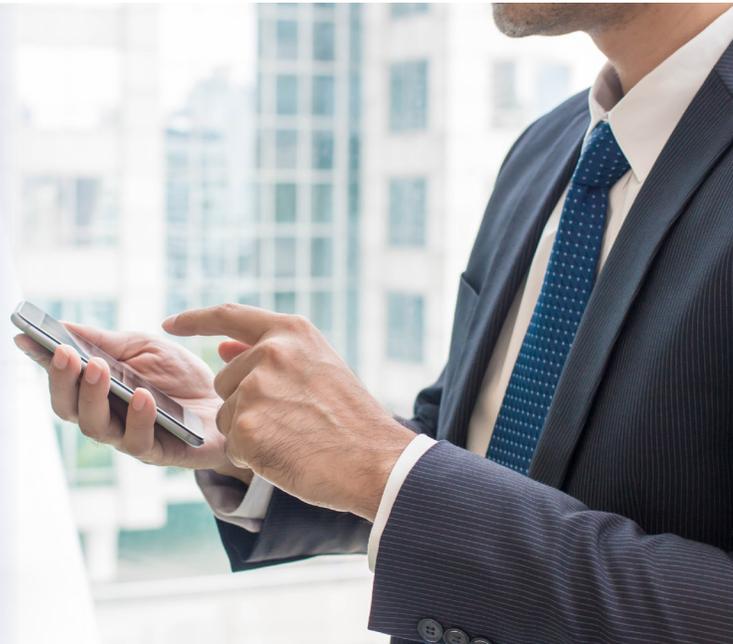


## ENABLE SMS FOR CISCO UC-ONE

Improve communications with customers, internal employees, and partners with an added layer of security and accountability associated with keeping interactions within a single platform.



### FEATURES

- **Rich API Set**  
Add domains, certificates and whitelists while leveraging advanced searching and reporting via the API.
- **Intuitive Console**  
Eliminate the learning curve with an easy to use, self-service portal for efficient reporting, management, and search queries.
- **Mapping Management**  
Manage multiple enterprises with mapping architecture that allows for easy provisioning and usage billing.
- **BYOC**  
Benefit from the option to bring your own carrier, giving providers a choice to use their own SMS-enabled numbers.

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

### OVERVIEW

Cisco UC-One is one of the many Cisco collaboration tools serving over 300 million users worldwide. Averistar Message Exchange extends unified messaging to individuals residing outside of the UC-One platform.

Studies have shown that customers and internal employees are often switching to, or prefer, SMS for business communications. 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.

Unfortunately, UC-One 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. With Averistar Message Exchange, Cisco UC-One is fully SMS-enabled.

With Averistar Message Exchange, UC-One users can 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.

### UC-One with SMS Enablement Benefits Teams

Companies gain immediate advantages across collaboration teams by adding SMS functionality into their UC-One platform. For example:



**CONSUMERS**  
 Get immediate information  
 Receive timely offers  
 Gain appointment reminders  
 Learn about new products  
 Access support



**IT/OPERATIONS**  
 Store messages within company network  
 Reduce platforms to manage  
 Track/trace conversations as necessary  
 Provide two-factor authentication

