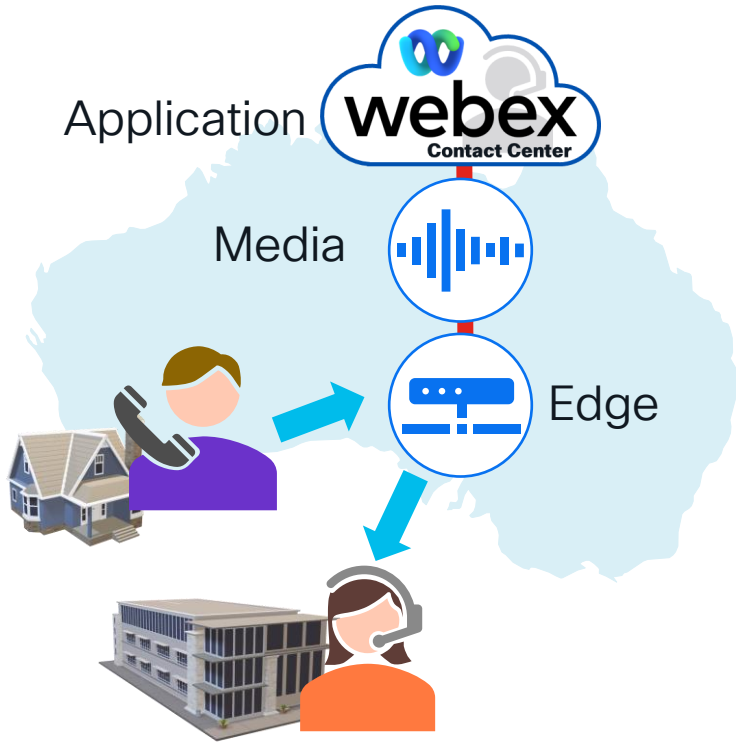




Global Media Expansion



Deployment to a single region

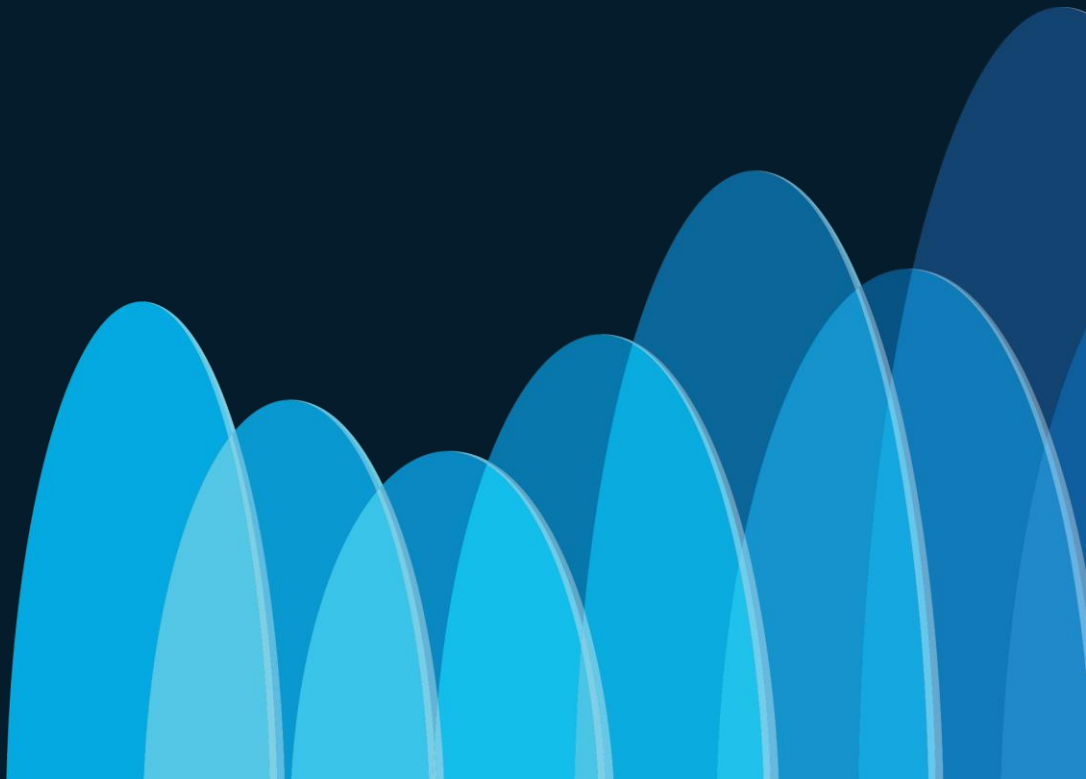


- A contact Centre service can be deployed to a region.
- Calls delivered via edge layer
- Processed in media layer
- Managed by Application layer
- Solution deployed to be highly resilient and scalable
 - High availability application services
 - Highly availability/scalable Media services
 - Deployed across multiple DCs

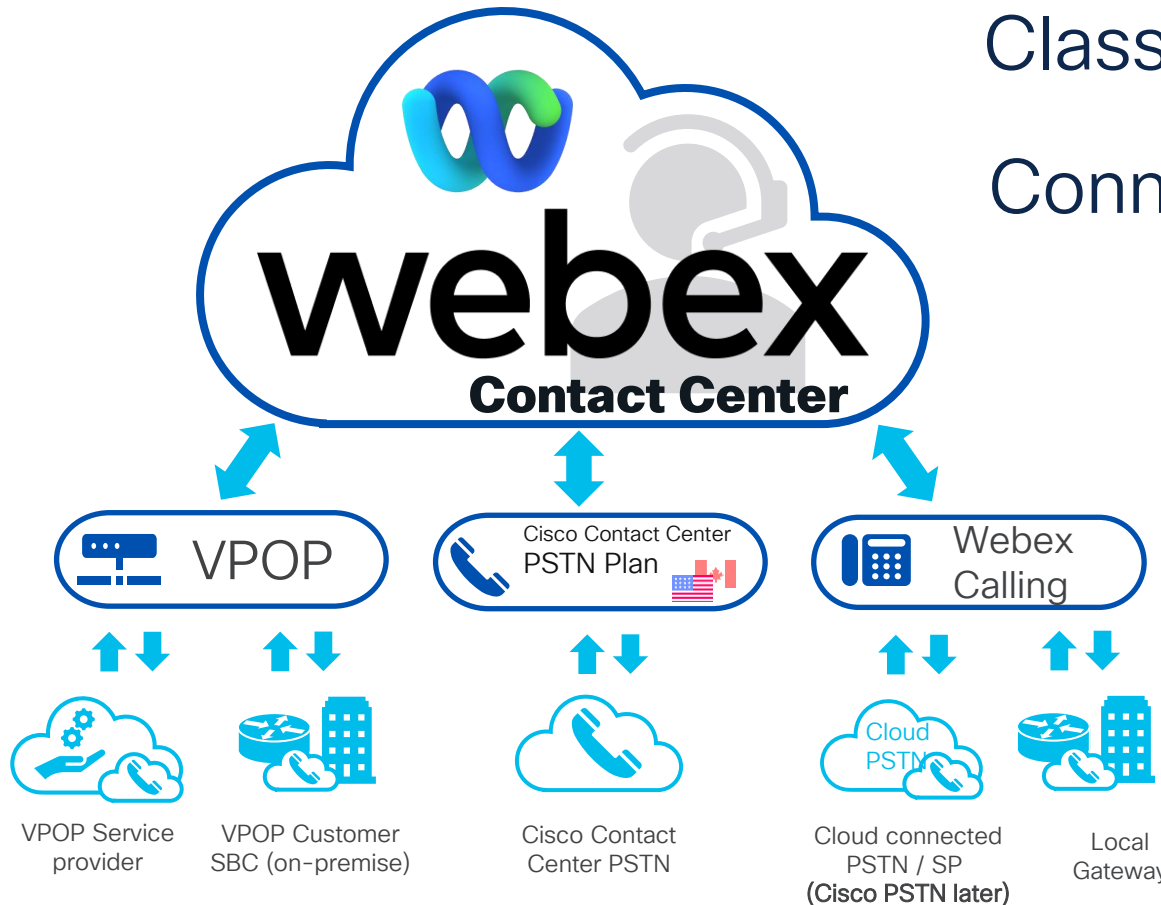
Global deployment with Regional Media



Voice Channel Integration Options

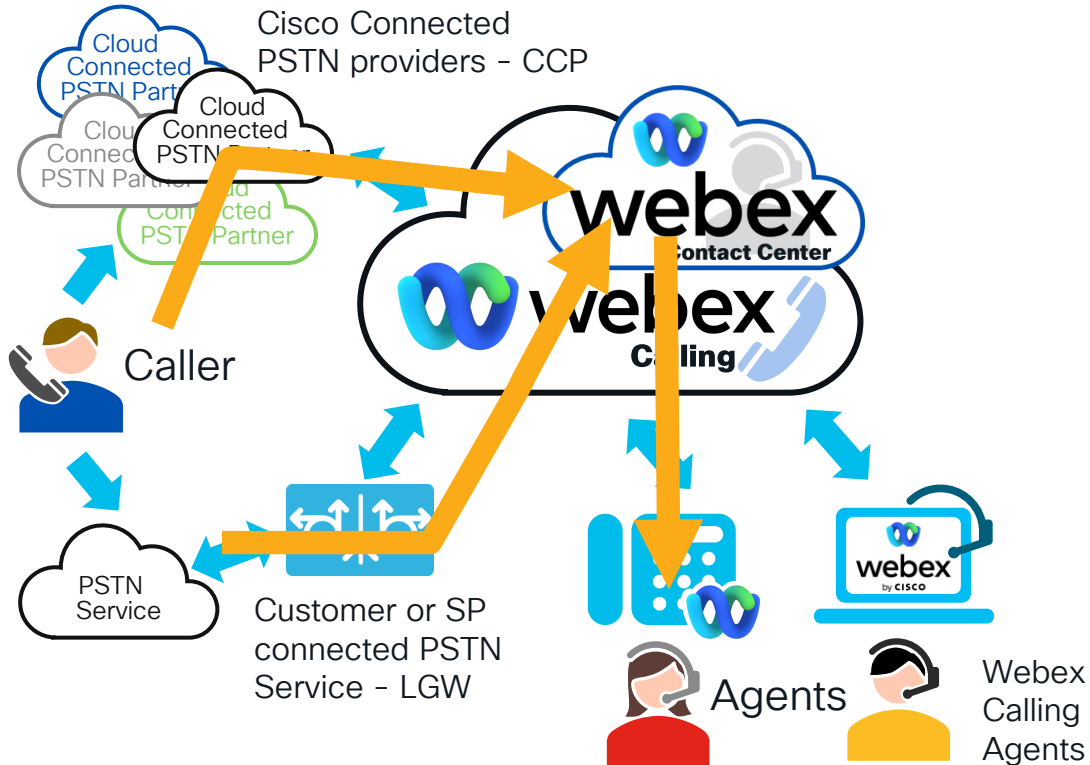


Classic Webex Contact Center PSTN Connectivity Options....



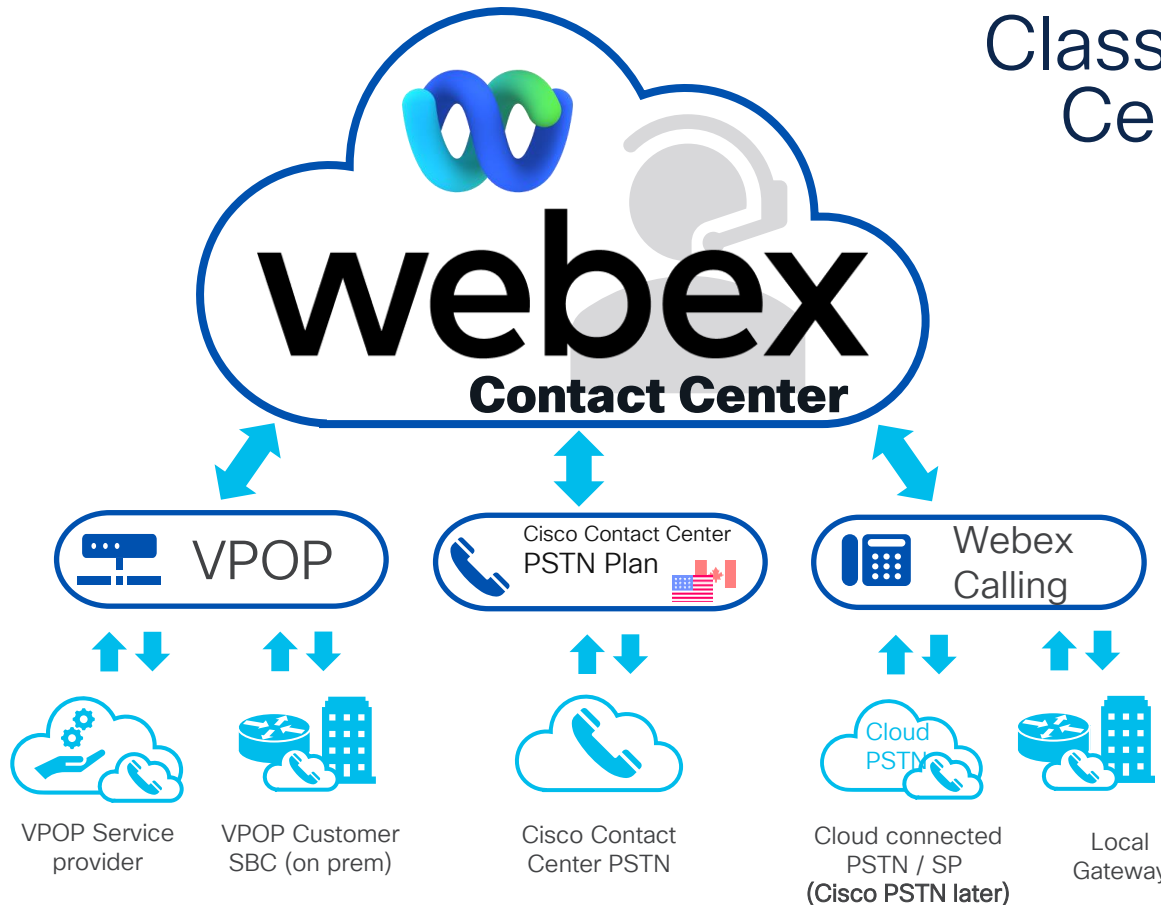
- VPOP (Legacy Mode)
 - Provides SIP Trunk Integration
 - Support Customer/SP connection
 - Must bring your own PSTN
- Cisco Contact Center PSTN Plan
 - PSTN Plan for US/Canada only
 - VPOP only today (WxC planned)
- Webex Calling
 - Required WxC subscription
 - Provides access to Cloud PSTN and local gateway (SIP Trunk)

Webex Calling Example

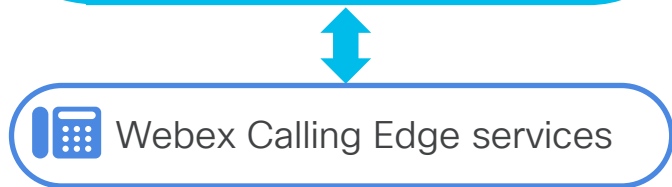


- Webex Contact Center with Webex Calling
- Previously required Webex Calling subscription
- Multiple PSTN options
 - Cloud connected PSTN
 - Local Gateway connected PSTN
- Flexible agent options
 - Webex registered endpoint
 - Webex App
 - On-premise endpoint

Classic Webex Contact Center Connection Options....



- VPOP (Legacy Mode)
 - Provide SIP Trunk Integration
 - Support Customer/SP connection
 - No access to Cloud PSTN plans
- Webex Calling
 - Required WxC subscription
 - Provides access to Cloud PSTN and local gateway (SIP Trunk)
- Cisco Contact Center PSTN Plan
 - PSTN Plan for US/Canada only
 - VPOP only today (WxC planned)

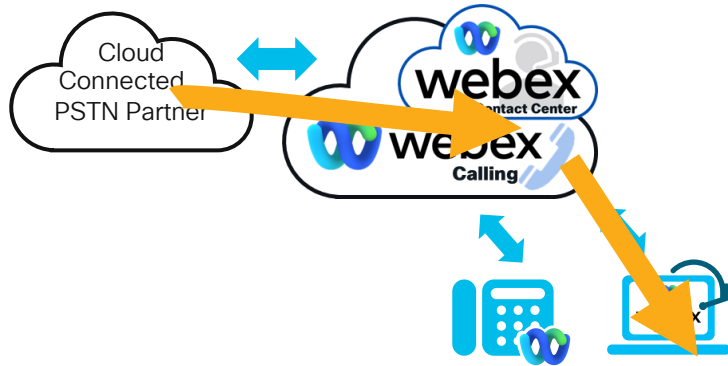


Simplification of Edge services for Webex Contact Center

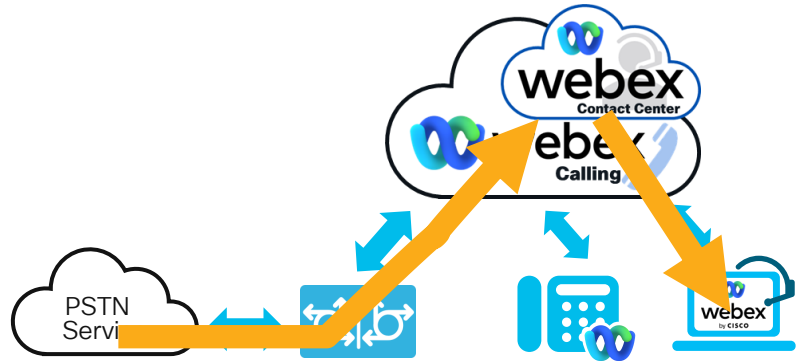
- Common Edge connection for Webex Calling and Webex Contact Center*
- Faster deployment with self service provisioning in control hub
- Access to Cisco Cloud Connected PSTN providers for Webex contact center
- Local Gateway support for Bring Your Own (BYO) PSTN services
- Deployment with multiple service providers and/or multiple regions.
- Connectivity to On-Premise telephony
- High Availability, Global Coverage, Managed and monitored by Webex global operations team.

