



CINOS

| Service Definition

Service Title

Cinos Calling and Unified Communications

Service Description

Our Cinos Calling and Unified Communications Service is a scalable telephony platform, with the simple aim of delivering industry leading collaboration services to UK Commercial, Enterprise and Public Sector customers. Leveraging the Cisco Unified Communications portfolio upon which we base our services, the solution delivers secure, highly scalable, highly available, feature-rich Cisco Unified Communications, providing a simple user experience regardless of the user device of choice or their location. The solution can be hosted within a private cloud environment based within the UK, or within the Cisco Webex cloud service, either based within the UK, EU, or other worldwide regions.

Service Highlights

- A highly scalable, enterprise grade Unified Communications service built upon our UK sovereign, highly scalable and secure Infrastructure as a Service (IaaS) platform or the Cisco Webex Calling platform.
- Leverages the industry leading Cisco portfolio for best of breed open-standards Unified Communications
- Adheres to the NIST definition of Cloud Computing, offering Private Cloud, Community Cloud or Hybrid Cloud deployment models.
- Designed and operated to meet the NCSC 14 Cloud Security Principles
- UK sovereign option — an assured cloud platform delivered from two secure UK data centres by a UK based company with UK government security cleared staff.
- Disaster tolerant — two Tier 3 UK data centres securely connected by high-bandwidth, low-latency dedicated connectivity enabling synchronous replication.
- Flexible connectivity options — connect via the Internet, Health, and Social Care Network (HSCN) or dedicated Ethernet & MPLS connectivity.
- A platform which can provide Cinos' own local UK PSTN dialling into Cisco Webex Teams cloud collaboration (hybrid dialling)
- A secure, highly available omni-channel contact centre solution
- A cost-effective and scalable solution. Highly scalable and adaptable, adjust to the ebbs and flows of demand cost effectively. Never have to worry about service capacity and licensing.
- A number of inclusive features often seen as 'additional extras'.
- Highly resilient service with local Survivability options

Service Features

As workforces become more dispersed and reliance on critical business applications and services increases, the need for an always-available collaboration service becomes crucial. Our services have been designed to bring teams together, helping to delivering your transformation program with a number of availability targets and SLA options to suit your business.

For areas of the business where call services are critical, our services are able to fall back to self-survivable capability ensuring calls are available at all times, including resilient local SIP connectivity where required.

Our services enable organisations to extend collaboration outside of their network boundary. Facilitating inter-person and inter-organisation collaboration is crucial for organisations to stay relevant. Users expect immediate access to these tools from a wide variety of portable and mobile devices, with many of these same tools extended to customers and partners, helping strengthen these relationships.

Organisations recognise the added value that collaboration applications bring through increased employee productivity and enhanced customer relationships. Users have adopted a wide variety of smart phones, social media, and collaboration applications in their personal lives and have begun to expect the same ease of use in their working lives.

Feature	Benefit
Highly available, resilient infrastructure	Always on access to collaboration services Resilient SIP public telephone network connectivity 99.999% availability SLA with Cloud HA deployments with local survivability
Investment Protection	Business retain rights to license rather than seat rental. Existing Cisco licensing may be credited for use with our service
Pre-packaged user models	Ease of procurement based on user role
Device and location independence	Seamless access regardless of user device or location
Standards-based	Standards-based external video calling, plus the ability to interoperate with other vendors
High quality user experience	Improved user satisfaction and productivity, promoting adoption and utilisation
Fully Managed Service	24x7 service monitoring and support from Cinos
Choice	Configure the solution that is right for you and your application with a range of service levels and packages
Connectivity	Simple to consume via the public internet, private circuits, or public networks such as HSCN or Janet

Service Components

Telephony

The Cinos Unified Communications service delivers IP Telephony to a wide range of endpoints. From soft client apps on end user mobile handsets, tablets, or laptops, to desktop IP phones and meeting room conference endpoints. The service integrates legacy and new telephony technologies, for example a customer can combine both older analogue or ISDN-based connections and more modern SIP telephony services and endpoints into a single service solution. The service is designed to build bridges, not islands between legacy and newer systems, and to deliver communications to users in any location on any device.

Our services can cater for up to 40,000 telephony users in a single cluster; where higher numbers of users are required, we typically deploy regional clusters and seamlessly integrate them, providing for an infinite number of users. Our service is private to your organisation, so you do not share any data or services with other entities. Owing to the private cluster approach, we are able to tailor the environment to your exact requirements, including serving high numbers of users resiliently in a Hybrid Cloud deployment as an example, where your core locations are able to host service catering for tens of thousands of users in the event of disconnection from our cloud.

Unified Communications

Our unified communications service, powered by Cisco Jabber, supports organisations with their digital transformation initiatives by delivering the workspace of the future. A simple, user-focussed, integrated desktop service providing enterprise class instant messaging, presence, screen sharing and a soft client for voice and video across a multitude of Windows, Mac OS, Apple iOS, and Android devices, working both in office and remotely.

Jabber is able to make use of back-end LDAP sources such as Microsoft Active Directory in order to build contact groups from Distribution Lists (matching Outlook). Persistent chat enables group messages to be retained when the Jabber client has closed / restarted in order to provide context.

A huge benefit of utilising a common platform for instant messaging & presence, voice, video, and conferencing is the ability to instantly escalate from an instant message, right up to a multiparty voice, video, and desktop sharing. The ability to escalate in this way enables users to hold ad-hoc collaboration sessions quickly and easily in order to rapidly resolve an issue that may have otherwise required a scheduled meeting.

If users make use of a soft client from our service, calls, message, and notifications are delivered directly to the app. However, in some instances users may not want to, or be able to install an app on their mobile device. For these users Single number reach is ideal.