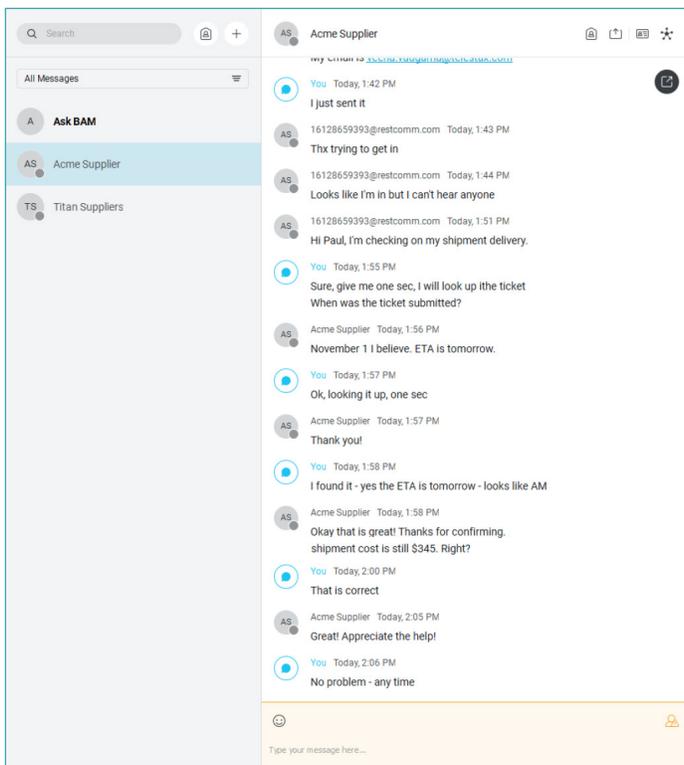


**CUSTOMER SUPPORT**  
 Improve response rates  
 Use one platform for email, SMS, voice  
 Separate business from personal SMS  
 One platform to learn  
 Track conversation history

### UC-One SMS in Action

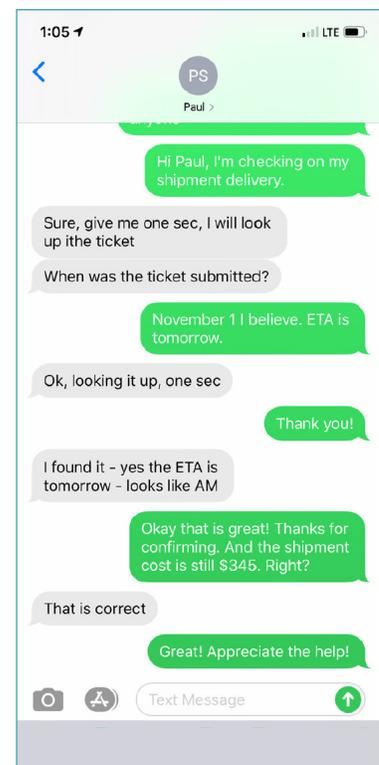
With UC-One the ability to send an SMS to a customer or prospect is seamless and easy for both parties. The following screen capture depicts a conversation between the customer and the employee. In this example, the customer inquires about the status of a delivery and sends a text message to their vendor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

UC-One Client View



Employee's UC-One client receiving a message from a customer asking about the status of their shipment.

Mobile Phone View



Customers can quickly and easily interact with vendors via text message.

SMS enabling the UC-One platform eliminates the need for the employee to have to switch applications or device 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 following up easier and leads to a more personalized and relevant customer experience.

Thanks to SMS enablement from Averistar, critical conversations for Cisco UC-One 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.

### Get Set Up in Minutes

The intuitive console allows you to map individual user phone numbers to their associated email address or UC-One ID.

Enterprise Details
+ Add Mapping
Change Enterprise

<input type="checkbox"/> Name ^	Number ^	jabberAddress ^	Domain ^	Last Update v
<input type="checkbox"/> <span style="background-color: #ccc; padding: 2px 10px; border: 1px solid #ccc;"></span>	15552346587	jane.doe@business.com	<span style="border: 1px solid #ccc; padding: 2px 5px;">mydomain.com.in</span>	Oct 11,2019 05:43:31 PM GMT+05:30 customer.rep@telestax.com
<input type="checkbox"/> John Smith	12345559876	john.smith@company.com	<span style="border: 1px solid #ccc; padding: 2px 5px;">mydomain.com.in</span>	Oct 11,2019 04:48:25 PM GMT+05:30 customer.rep@telestax.com
<input type="checkbox"/> <span style="background-color: #ccc; padding: 2px 10px; border: 1px solid #ccc;"></span>	19876543210	newuser@telco.com	<span style="border: 1px solid #ccc; padding: 2px 5px;"></span>	Oct 11,2019 11:53:37 AM GMT+05:30 customer.rep@telestax.com

With Averistar Message Exchange, sales teams can communicate with customers via their preferred method, while taking advantage of the security of UC-One.

**To learn more about Message Exchange and other solutions from Averistar, speak with a Sales Representative at 704-992-7701 or visit [www.averistar.com](http://www.averistar.com).**

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Averistar and Telestax are proud to provide key capabilities to Cisco for business communications and collaboration.