* No Webex Calling subscription required.

Webex Common Edge services supports Webex Contact Center with **Webex Calling**...

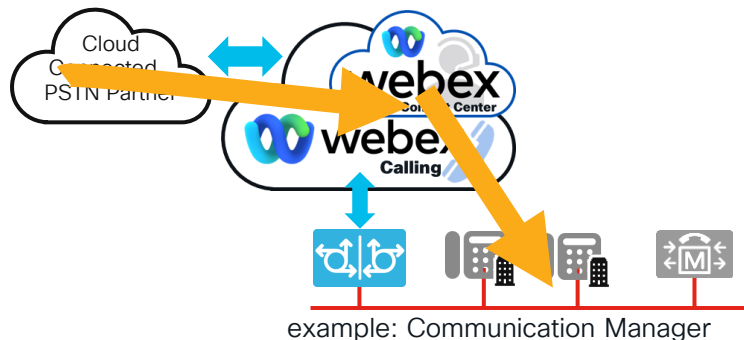


Webex Contact Center with
Cloud PSTN and Webex
Calling Endpoints

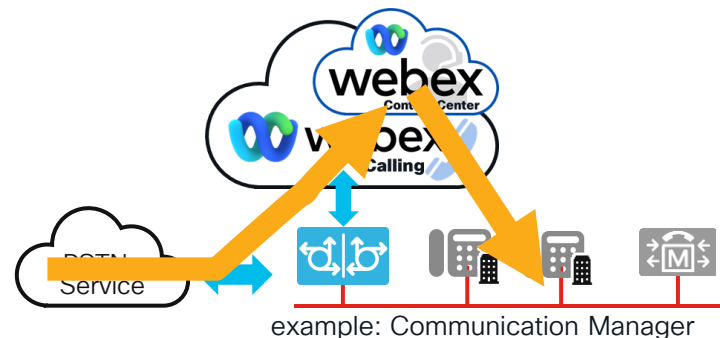


Webex Contact Center
with Local Gateway/B.Y.O. PSTN and
Webex Calling Endpoints

Webex Common Edge services supports Webex Contact Center with **external telephony** (Previously VPOP)



Webex Contact Center
with Cloud PSTN and
External/3rd party telephony



Webex Contact Center
with B.Y.O. PSTN and
External/3rd party telephony

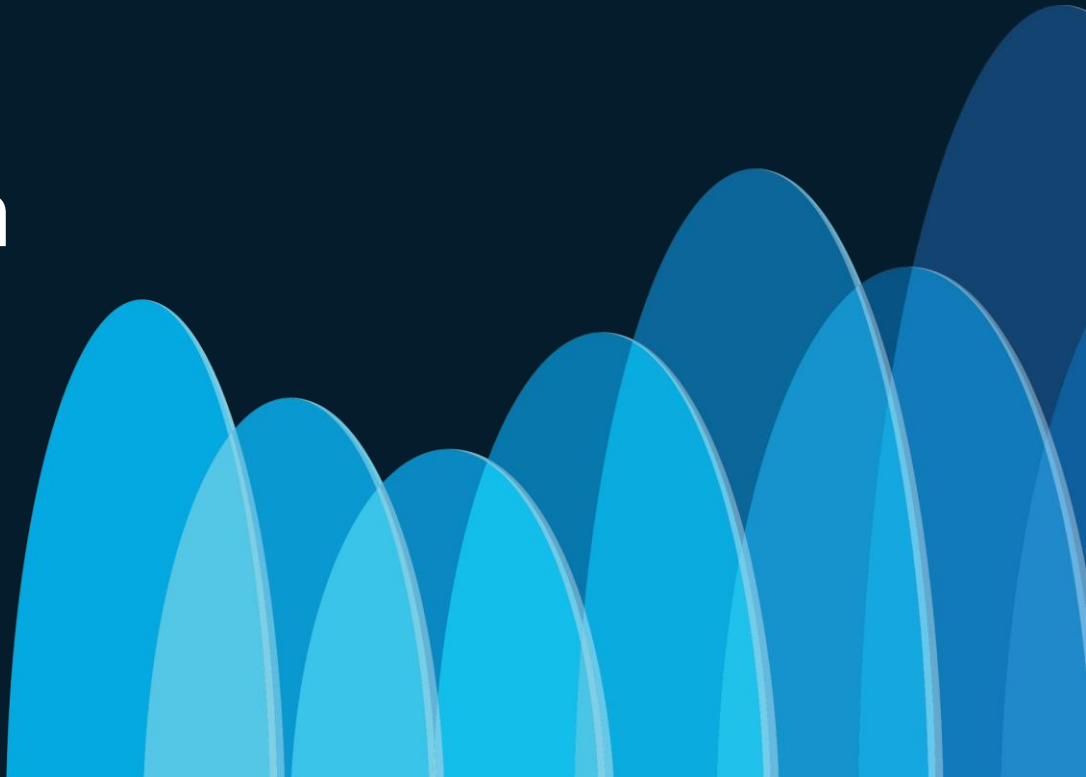
So, what is happening to VPOP Deployments



- For new customers we WILL recommend using common edge configuration.
- For existing customers no change in VPOP at this time, we are currently planning migration strategy for VPOP customers.
- New VPOP deployments will be by exception in A2Q process.
- New media regions will only provide common edge support (no new VPOP locations)

Deploying Voice Channels with Webex Common Edge Services

(Webex Calling Common Edge services)





Cloud connected
PSTN / SP
(Cisco PSTN later)



Local
Gateway



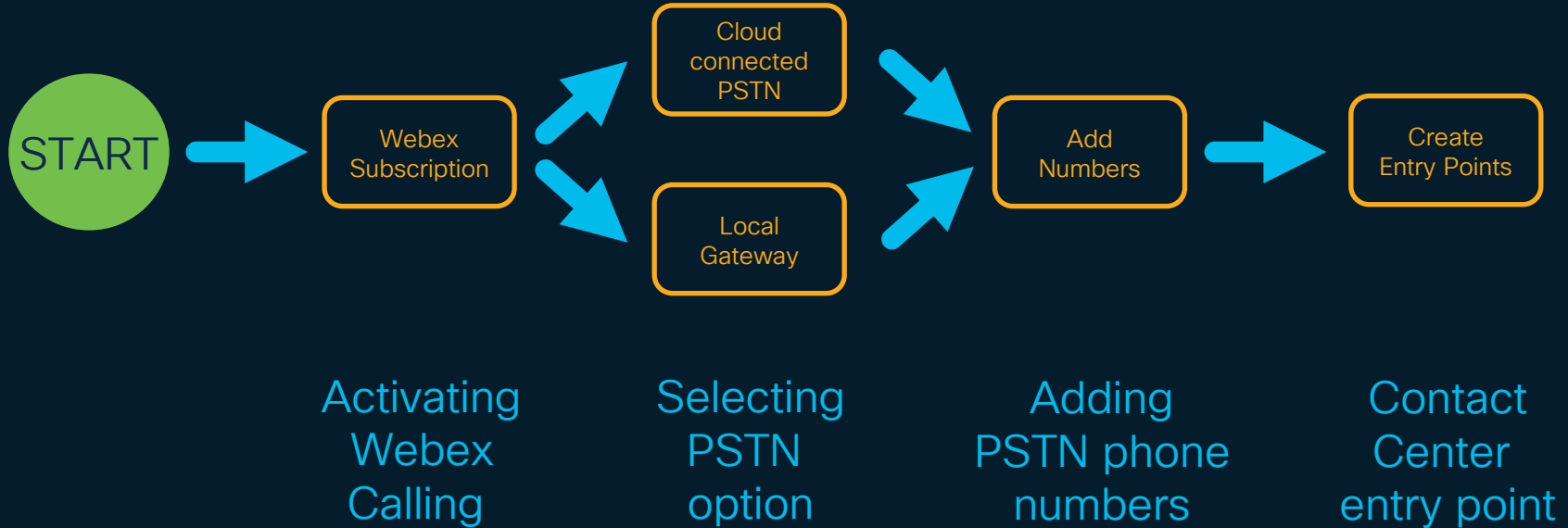
Cisco Contact
Centre PSTN

- Cisco is recommending **all new** Webex Contact Centre deployments use Webex Calling edge services for...
- Webex Calling integrated Contact centres
- SIP Trunk integrated with external telephony environments (On Premise / Other)
- Microsoft Teams based Webex Contact Centre agents verification now complete

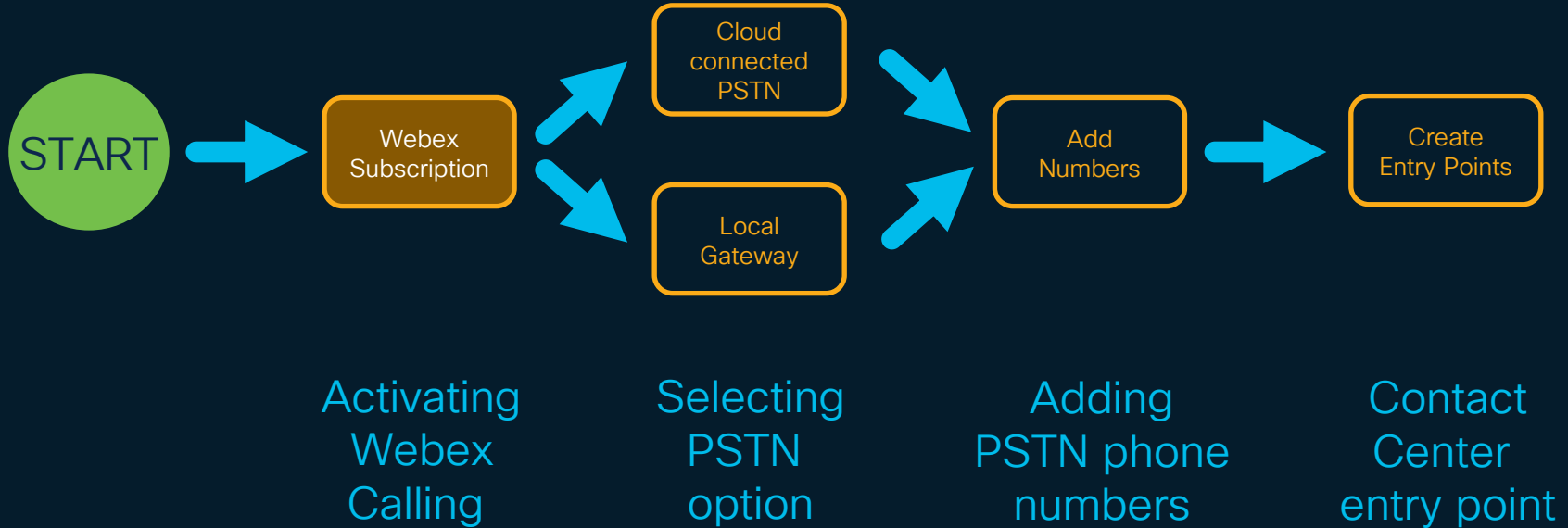
Future Roadmap

- Cisco Contact Centre PSTN will be available in 1HCY25 for ANZ as a Cloud Connected PSTN option

Deploying Webex Calling Common Edge services



Deploying Webex Calling Common Edge services



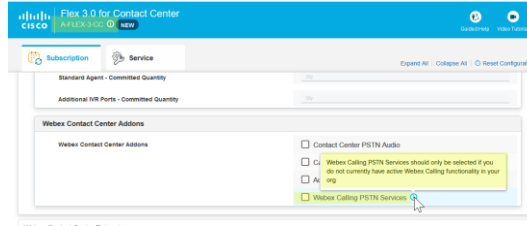
Confirm Subscription or Entitlement

Webex Calling Subscription



Provides full calling service with device registration, routing and PSTN/Local gateway services

Previously Webex Calling PSTN Services – add-in



Provided call routing and access to PSTN (CCP) and Local gateway services (BYO PSTN & On premise)

NEW! Webex Calling Entitlement

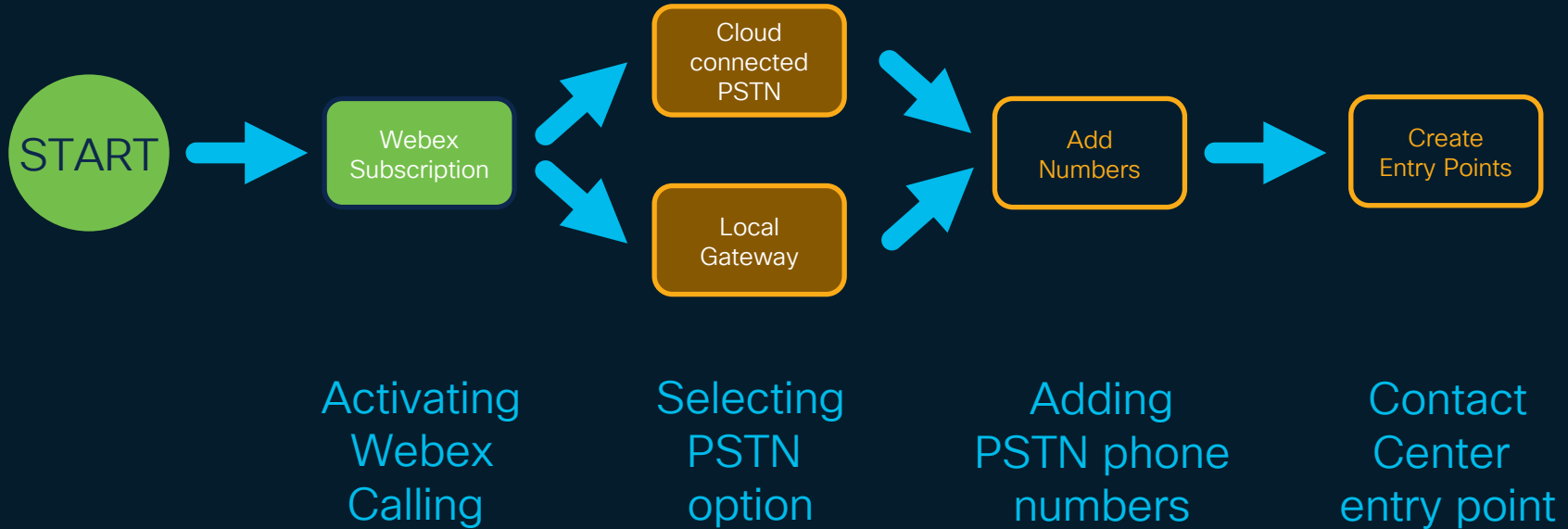
1.71	A-FLEX-WCALL-ENT	0.00	1
	Webex Calling Entitlement	Per User /Month	User

All new A-FLEX-3-CC orders now include a Webex Calling Entitlement.

Provides call routing and access to PSTN (CCP) and Local gateway services (BYO PSTN & On premise)

This provides access to the Webex Calling configuration elements necessary to get voice into Webex Contact Centre.

Deploying Webex Calling Common Edge services



Webex Calling Key Concepts



Location

- Calling and phone number management
- Organise your Webex Calling features
- Support different PSTN options



Trunk

- SIP trunks provide connectivity to a customer-owned PSTN service and to an on-premises IP PBX deployment.



Route Group

- A group of trunks that allows further scale and redundancy with the connection to the premises.

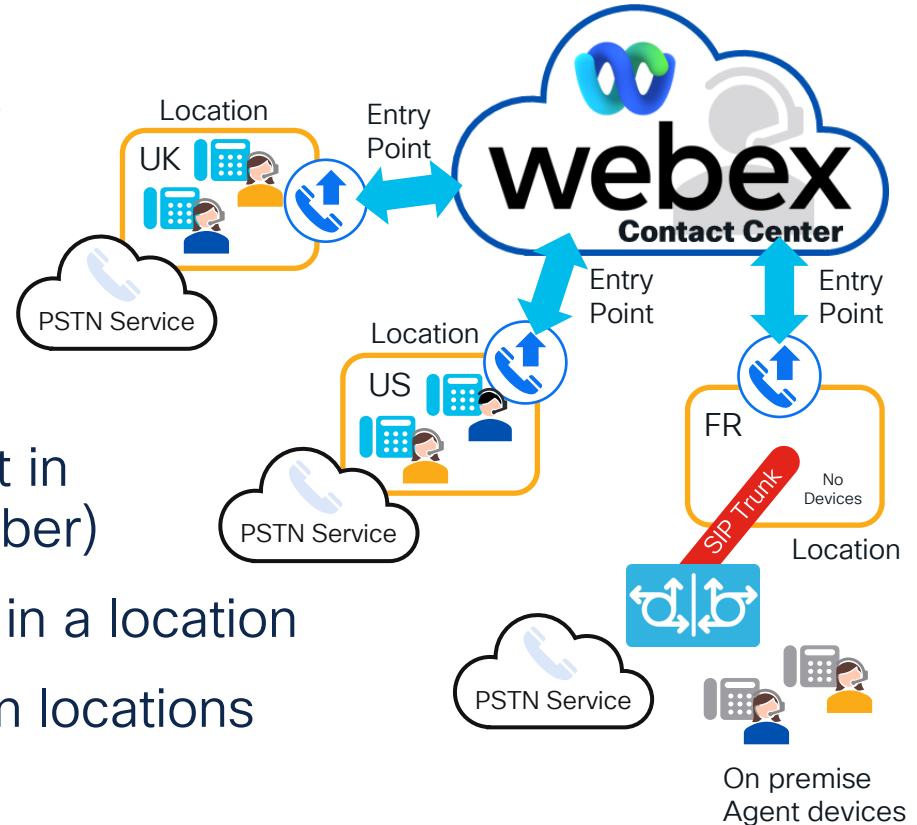


Dial Plan

- Typically, not required but allows custom routing policies

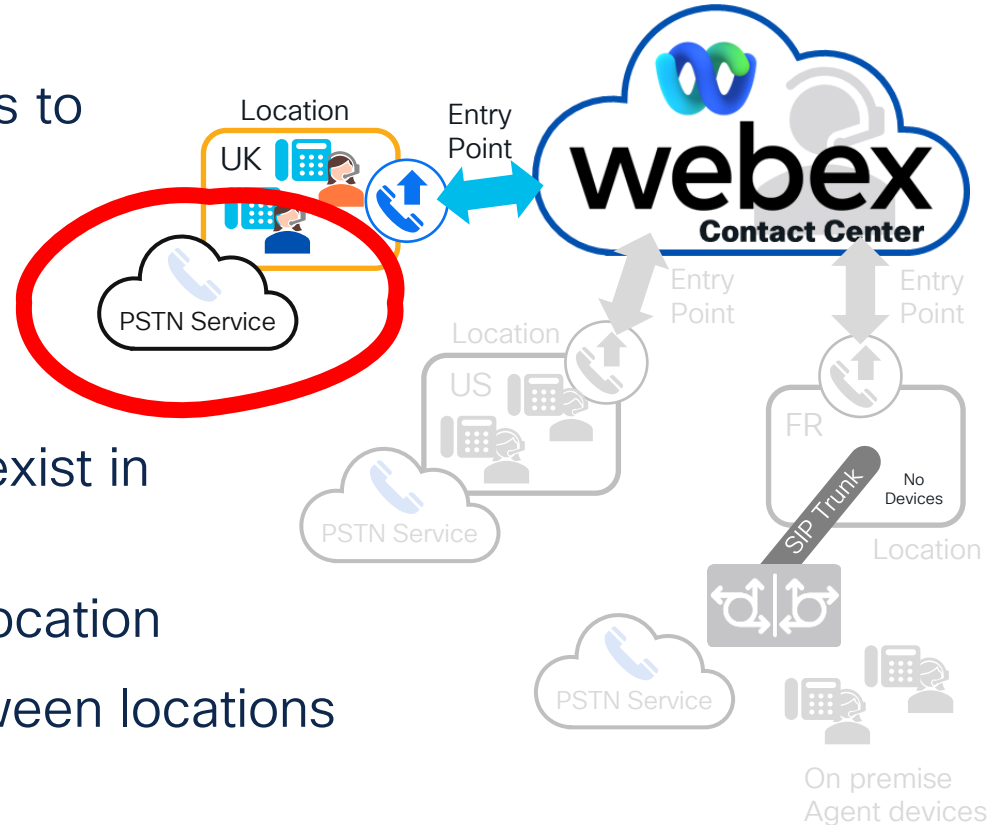
Understanding Webex Calling Locations

- Webex Calling uses Locations to allow you to organise users, workspaces and services.
- Locations will have a PSTN service (CCP or LGW)
- Contact Center Entry Points exist in a location (with a telephone number)
- Users/Agents devices may exist in a location
- Webex Calling will route between locations



