Cisco Collaboration Meeting Rooms Cloud

Cisco CMR Cloud Gives You:

- A video collaboration service that integrates audio, video, and content sharing technologies into one meeting experience

- Always available personal room with your own unique ID that never changes

- Simple-to-join capability from any third-party, standards-based video device, Cisco TelePresence® endpoint, and soft client

- Ability to add-on CMR Cloud as a service option to a Cisco WebEx Meeting Center subscription

- Scalability to support up to 25 standards-based video endpoints, up to additional 500 video-enabled WebEx Meeting Center users, and up to 500 audio-only WebEx Meeting Center users in a single meeting

- Opportunity to record and share for future viewing

Your Personal Video Conferencing Room: Always Ready for Business

Wouldn't it be great if you could join video meetings regardless of the device you were on? And your partners and customers could join without requiring tech support's help? And you could have as many people join the meeting as you wanted?

With Cisco® Collaboration Meeting Rooms (CMR) Cloud, communication with your colleagues, partners, and customers is always open. Meet face-to-face with anyone regardless of location from any system or device easily and share content. You make the human connections, CMR Cloud handles the device connections.

Experience Simplicity with 'One Meeting'

Cisco CMR Cloud combines the simplicity of WebEx® conferencing with video bridging capability. The result: an always-available meeting experience from the proven and reliable Cisco WebEx® Cloud. Give out your unique meeting room ID and meetings are a click away. Colleagues, customers, or partners want to meet with you? They simply click your ID to ask to meet. Less formality, more interaction.

Because it's from the cloud, you use your existing network and devices. No need to buy new equipment. Simply pay as you go with a monthly subscription.

And with CMR Cloud's 'one meeting experience,' each participant joins from whichever device they have — mobile, desktop endpoint, soft client, or room-based video system — and all share the same conferencing experience of audio, video, and content sharing.

Benefits

What is the impact of this simplicity and always-available, one meeting experience?

- **Faster decision making** by bringing people together to meet the way that fits their workday - instantly, at a scheduled time, or in your personal room

- **Greater flexibility** by making it easy for participants to join a meeting from any video device, regardless of location or technology

"Our doctors require face-to-face meetings. Before Cisco CMR Cloud, medical partners on iPads, iPhones, or Android devices struggled to join video conferences and share content with our doctors. Now, video devices are no barrier. Quality is great, it's seamless, and the feedback I get is that CMR Cloud is 'amazing.'"

John Maass
Manager of Conferencing Technology, Moffitt Cancer Research Healthcare

Always Open for Meetings: Moffitt Doctors Improve Care Quality with CMR Cloud

Organization

Moffitt Cancer Research Healthcare, Hospital Cancer Care
Tampa, FL, USA
5000 Global Employees

Challenges

- Doctors who are mobile can't join meetings from their smart mobile devices.
- External medical partners and hospitals often require tech support to join meetings.
- Because some systems are incompatible, content can't be shared.

Results with Cisco CMR Cloud

- Doctors, medical partners, and families meet easily with video and content sharing using their own device from any location.
- Meeting experiences are consistent, and participants simply click the unique personal room ID to join.
- Human resources now easily conducts behavioral video interviews with prospective employees without technical delays or interruptions.

- **Enlarged meetings** from one to hundreds of participants so your room is always the size you need
- **Optimized cost savings** with a pay as you go approach based on a monthly subscription service, while reducing travel costs

The result: your business becomes more agile and you respond more quickly to fast-moving market and business changes.

How is Cisco CMR Cloud Different?

- **Simple:** Based on the simplicity of WebEx web conferencing tools, you can instantly create, launch, and join meetings.
- **Proven:** With more than 18 years of experience, Cisco is the industry leader in video and web conferencing with 50 percent market share.
- **Scalable:** Scalability to support up to 25 standards-based video endpoints, up to additional 500 video-enabled WebEx Meeting Center users, and up to 500 audio-only WebEx Meeting Center users in a single meeting.
- **Global:** The Cisco WebEx Cloud supports more than 52 million users, globally.
- **Flexible:** A cloud-based model available with a Cisco WebEx Meeting Center monthly subscription.

Next Steps

To learn more, go to www.cisco.com/go/cmrcloud.