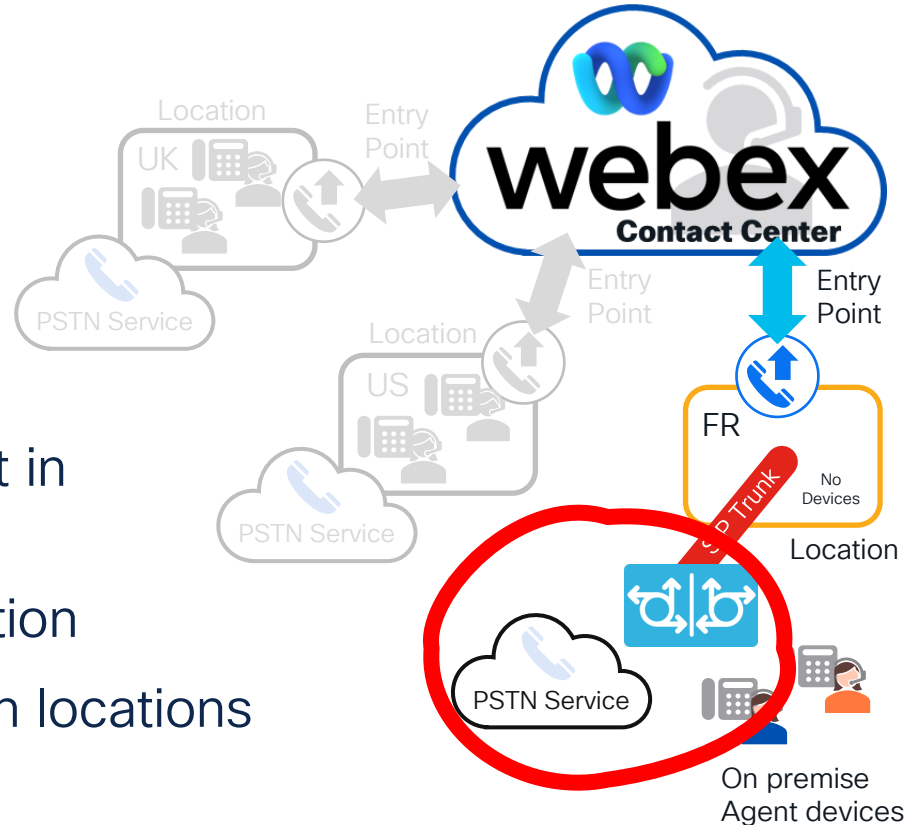
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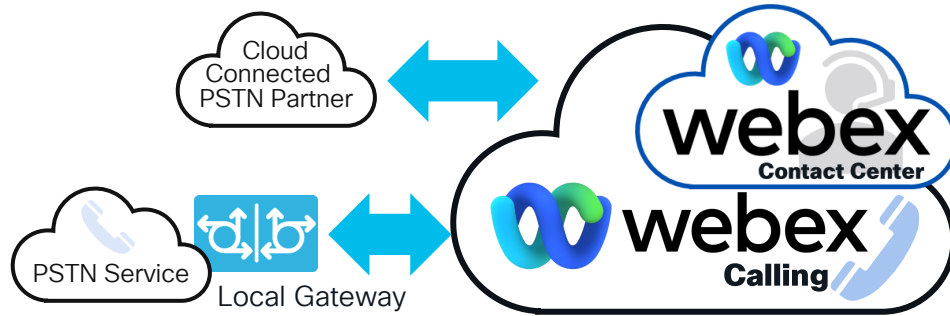


Understanding Webex Calling Locations

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- 
- A diagram illustrating the connection between a location and a PSTN service. At the top right, a box labeled 'Location' contains the text 'UK' and icons for a calculator, a telephone, and a person. Below this box is a cloud icon labeled 'PSTN Service' with a telephone handset icon inside it. A line connects the 'Location' box to the 'PSTN Service' cloud.



Choose a PSTN option for your location



Connection Type

Choose the connection type for all phone numbers associated with Cisco.

 **Cloud Connected PSTN**

Select Cisco Cloud Connected PSTN partners that provide flexible global PSTN solutions fully integrated with Cisco's Webex Calling cloud.

 **Premises-based PSTN**
(formerly local gateway)

Bring Your Own Carrier by interconnecting any Service Provider's PSTN with a premises-based local gateway that tightly integrates to Cisco's Webex Calling cloud.

 **Cisco PSTN**

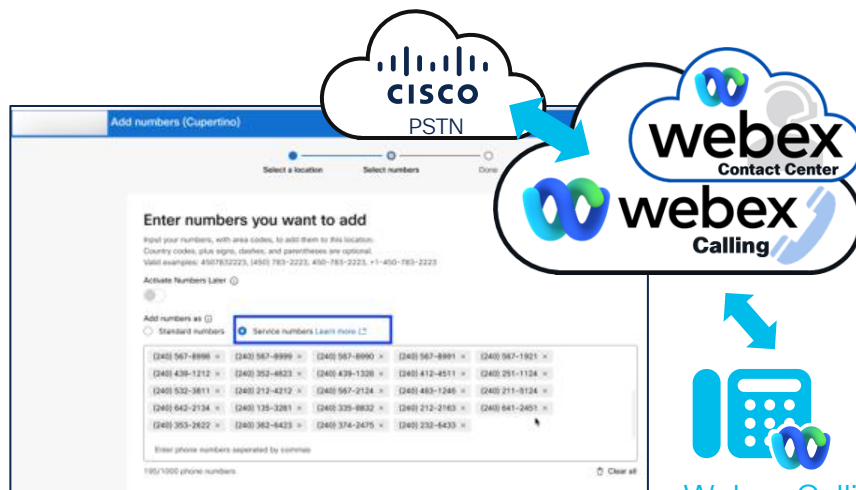
Cisco-provided PSTN provides a bundled Cisco solution that simplifies your calling experience with easy PSTN ordering and full support from Cisco and our Partners.

- Locations have a default PSTN connection for routing calls in and out
- Cloud Connected PSTN – Access to global network of PSTN partners peered with Webex cloud
- Premises-based PSTN / LGW
- **Cisco PSTN – Not supported with Webex Contact Center today (Except Trials)**

PSTN Services

Cisco Calling Plan / Cisco PSTN

Cisco Calling Plan is currently design for knowledge working calling profiles. Service numbers will be introduced in the future offering support for other number usage.



Service Numbers are local telephone numbers which are considered high-utilisation and/or high-concurrency.

These are only assigned on site services, such as Auto Attendant, Hunt Group, and Group Call Management/Call Queue.

PSTN Services

Contact Center PSTN plan (Bundled PSTN)

Contact Center PSTN calling plan will be made available in Webex Calling as a cloud PSTN service. (Currently available as standalone offer in Webex Contact Center)



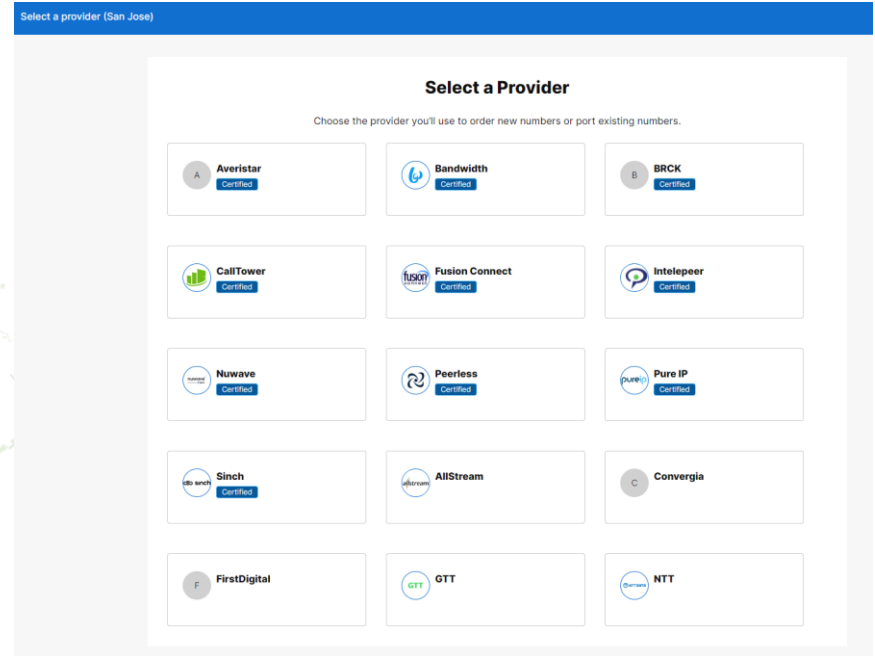
Adding Cloud Connected PSTN service



Webex Calling integrates with multiple Cloud Connected PSTN providers across the globe

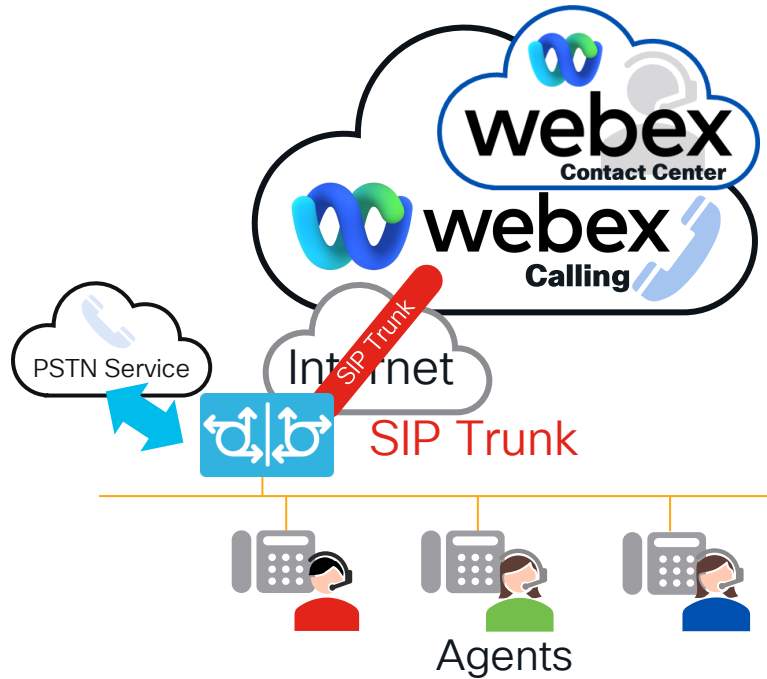
Calling locations are defined in Webex Calling, The geolocation you define for the location will dictate which service providers are available.

Some service providers are only accessible when they are the partner.



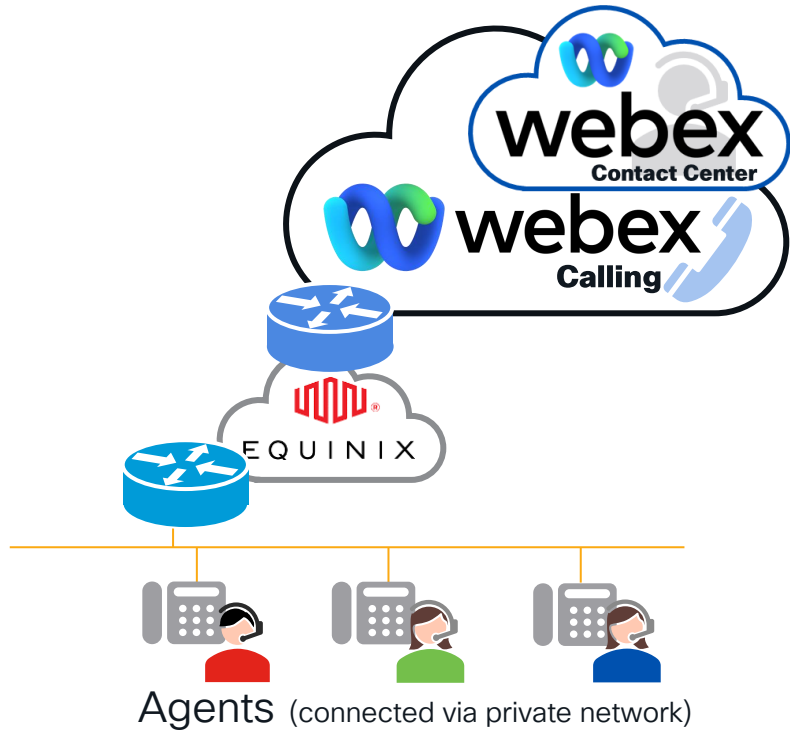
Webex Control Hub

Understanding Webex Calling Local Gateway



- The Local Gateway, which is the customer's Session Border Controller (SBC), registers with Webex Calling.
- The local gateway provides a number of functions
 - Allows customers to provide their own PSTN service (Bring Your Own)
 - Allows connection from On-Premise calling solutions such as UC manager
- All communication to and from the cloud is secured using TLS transport for SIP and SRTP for media.

Local Gateway via a Private Connection



- Webex Contact Center access is also available via Webex Edge Connect
- Webex Edge Connect peering is a private point-to-point link that bypasses the public Internet and connects your network directly to Webex Meetings and Webex Calling Data Centers.
- Note: Media and Signalling traffic is routed via Edge Connect, Other services such as Agent desktop traffic is always via Internet connectivity.

Webex Calling Local Gateway SIP Trunks

- SIP trunks are created in Calling>Call Routing>Trunk

webex Control Hub

Search

Reports

MANAGEMENT

- Users
- Groups
- Locations
- Workspaces
- Devices
- Apps
- Account
- Security
- Organization Settings

SERVICES

- Updates & Migrations
- Messaging
- Calling**
- Vidcast

Calling

Numbers Virtual Lines **Call Routing** Managed Gateways Features PSTN >>

Trunk Route Group Dial Plans Verify Call Routing Zone Trusted Network Edge

Trunk

SIP trunks provide connectivity to a customer-owned PSTN service and to an on-premises IP PBX deployment. These were previously accessed via the Local Gateway configuration page.

Search

Add Trunk

Name	Location	Trunk Type	In Use
Cisco Live Trunk 2	CiscoLive	Registration based	Yes
CiscoLiveTrunk	CiscoLive	Registration based	Yes
London HQ	London HQ	Registration based	No

- Adding a SIP trunk will generate configuration information for trunk including authentication information
- SIP trunks can be associated with multiple locations

SIP Trunk Deployment models

Registration based Trunks



- Supports up to 250 concurrent calls
- Supports Cisco Cube SBCs
- Digest based authentication (Username/password)

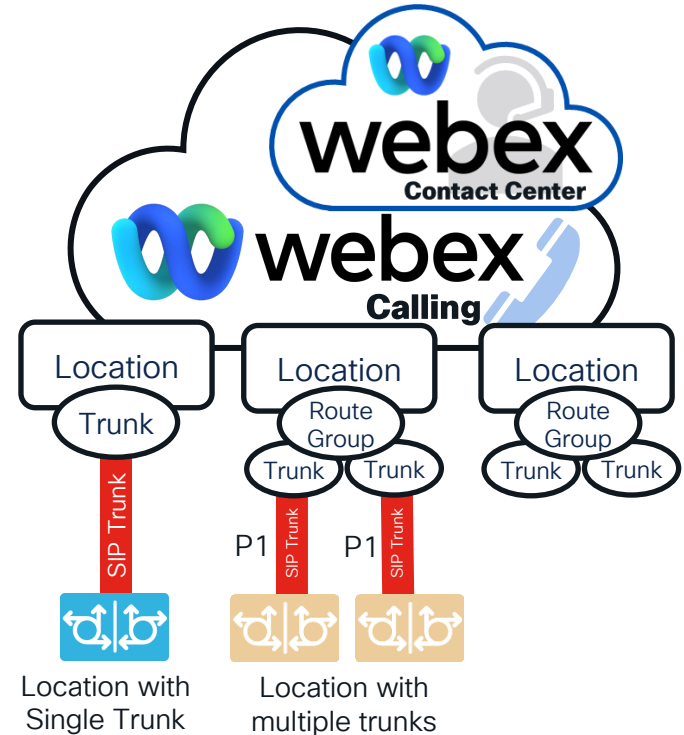
Certificate based Trunks



- Support up to 6500 calls based on deployment model
- Supports CUBE & 3rd party SBCs including Oracle, Audiocodes, Ribbon, anynode
- Must be signed by supported root certificate authority

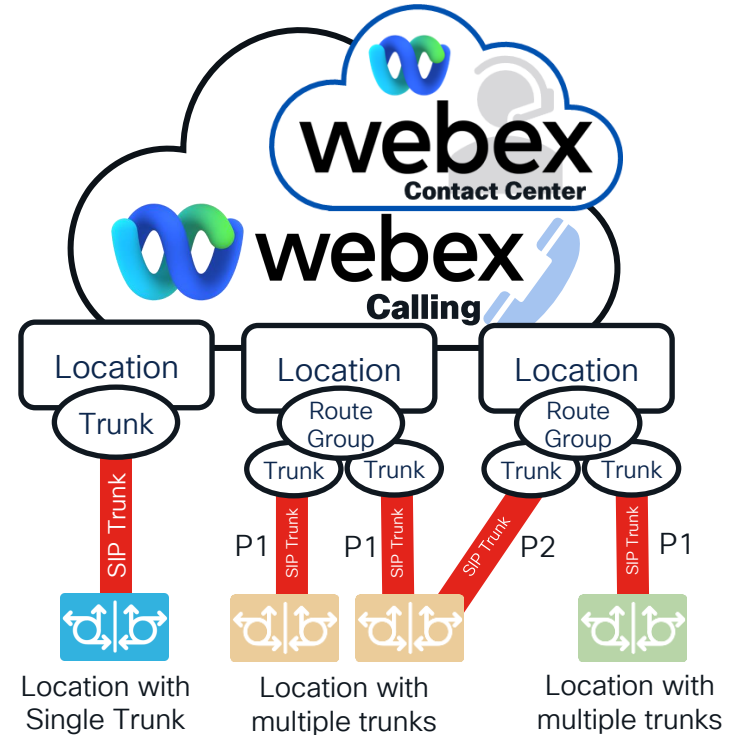
Understanding Trunks and Routing groups

- A Route Group is a group of trunks that allow Webex Calling to distribute calls over multiple trunks or to provide redundancy
- Trunks are given a priority within the group.

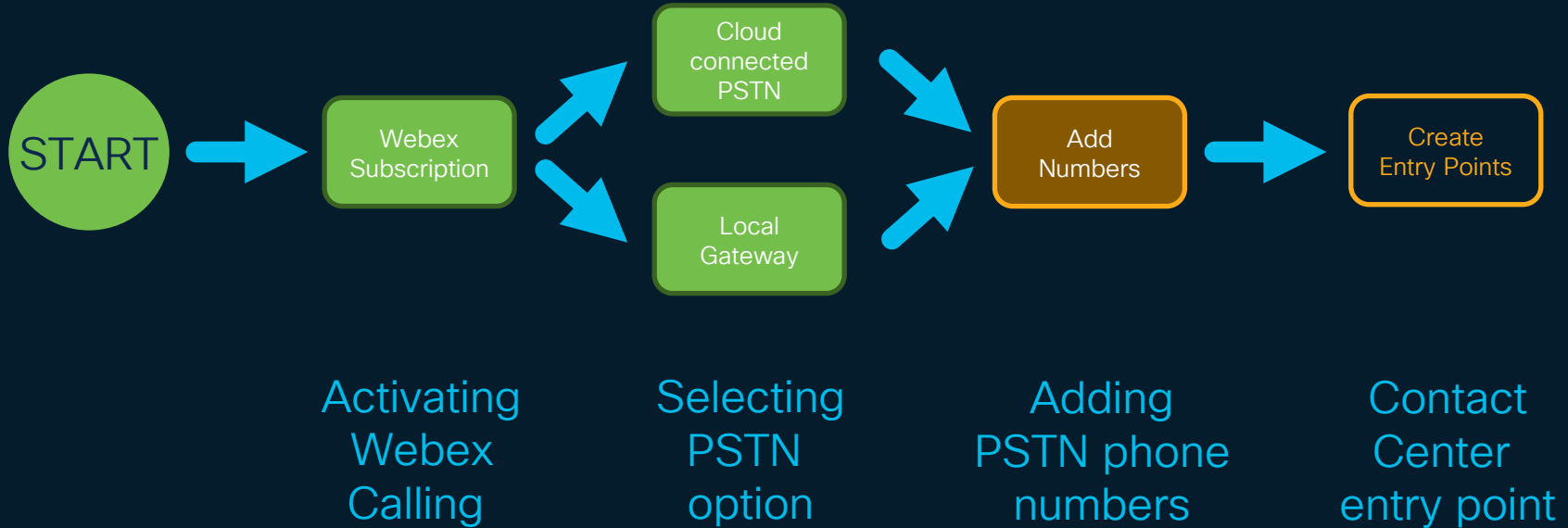


Understanding Trunks and Routing groups

- A Route Group is a group of trunks that allow Webex Calling to distribute calls over multiple trunks or to provide redundancy
- Trunks are given a priority within the group.
- Route Groups can contain trunks from multiple locations
- Cisco recommend using a trunk group for all locations



Deploying Webex Calling Common Edge services

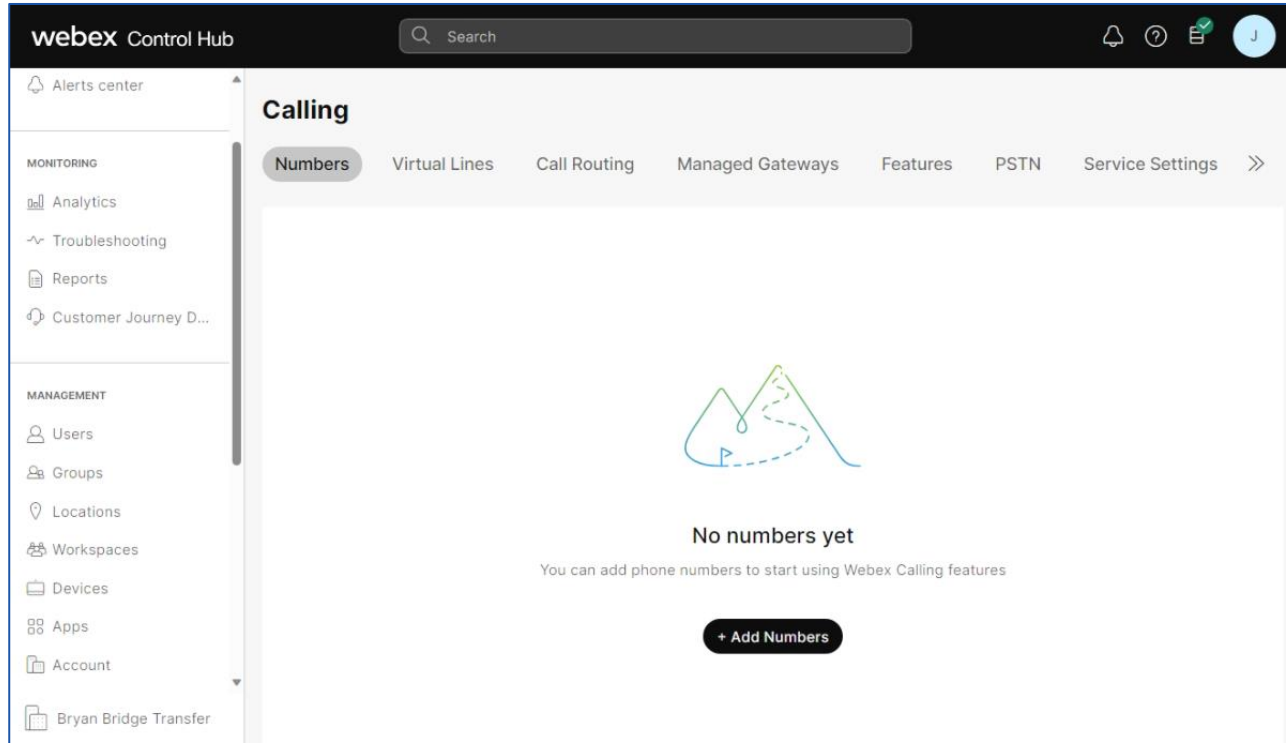


Adding External Telephone Numbers



- External Telephone numbers must be added to Webex Calling that can be mapped to Contact Center flows
- Method used is dependent on PSTN type (Cloud / Local Gateway)
- When entered manually numbers are validated

Adding numbers in Webex Calling



The admin experience depends on the PSTN service in use

Adding numbers on fully integrated CCP/Plans

Add Numbers (seattle) X

Select a Location

Select Numbers

Done

Specify the numbers you want to order

What kind of numbers do you need?

Regular phone numbers

Individual numbers that can be assigned to users, devices, call features, etc.

Toll-free numbers

Non-local numbers that don't charge the caller.

What area should these numbers be from?

We'll find you numbers in the area code or city of your choice. If you don't find the area code/city you are looking for, you can [open a Cisco Calling Plans support case](#) for more options.

Country

United States of America

State/Province/Region

Washington

Search by

Area Code

Selected Numbers

Clear All



You haven't added any numbers.
Search and click the displayed numbers to add them here.

Back

Order

cisco Live!

#CiscoLiveAPJC

BRKCT-2535

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Adding numbers on fully integrated CCP/Plans

Add Numbers (seattle)

Progress: Select a Location (●) | Select Numbers (○) | Done (○)

Specify the numbers you want to order

32 numbers found in **Washington** with city **Bellevue**.

Search again? Selected numbers will be saved in your cart.

(425) 500-1177	(425) 800-8662	(425) 800-8609	(425) 800-8802
(425) 800-8990	(425) 800-0764	(425) 800-8289	(425) 800-8511
(425) 500-1108	(425) 800-0574	(425) 800-0635	(425) 800-0484
(425) 800-0501	(425) 800-8563	(425) 800-8390	(425) 800-8915
(425) 800-0393	(425) 800-8856	(425) 800-0543	(425) 800-8955
(425) 800-8356	(425) 800-8320	(425) 800-8583	(425) 800-8630
(425) 800-0979	(425) 800-8672	(425) 800-8926	(425) 800-8530

Selected Numbers [Clear All](#)

Reserved (2) [Clear](#)

- (425) 500-1177 X
- (425) 800-8662 X

[Back](#) [Order](#)

Adding numbers on fully integrated CCP/Plans

The first screenshot shows the 'Add Numbers (seattle)' dialog with a progress bar indicating the steps: Select a Location, Select Numbers, and Done. The second screenshot shows the 'Specify the number' step with a list of numbers: (425) 500-1177, (425) 800-8990, (425) 500-1108, (425) 800-0501, (425) 800-0393, (425) 800-8356, and (425) 800-0979. The third screenshot shows the 'webex Control Hub' interface with the 'Calling' section active, displaying a table of added numbers.

Phone Number	Extension	Location	Assigned to	Status	Actions
☐					
☐	+441134970000	Brackley		Active	...
☐	+441134970001	Brackley		Active	...

Adding numbers from other CCP/LGW Trunks

Add Numbers (Brackley)

Select a Location

Select Numbers

Done

Enter numbers you want to add

Input your numbers, with area codes, to add them to this location.
Country codes, plus signs, dashes, and parentheses are optional.
Valid examples: 4507832223, (450) 783-2223, 450-783-2223, +1-450-783-2223

Activate Numbers Later

0113 497 0000

0113 497 0001

Enter phone numbers separated by commas

2/1000 Phone numbers

Clear All

Back

Save

cisco Live!

#CiscoLiveAPJC

BRKCCT-2535

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60

Adding numbers from other CCP/LGW Trunks

The screenshot displays the Cisco Webex Control Hub interface. At the top, a blue banner reads "Add Numbers (Brackley)". Below this, a progress bar shows three steps: "Select a Location", "Select Numbers", and "Done". The "Select Numbers" step is currently active.

On the left, a sidebar titled "Enter number" provides instructions: "Input your numbers, with country codes, plus sign. Valid examples: 450781". It also includes a section for "Activate Numbers" with a toggle switch and a list of phone numbers: "0113 497 0000", "Enter phone number", and "2/1000 Phone numbers".

The main content area is titled "Calling" and features a navigation menu with options: "Numbers", "Virtual Lines", "Call Routing", "Managed Gateways", "Features", "PSTN", and "Service Settings". The "Numbers" tab is selected.

Below the navigation menu, there is a search bar and a filter dropdown set to "All 2". A table lists the numbers:

Phone Number	Extension	Location	Assigned to	Status	Actions
+441134970000		Brackley		Active	...
+441134970001		Brackley		Active	...

At the bottom left, the Cisco Live! logo is visible.

Adding numbers from other CCP/LGW Trunks

The screenshot displays the Cisco Webex Control Hub interface. At the top, a blue banner reads "Add Numbers (Brackley)". Below this, a progress bar shows three steps: "Select a Location", "Select Numbers", and "Done". The "Select Numbers" step is currently active.

On the left, a sidebar titled "Enter number" provides instructions: "Input your numbers, with country codes, plus sign. Valid examples: 450781". It includes a search bar with "0113 497 0000" and a button "Activate Numbers". Below this, a list of "2/1000 Phone numbers" is shown.

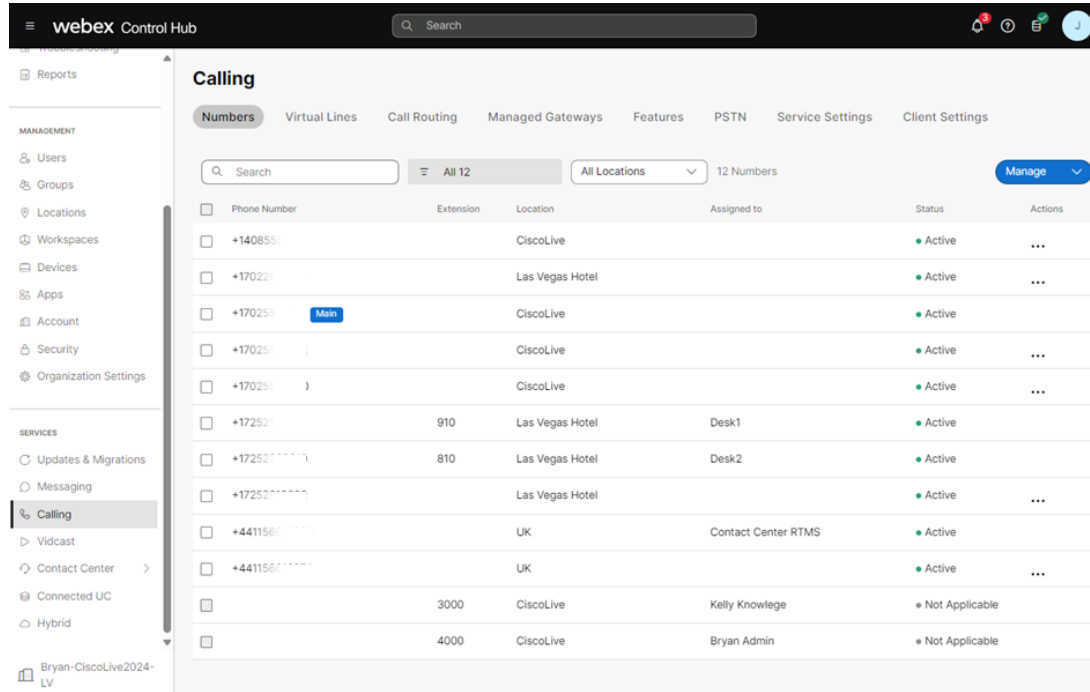
The main content area is titled "Calling" and features a navigation menu with options: "Numbers", "Virtual Lines", "Call Routing", "Managed Gateways", "Features", "PSTN", "Service Settings", and ">>". The "Numbers" tab is selected.

Below the navigation menu, there is a search bar and a filter dropdown set to "All 2". A table lists the numbers:

Phone Number	Extension	Location	Assigned to	Status	Actions
+441134970000		Brackley		Active	...
+441134970001		Brackley		Active	...

At the bottom left, the Cisco Live! logo is visible.

Telephone numbers are managed Control Hub

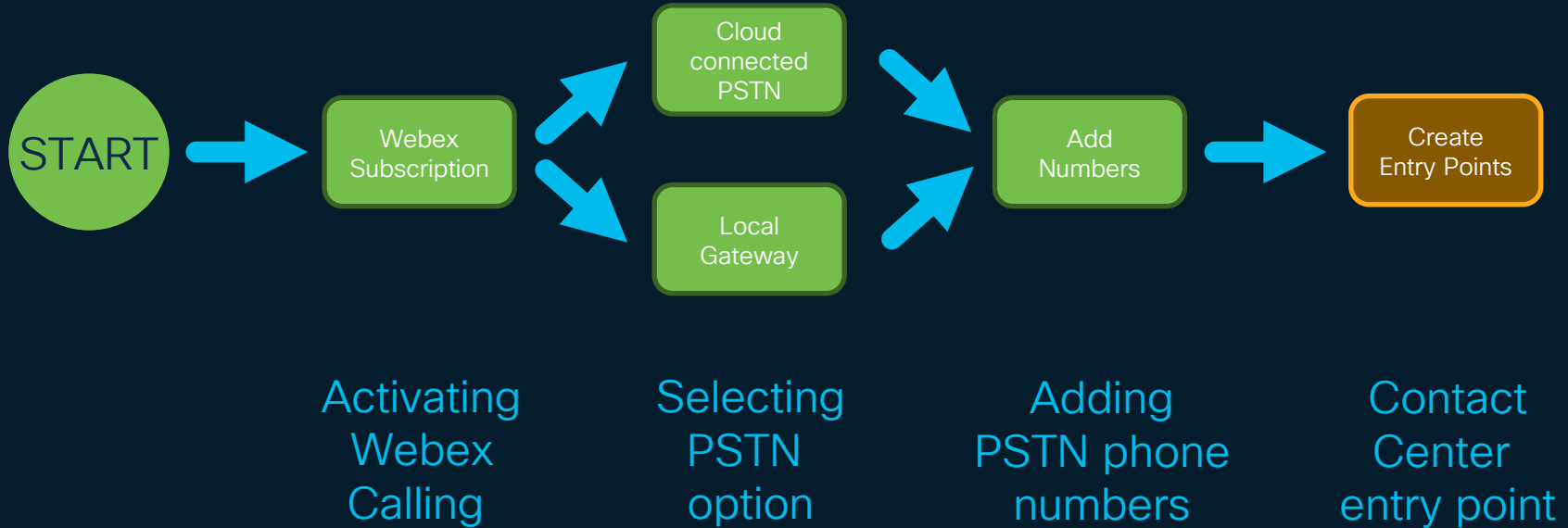


The screenshot displays the Cisco Webex Control Hub interface. The top navigation bar includes the 'webex Control Hub' logo, a search bar, and user profile information. The left sidebar lists various management and service categories. The main content area is titled 'Calling' and features a 'Numbers' tab. Below the tab, there is a search bar, a filter dropdown set to 'All 12', and a location dropdown set to 'All Locations'. A table lists 12 phone numbers with columns for Phone Number, Extension, Location, Assigned to, Status, and Actions. The first five numbers are marked as 'Active' and assigned to 'CiscoLive'. The next three are also 'Active' but assigned to 'Las Vegas Hotel'. The last four are marked as 'Not Applicable' and assigned to 'Kelly Knowledge' and 'Bryan Admin'.

Phone Number	Extension	Location	Assigned to	Status	Actions
+1408555		CiscoLive		Active	...
+170225		Las Vegas Hotel		Active	...
+170255		CiscoLive		Active	...
+170255		CiscoLive		Active	...
+170255		CiscoLive		Active	...
+17252	910	Las Vegas Hotel	Desk1	Active	...
+17252	810	Las Vegas Hotel	Desk2	Active	...
+17252		Las Vegas Hotel		Active	...
+441156		UK	Contact Center RTMS	Active	...
+441156		UK		Active	...
	3000	CiscoLive	Kelly Knowledge	Not Applicable	...
	4000	CiscoLive	Bryan Admin	Not Applicable	...

- Numbers are displayed in the Numbers view

Deploying Webex Calling Common Edge services

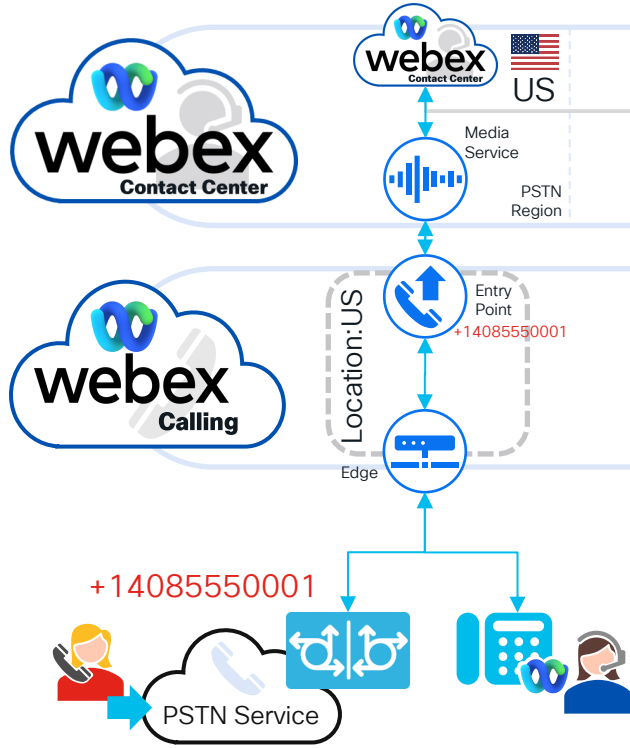


Creating Contact Center Entry Points



- An Entry Point associates an inbound number with a contact center flow

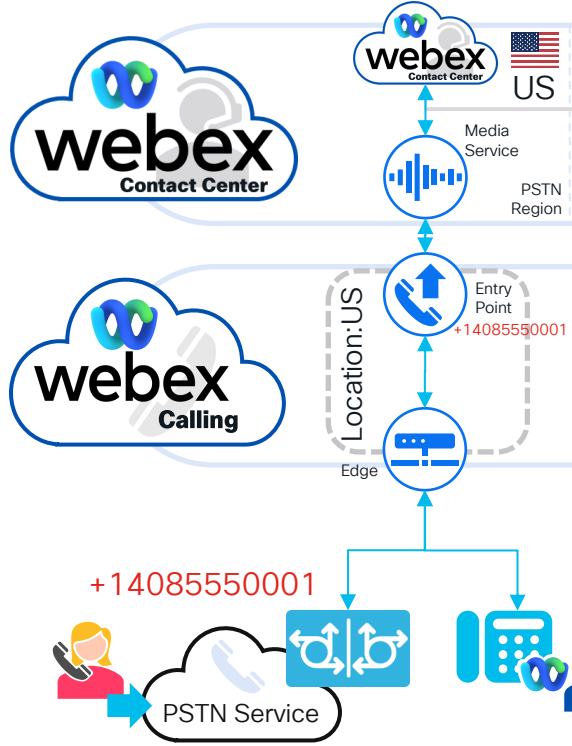
Configuring Entry Points



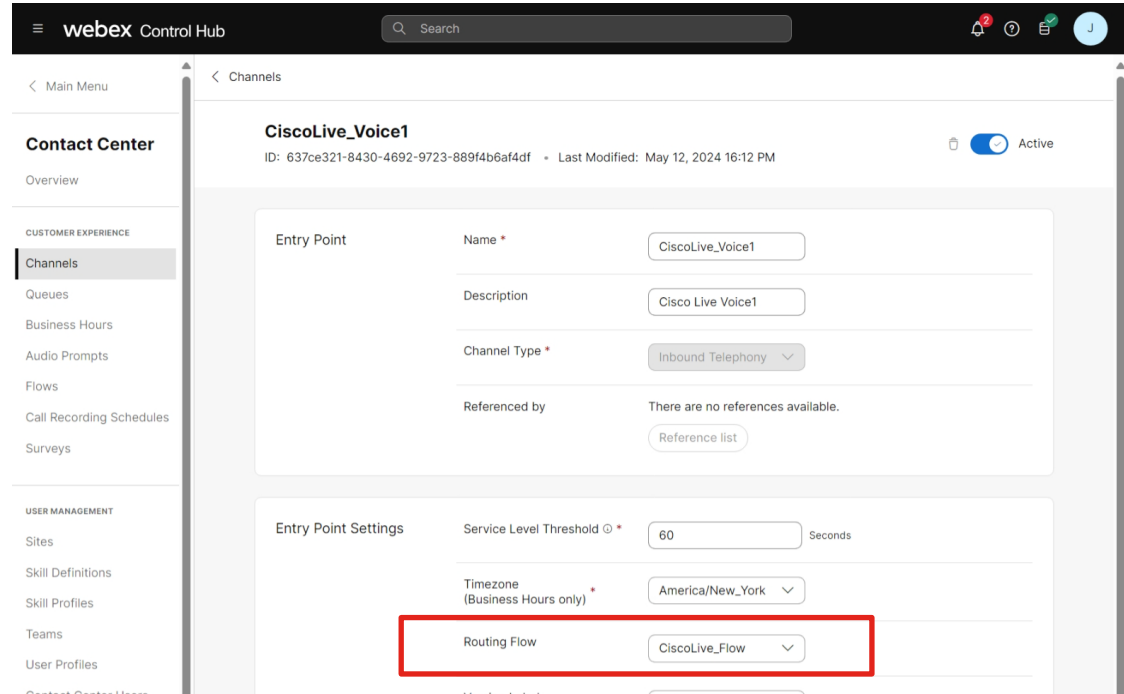
Webex Contact Center administrator will create entry points for each flow in control hub

- Create the entry point
- Select the Webex Calling location containing the inbound number
- Select the number
- Choose a “PSTN Region” for media processing

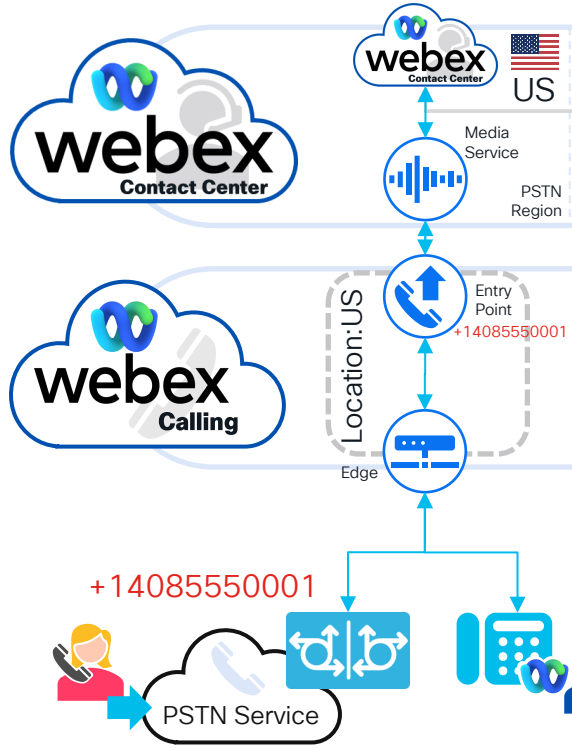
Configuring Entry Points



Admin selects the interaction flow that will be assigned to this entry point



Configuring Entry Points



Admin selects the interaction flow that will be assigned to this entry point

Entry Point Settings

Service Level Threshold 60 Seconds

Timezone (Business Hours only) America/New_York

Routing Flow CiscoLive_Flow

Version Label Latest

Music on Hold defaultmusic_on_h...

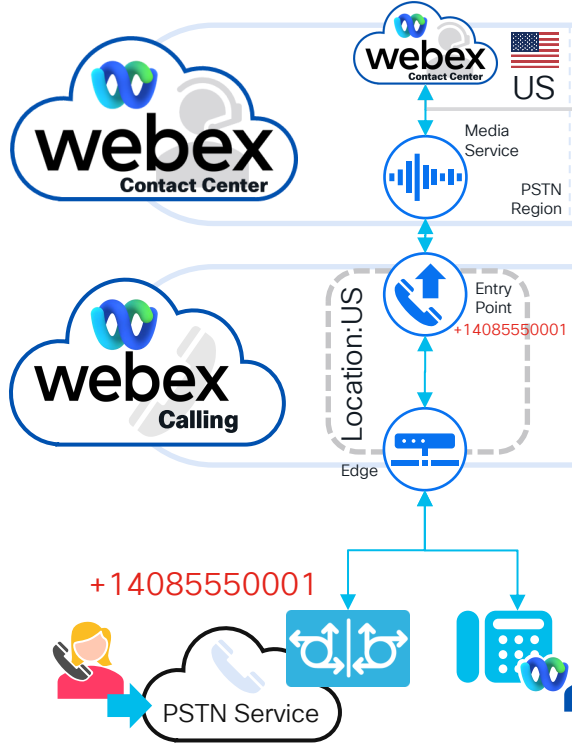
Support Number

Your customers will use these numbers to reach your Contact Center. You can pick more than one number from the list of numbers available and already set up in Webex Calling services.

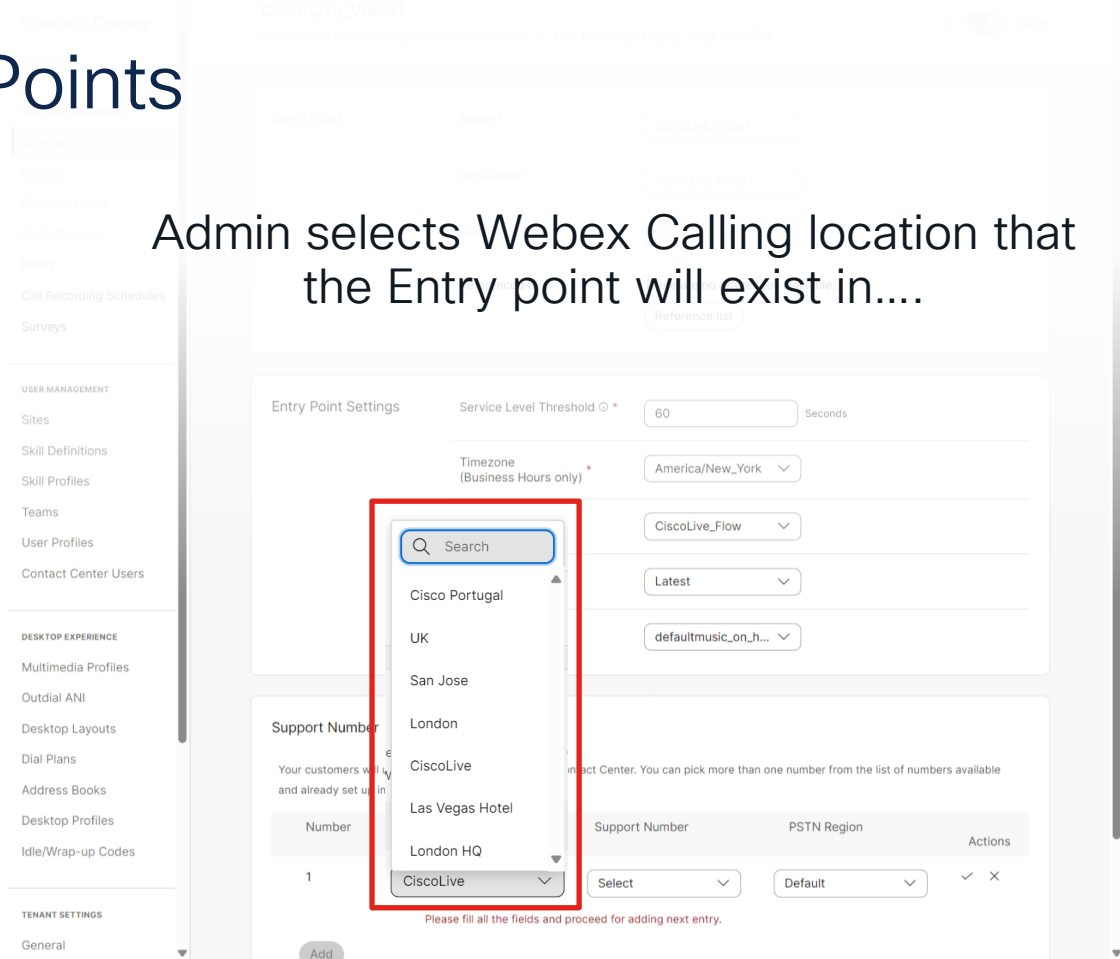
Number	Webex Calling location	Support Number	PSTN Region	Actions
1	CiscoLive	Select	Default	✓ ✕

Please fill all the fields and proceed for adding next entry.

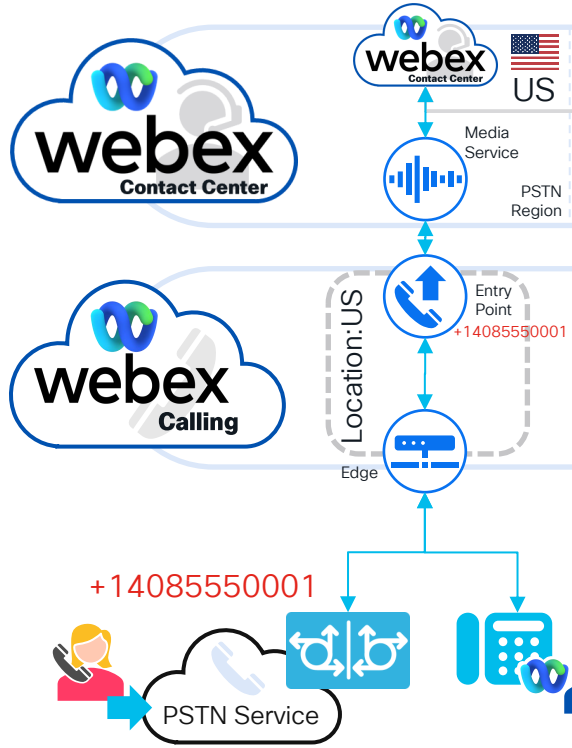
Configuring Entry Points



Admin selects Webex Calling location that the Entry point will exist in....



Configuring Entry Points

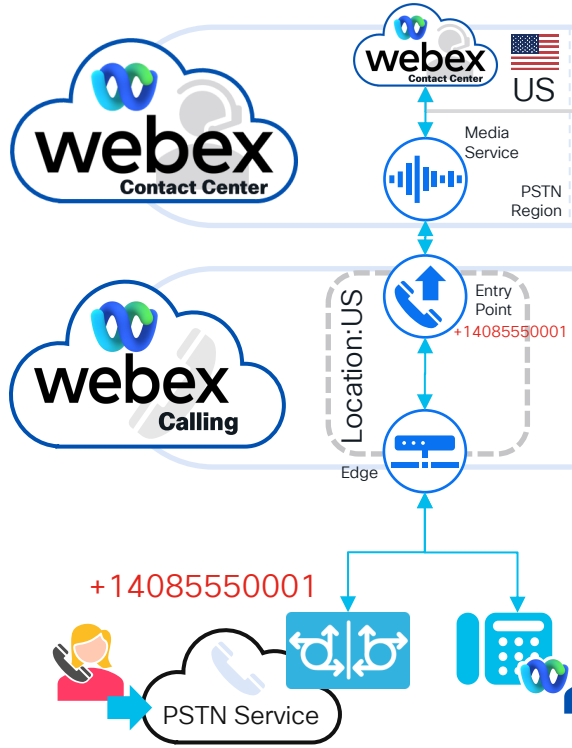


Control Hub will show the available numbers in that location (not allocated to phones or Entry points)

The screenshot shows the Cisco Control Hub interface. On the left is a navigation menu with sections: **CONTACT CENTER** (Overview, Settings, Advanced Search, Media Profiles, Tools, Call Recording Schedule, Surveys), **USER MANAGEMENT** (Sites, Skill Definitions, Skill Profiles, Teams, User Profiles, Contact Center Users), **DESKTOP EXPERIENCE** (Multimedia Profiles, Outdial ANI, Desktop Layouts, Dial Plans, Address Books, Desktop Profiles, Idle/Wrap-up Codes), and **TENANT SETTINGS** (General). The main content area is titled **Entry Point Settings** and includes the following fields: **Service Level Threshold** (60 Seconds), **Timezone (Business Hours only)** (America/New_York), **Routing Flow** (CiscoLive_Flow), **Version Label** (Latest), and **Music on Hold** (defaultmusic_on_h...). Below this is the **Support Number** section, which contains a table of available numbers. A red box highlights the search and selection area. The table has columns for **Number**, **Webex Calling location**, **PSTN Region**, and **Actions**. The numbers listed are +14085556969, +17025552000, and +17025553000. The **Webex Calling location** is set to **CiscoLive**. The **PSTN Region** is set to **Default**. The **Actions** column contains checkmark and X icons. A red box highlights the search bar and the dropdown menu showing the selected number +17025553000. Below the table, a message states: "Please fill all the fields and proceed for adding next entry."

Number	Webex Calling location	PSTN Region	Actions
+14085556969	CiscoLive	Default	✓ ✕
+17025552000	CiscoLive	Default	✓ ✕
+17025553000	CiscoLive	Default	✓ ✕

Configuring Entry Points



cisco *Live!*

Admin selects the WxCC PSTN region that this entry point will operate in. (Default = Home Region)



USER MANAGEMENT

- Sites
- Skill Definitions
- Skill Profiles
- Teams
- User Profiles
- Contact Center Users

DESKTOP EXPERIENCE

- Multimedia Profiles
- Outdial ANI
- Desktop Layouts
- Dial Plans
- Address Books
- Desktop Profiles
- Idle/Wrap-up Codes

TENANT SETTINGS

- General

Entry Point Settings

Service Level Threshold Seconds

Timezone (Business Hours only)

Routing Flow

Version Label

Music on Hold

Support Number

Your customers will use these numbers to reach your Contact Center. You can pick more than one and already set up in Webex Calling services.

Number	Webex Calling location	Support Number
1	CiscoLive	Select

Please fill all the fields and proceed for adding next entry.

Add

Search

- Default
- Australia
- Canada
- Germany
- India
- Japan
- Singapore
- United Arab Emi...
- Default

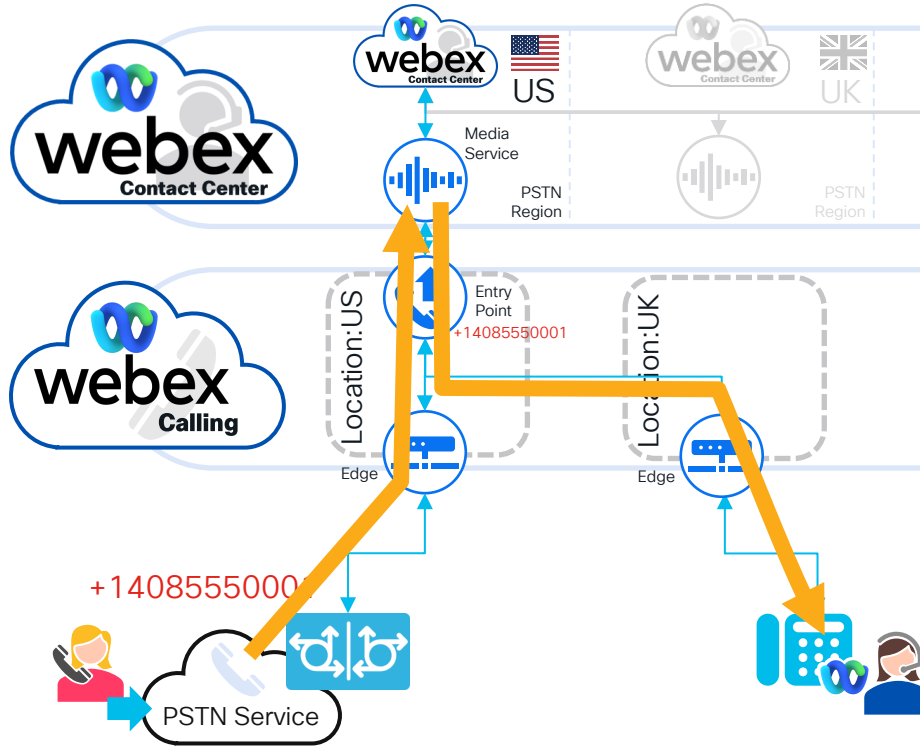
Actions

✓ ✕

The diagram illustrates the migration path from PSTN to Webex. It shows a PSTN Service (phone icon) connecting to a Webex Calling cloud. The path goes through an Edge, an Entry Point (labeled 'Location: US' and '+14085550001'), and a Media Service to a Webex Contact Center cloud (labeled 'US' with an American flag).

This has built a home region
Entry point for our Contact
Center

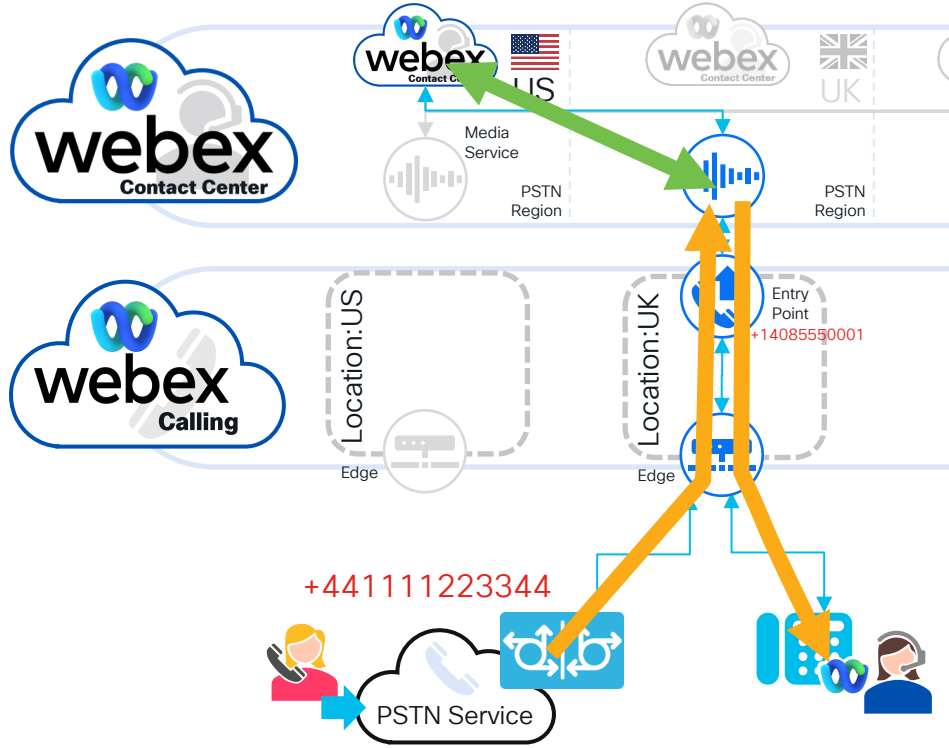
Configuring Entry Points



The Webex Contact Center agent doesn't need to be in same location

- The agent just needs to be reachable in the Webex Calling dialplan (this could be an external endpoint)

Configuring Entry Points

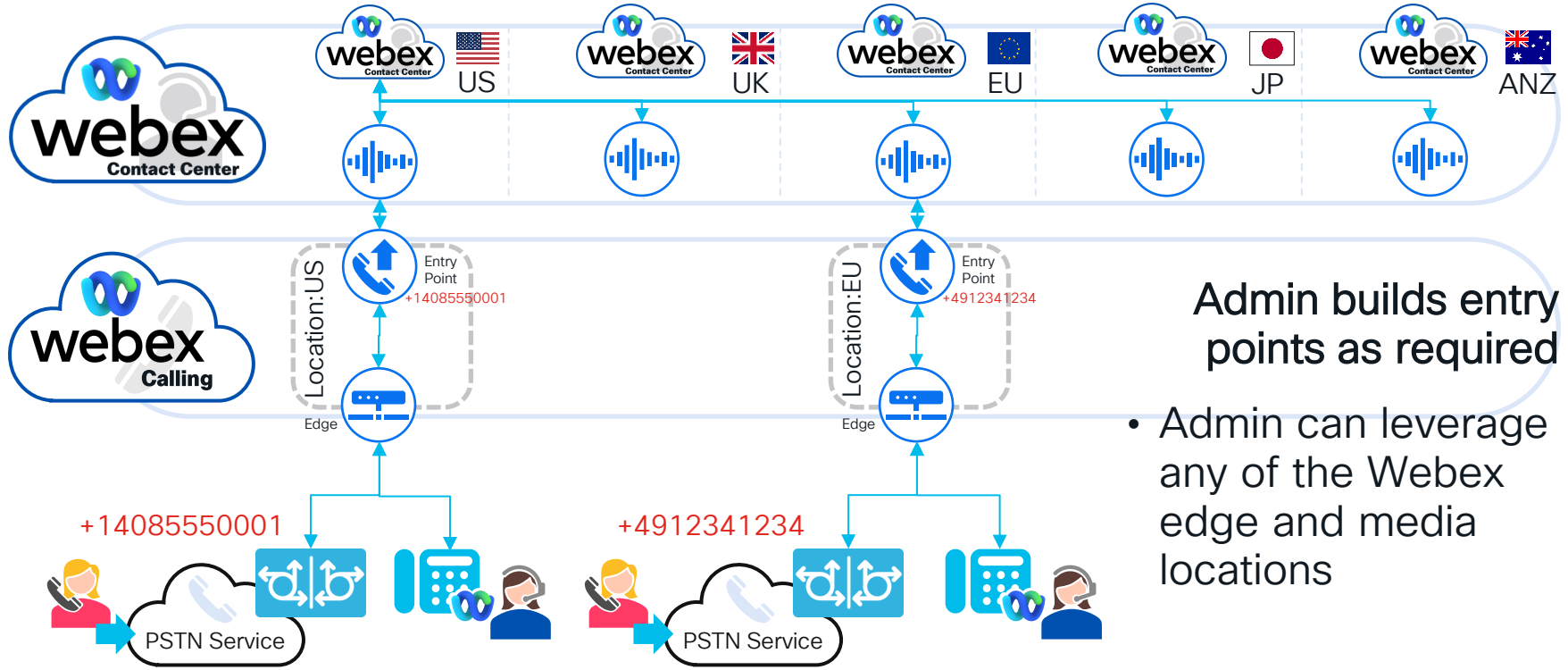


The PSTN region can be selected based on the most logical location

- PSTN region could be in Europe if agents are fielding global calls



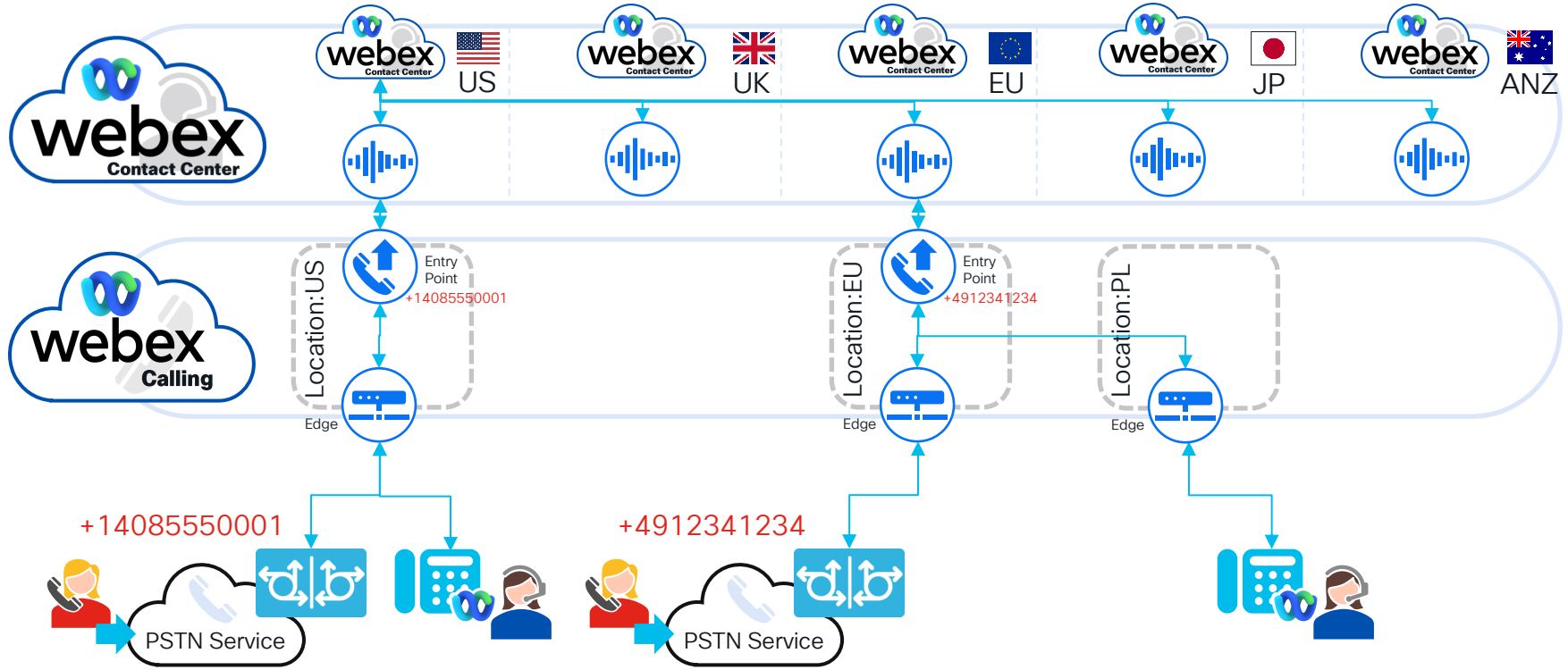
Configuring Entry Points



Admin builds entry points as required

- Admin can leverage any of the Webex edge and media locations

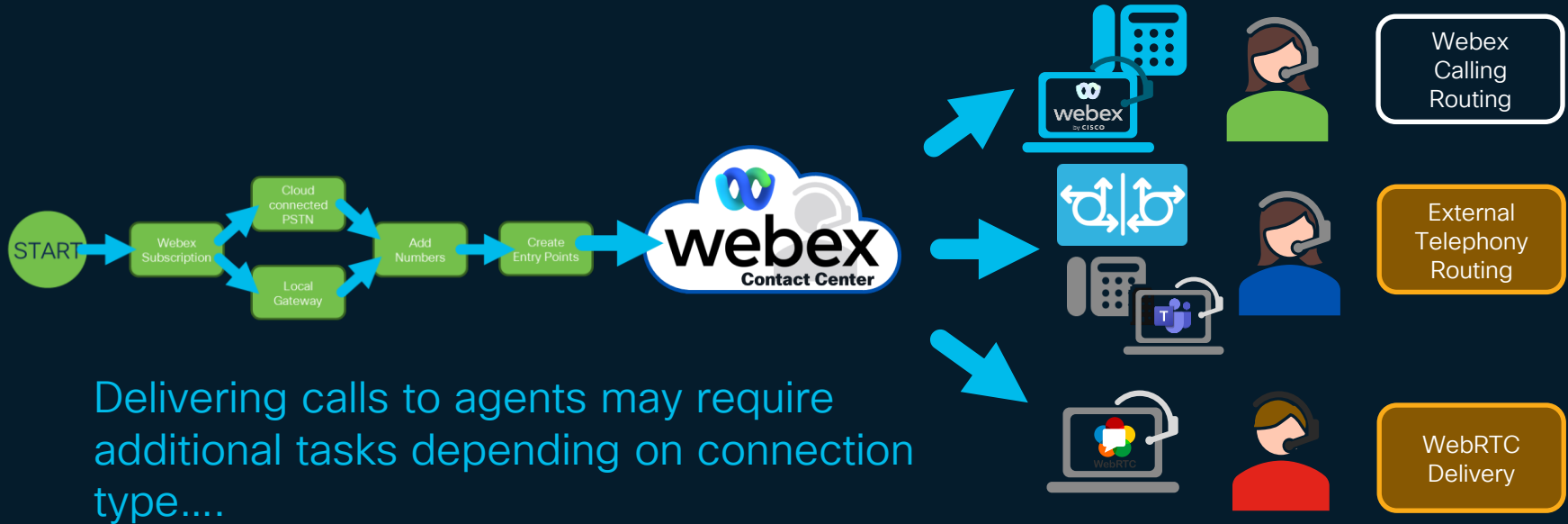
Configuring Entry Points

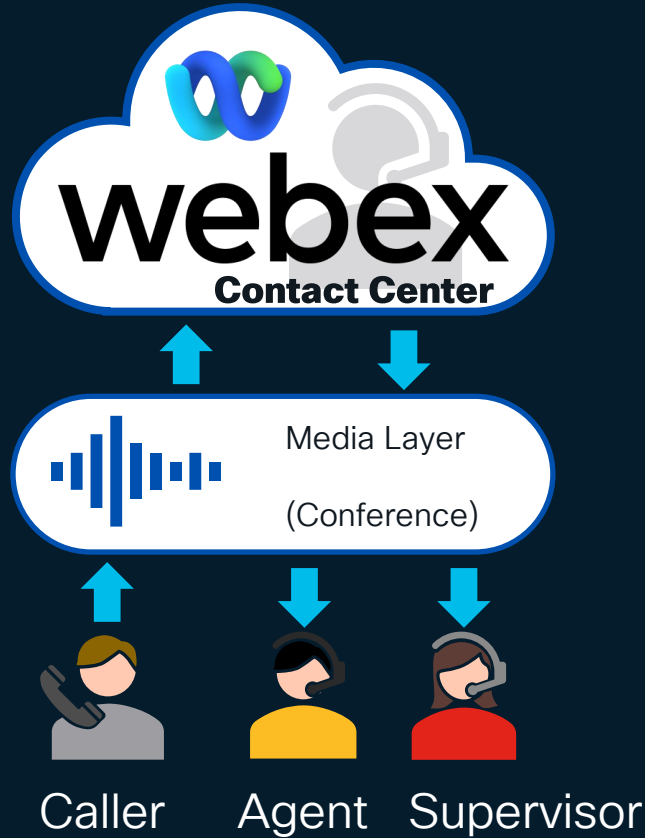


Connecting Contact Center Agents



Delivering a call to Webex Contact Center agent





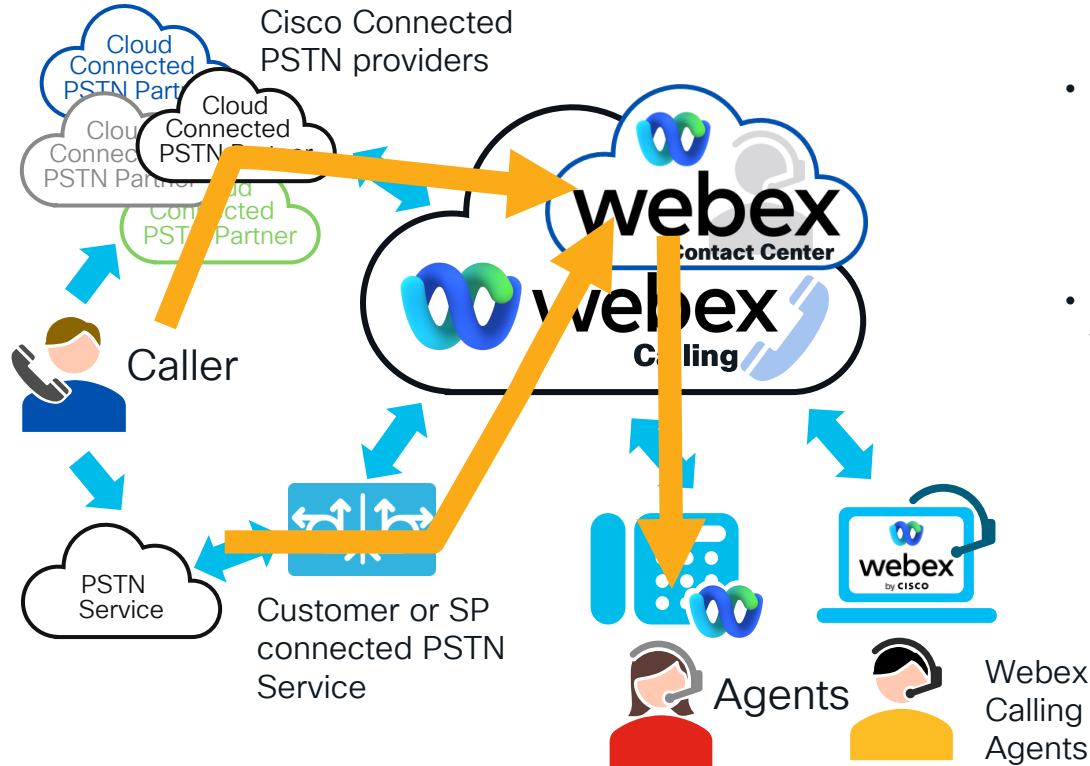
Webex

Webex Contact Center will extend agent legs out to calling/WebRTC destinations

- Agent destination is the routable number the agent logged in with...
 - Webex Calling number
 - External telephony number
 - PSTN telephone number

Note: Call operations like transfer take place in the cloud

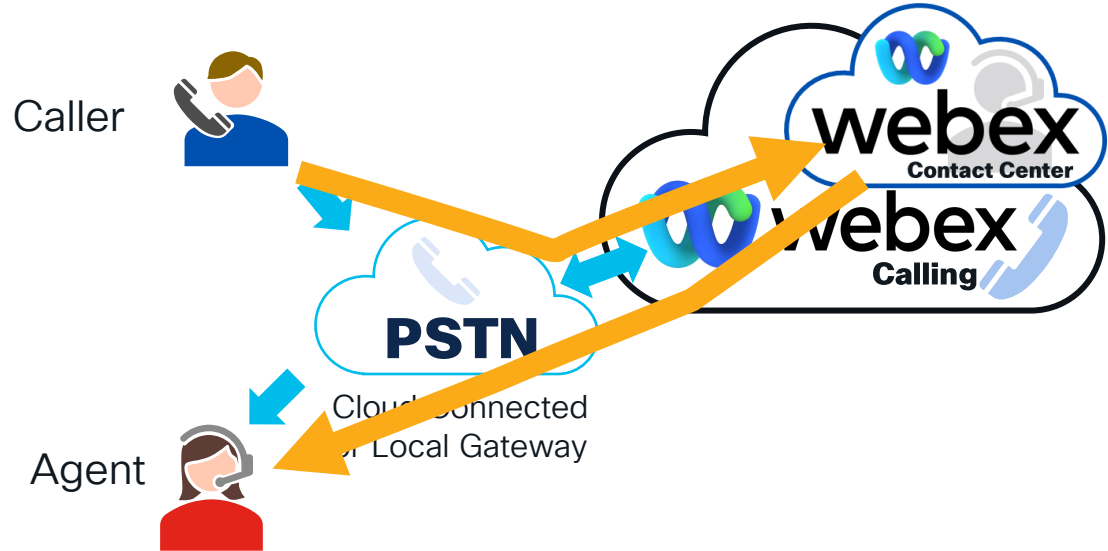
Routing a call to Webex Calling Agent



- Contact Center routes call from Media Service (based on PSTN region)
- Destination resolved in Webex Calling dial-plan and delivered to agent

Routing a call to a PSTN based agent

- Contact Center routes call from Media Service (based on PSTN region)
- Call routed via PSTN connection for Webex Calling location



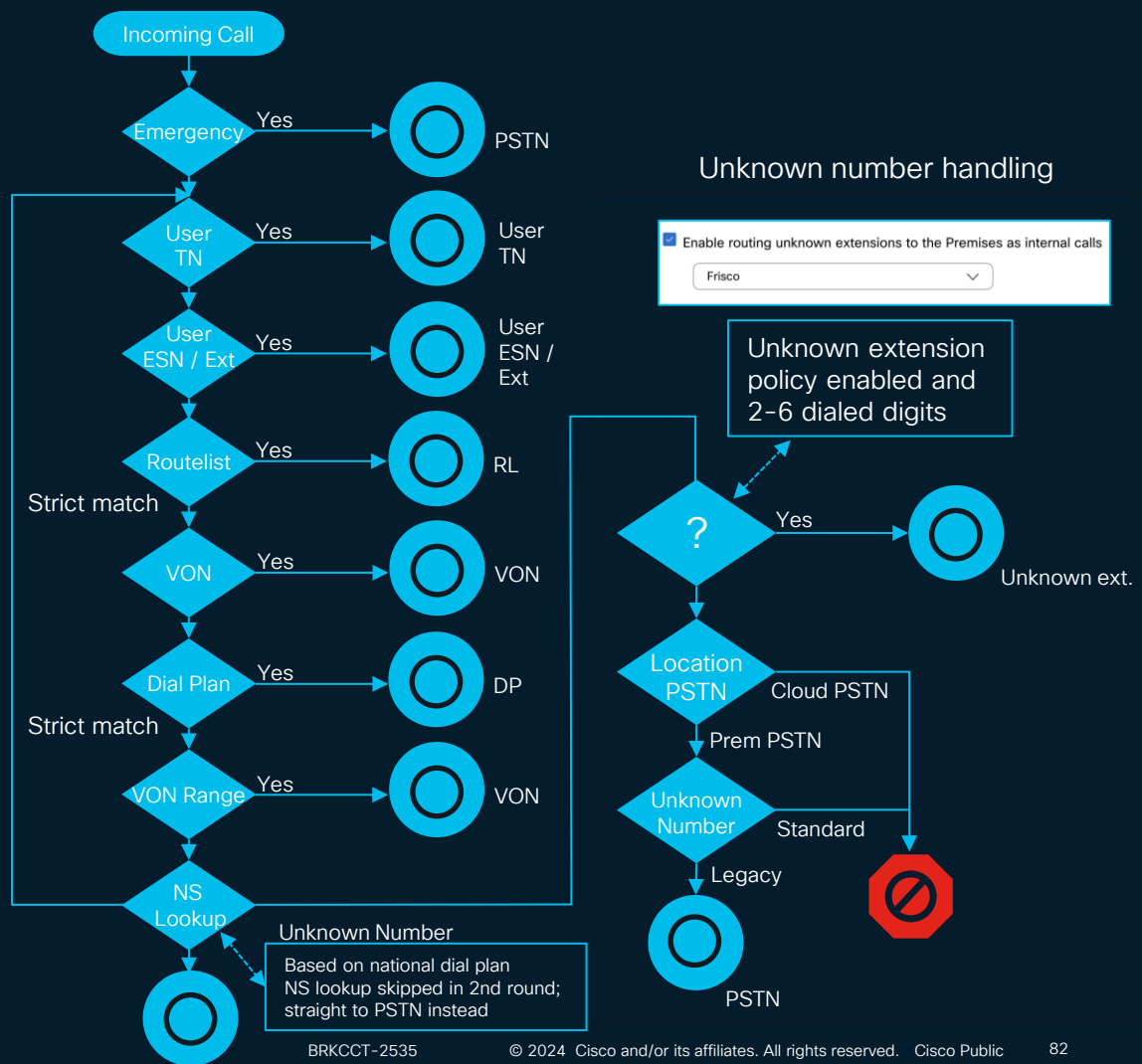
Routing overview

Webex Calling uses routing logic to decide how to route a call

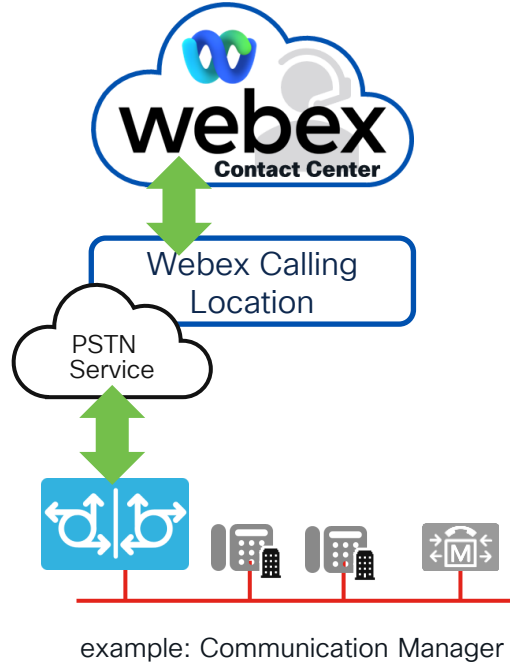


Understanding Webex Calling Routing Strategy will help you deploy PSTN services....

CISCO *Live!*

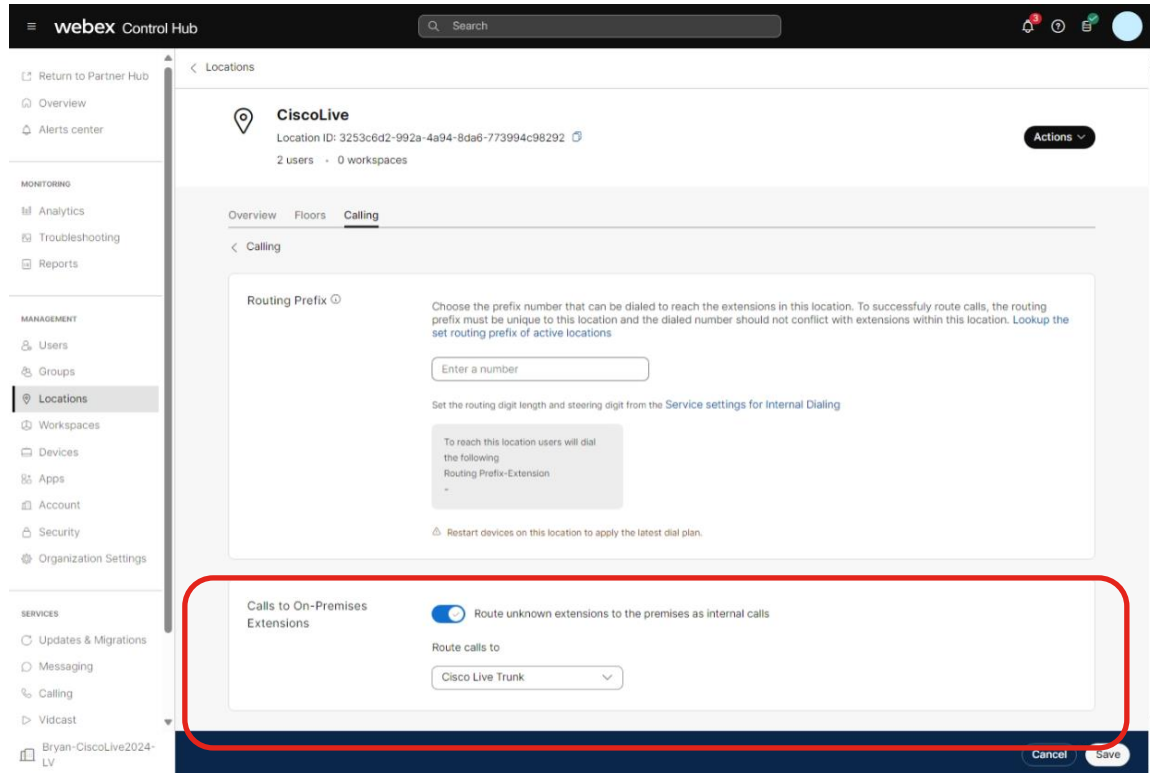


Routing a call to an external or on premise telephony environment



- Contact center routes call from Media Service (based on PSTN region)
- Call routed via local gateway to telephony environment
- Calls can be routed to on-premise location either
 - On-Premise extension routing (short tn)
 - Dial Plan rule (full E.164)

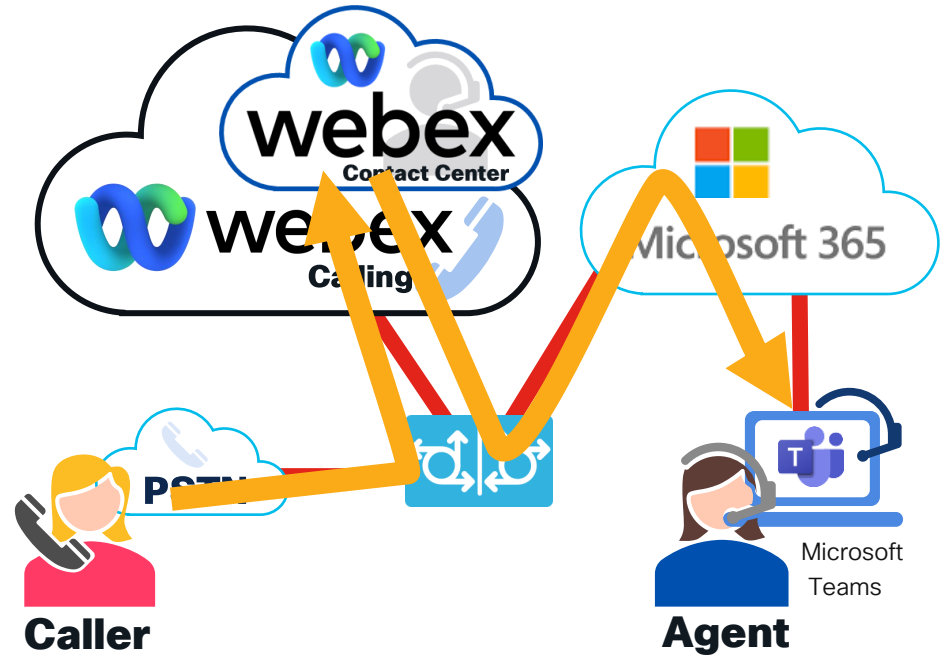
Routing to On-Premise extensions



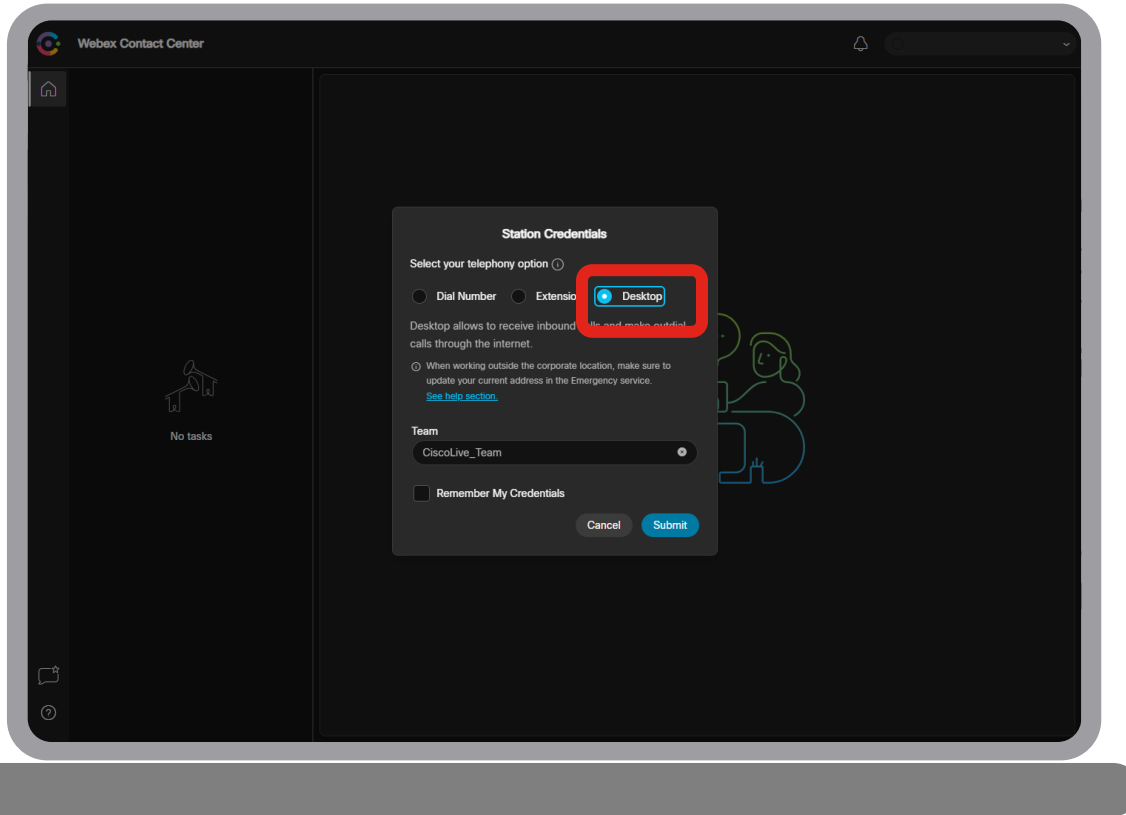
- Calls can be routed using the “Calls to On-Premises option”
- More complex routing can use dial plan entry (Take care with dial plan)

Microsoft Teams

- Webex Contact Centre can be integrated with Microsoft Teams
- Supported in VPOP model
- Recently verified with Webex Calling.

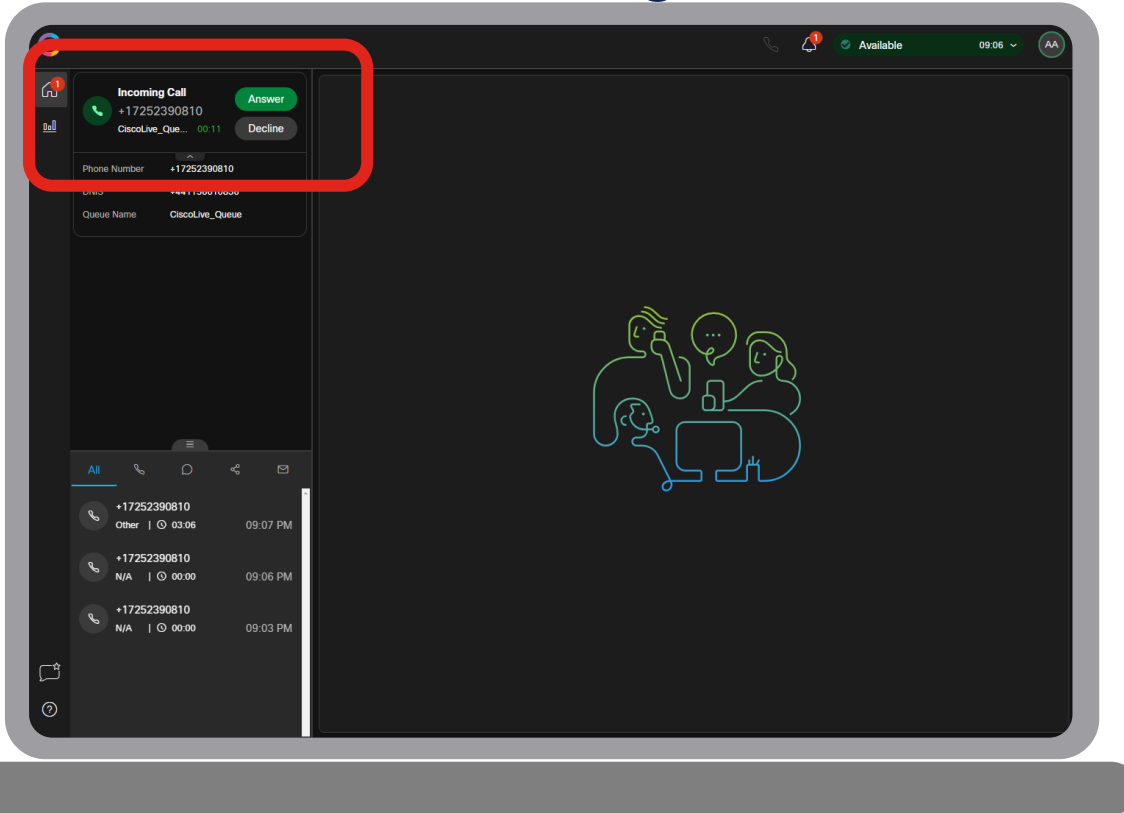


WebRTC based agents



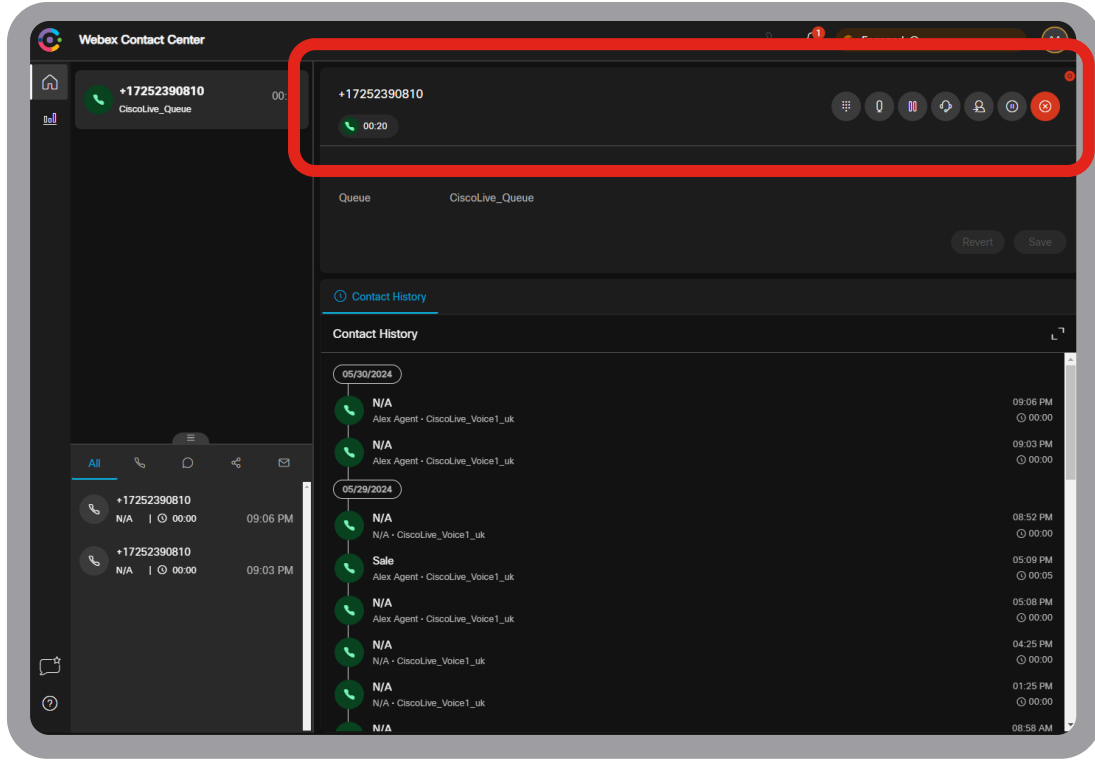
- WebRTC allows you to terminate call media directly in Google Chrome browser
- If enabled agent will have “Desktop” station credentials option.

WebRTC based agents



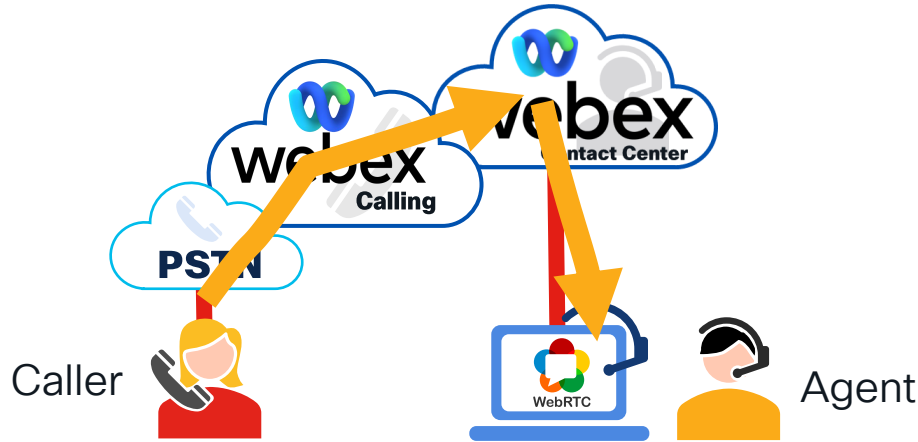
- Agent will get call alerts in the browser (plus notification if enabled)

WebRTC based agents

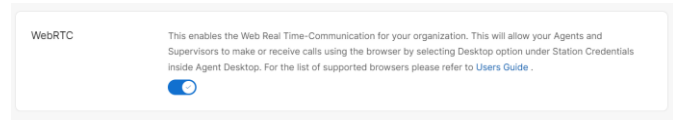


- WebRTC media controls exposed directly in browser

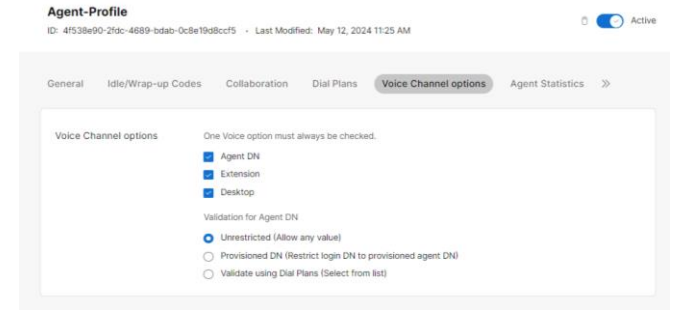
WebRTC Setup



- WebRTC is a direct connection to contact center, no calling license consumed as WebRTC doesn't have a Webex Calling extension

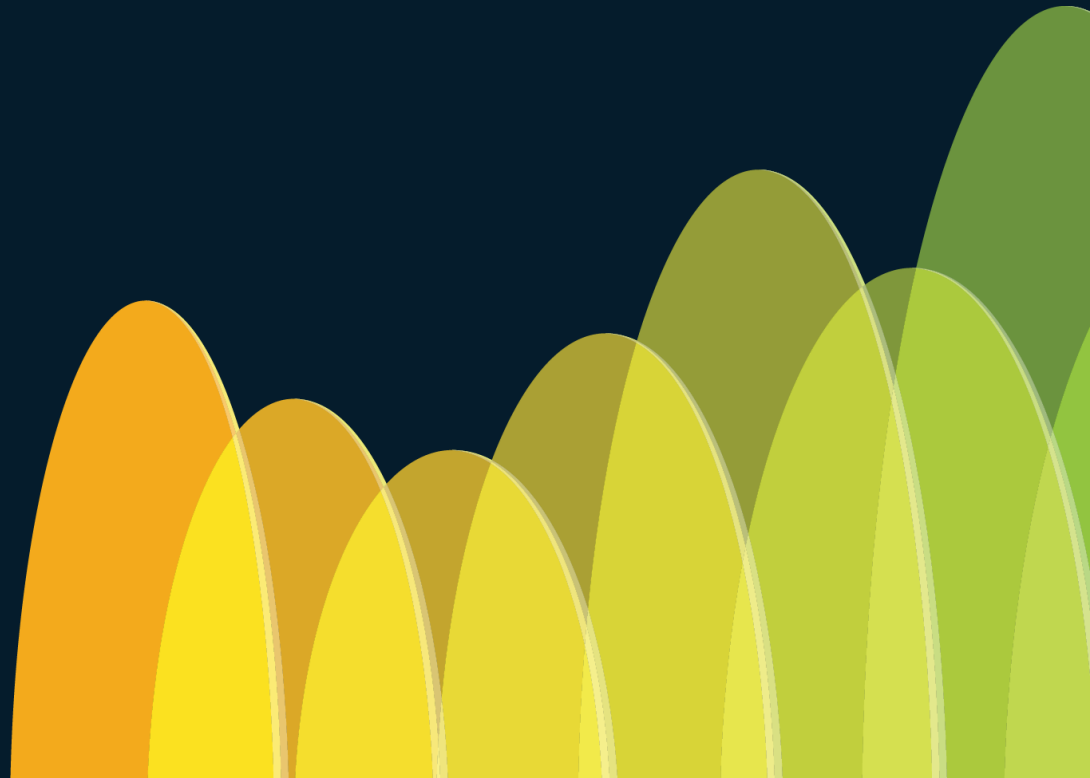


- WebRTC is enabled at a tenant level in tenant settings



- WebRTC is enabled using the “Desktop” option in the desktop profiles for agents.
- Agent license includes E911 license in Webex Calling. If using in the US/Canada you must configured E911 and location and install the E911 tool.

Summary



Webex Contact Center is a **cloud-based** enterprise Contact Center solution.



Classic Webex Contact Center Connection Options....

- VPOP (Legacy Mode)
- Provide SIP Trunk
- Sup...

Choose a PSTN option for your location



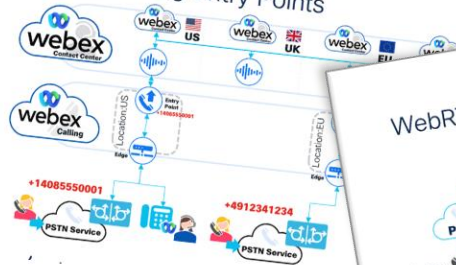
- Locations have a default PSTN connection for routing calls in and out
- Cisco PSTN - Not supported with Webex Calling

Customer Example



- Webex Contact center with Webex Calling
- Previously required Webex Calling subscription
- Multiple PSTN options
 - Cloud connected PSTN
 - Local Gateway connected PSTN

Understanding Entry Points



WebRTC Setup



- WebRTC is a direct connection to contact center, no calling license consumed as it doesn't have a Webex Calling extension

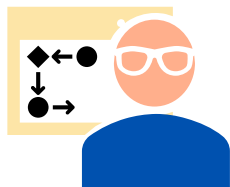
- WebRTC is enabled at a tenant level in tenant settings

- WebRTC is enabled using the "Desktop" option in the desktop profiles for agents.
- Agent license includes E911
- If using license in Webex Calling. If using in the US/Canada you must configure E911 and location and install the E911 tool.

A quick recap.....

- Webex Contact Center
- Legacy PSTN Options
- Common Edge Services
- PSTN Options
- Entry points
- Agent Endpoints

Deploy your Webex Contact Center with Webex Common Edge services.....



For more information...

Set up voice channel for Webex Contact Center

Use this article to set up voice channel capabilities for Webex Contact Center.

Set up voice channel for Webex Contact Center

This article guides you through setting up voice channels for your Webex Contact Center. Ensure you have completed the initial setup of your Webex Contact Center tenant by following the instructions in the [Get Started with Webex Contact Center](#) article.

You must decide how you integrate PSTN services and agents to your Webex Contact Center.

A Webex Contact Center Tenant must be connected to the Public Switched Telephone Network (PSTN). A PSTN provider allows inbound and outbound calls to and from your Webex Contact Center customers.

You must provide voice connectivity for your agents to allow them to receive and make calls. The method used to connect your agents will be dependent on the type of endpoints they are using for voice services.

Choose the connectivity type

You must decide how you connect to Webex. You can choose between directly connecting to the Webex service or via the legacy VPOP service.

Connecting to Webex Contact Center via Webex Service

Webex operates a globally available media network that provides access to multiple services including Webex Calling, Contact Center and Meetings.

You can utilize this cloud connection to provide PSTN services and your agents can connect to the Webex service to manage calls.

This is the recommended method of integrating your telephony into the Webex cloud. Using this method provides a secure and reliable connection directly into the Webex infrastructure. It allows you to use self-service provisioning and configuration through Webex Control Hub.

Connecting to Webex Contact Center via VPOP (Legacy only)

This method is available to existing VPOP customers or when advised by the AG2 review team. To continue deploying using VPOP, see <https://help.webex.com/en-us/article/2dputx/Set-up-voice-channel-for-Webex-Contact-Center-VPOP-Buyer's-Guide>.

Support for Webex Calling-based Agents with VPOP/WCC PSTN

Cisco Preferred Architecture for Webex Calling

Design Overview

Aug 2022

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- **Voice Guide:**
<https://help.webex.com/en-us/article/2dputx/Set-up-voice-channel-for-Webex-Contact-Center>
- **WebRTC E911 info**
<https://help.webex.com/en-us/article/nvfbjts>
- **Preferred Architecture**
[https://www.cisco.com/c/dam/en/us/td/docs/solutions/CVD/Co llaboration/hybrid/AltDesigns/ PA-WbxCall.pdf](https://www.cisco.com/c/dam/en/us/td/docs/solutions/CVD/Co%20laboration/hybrid/AltDesigns/PA-WbxCall.pdf)

Keynote Deep Dives

Wednesday
10:30am – 11:30am



Experiences Amplified:
How AI Can Fuel
Better Employee
and Customer
Experiences

Level 1
Room 106



Smart, Secure,
Seamless:
Transforming
Experiences with
Next-Generation
Networking

Level 2
Room 204



Harness a Bold
New Era:
Transform Data
Centre and
Service Provider
Connectivity

Level 2
Room 203



Securing User to
Application and
Everything in
Between

Level 2
Melbourne Room 2



Unlocking
Digital Resilience
through Unified
Observability

The HUB
Centre Stage

Complete Your Session Evaluations



Complete a minimum of 4 session surveys and the Overall Event Survey to claim a **Cisco Live T-Shirt**.



Complete your surveys in the **Cisco Live mobile app**.



Continue your education

- Visit the Cisco Stand for related demos
- Book your one-on-one Meet the Expert meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

Contact me at: amryan@cisco.com



Thank you

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GO BEYOND

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