Single number reach allows users to configure additional numbers which should ring simultaneously when the user's IP telephone number is called, allowing the user to take the call on a mobile or home telephone if required. This allows users to give out their desk extension only but be safe in the knowledge the call will be routed to them whatever their location might be.

Collaboration

Cinos delivers online team collaboration through Cisco Webex, bringing teams together that are separated by geographic or organisational boundaries. This single pane of glass tool spans organisations utilising a single, secure, centralised cloud (Webex) so that any user can quickly and easily see presence status, chat, call, meet with and collaborate on content with them.

Integration with desktop applications such as Exchange and the Microsoft Office suite embeds this collaboration technology into the user's natural workflow helping improve efficiency, speed up projects and decision making, and improve relationships with other staff, external partner companies, and customers.

Voicemail and Unified Messaging

Unified Messaging enables a single inbox for both email and voicemail messages, with voice messages delivered and manageable from any location via the app itself or from the user's Microsoft Outlook client. Once the message has been dealt with, the notification is cleared from your telephone and soft client device.

Unified messaging is compatible with on-premises Microsoft Exchange and Office365 deployments.

Local Survivability

Site Survivability provides an additional layer of resilience to the telephony platform, by enabling local registration capabilities in the event of a connectivity failure to the Webex Cloud.

By default, all handsets connect via the internet to the Webex Cloud for SIP registration and call control, however in the event of a connectivity failure, these endpoints can automatically switch to Survivability mode and register to a local Survivability Gateway located within the local network. Whilst in Survivability mode, this local gateway provides basic backup calling services for these endpoints, but could also provide external calling should a local SIP service be available.

Upon connectivity being re-established, the endpoints will automatically reregister back to the Webex Cloud and continue normal operation.

Cinos will work with you to define the required level of resilience to meet your needs.

Video Calling

Point to point video calling between other video-enabled endpoints within your organisation is included in the Unified Communications service as standard. Adding b2b video calling allows you to make and receive video calls with other standard-based Internet video endpoints, such as calling into a multiparty meeting hosted by an external business partner or customer.

Switchboards and Attendant Console

Switchboard operators may be provided with our attendant console application, a software-based client that is installed on the operator's machine. The attendant console application is able to make use of user presence state information provided by the core service, so the operator has forward knowledge whether it is best to extend the call to the end user or offer an alternative, such as a direct transfer to the user's voicemail if they are in a 'presenting' state, or possibly to the user's mobile.

Basic Call Queue

Basic call queue works on top of hunt groups in order to provide a queue for inbound calls to hunt groups. While a call is waiting to be answered by a hunt group user, the caller hears music on hold and queues until the call can be answered.

Each basic call queue we provide includes a UK telephone number in the area code of your choice and calls the users you specify based on the hunt group type requested.

Omni-channel Contact Centre

A scalable highly available omni-channel contact centre, unified communications, collaboration, and social collaboration platform, with the simple aim of delivering superior customer care service to the UK Public Sector. Our contact centre solution provides customers with the “Cisco Connected Digital Experience” allowing them to digitise their own customer journey and provide superior customer care. By broadening the solution from inbound voice queuing to include web chat, email, and social media interaction you create the environment where the customer can communicate with you in the most convenient way to them. In return this helps reduce your queue times, making your agent’s lives that much easier, and making for a happier customer who reaches the front of the queue to speak with your agent. The Cinos contact centre provides a rich user experience for both caller and agent alike regardless of the user device of choice or location.

Our contact centre services are capable of servicing four hundred concurrent logged in agents, and is script driven, meaning a script is able to be tailored to meet the needs of each contact centre service individually on a logical basis. These scripts form part of a contact centre application, which includes individual prompts, triggers (such as voice, web, email) and variables / external integrations. Each contact centre application has the capability to:

- Digitise your customer experience and bring contextual awareness to enhance customer care.
- Reduce queue times and improve customer satisfaction by adding email, web chat, and social channels for customer interaction.
- Enables agents to connect from any location.
- Proactively manage your brand image by immediately dealing with any mentions on social media. Any mention of your brand is automatically routed to the contact centre for a representative to address any potential issues.
- Build self-service capability into the contact centre, allowing customers who would otherwise have waited in the queue to query information or carry out simply tasks themselves.
- Full call and KPI reporting across all communications channels.
- Call recording for PCI compliance or staff training – ensure your compliance with GDPR, PCI and MiFID II
- Integration with CRM or SQL database to automatically pull up previous customer details on agent screen. Personalise the customer experience by greeting them by name.

- Easily have specific variables amended (automatically or manually), such as opening times, emergency state, ad hoc messaging enabled / disabled?
- Include in-queue messaging such as position in queue, average time to wait.
- Play video in queue for callers who have connected via a video capable device (Jabber for example). Music on hold is played to callers who do not have video capability.
- Use custom prompts and welcome messages, providing a uniform voice for all messages.
- Prioritise VIP callers or allow them to initiate a call-back when they get to the front of the queue.
- Provide supervisors / contact centre administrators a view of the contact centre queues and the ability to pull certain calls.
- Be integrated with a wallboard in order to show number of calls, average wait time, abandons, etc.
- Identify known caller ID via database integration and screen pop browser-based or other applications appropriately.
- Use analytics and data to inform your customers about call volumes and wait times – allowing them to make the decision how and when to contact you.

Call Recording

Our Call Recording platform is a multi-channel recording solution for unified communications and contact centre environments. The application offers numerous features including:

- Intuitive web-based interface with multiple language support
- Search & Replay, allowing administrators and managers to easily find the recording they want and view it.
- Comprehensive recording including ability to record all segments of a call with multiple participants.
- On-demand access to all recordings
- Media lifecycle management providing an efficient tool set to manage the media file storage including:
 - Archiving
 - Relocation of stored calls
 - Synchronisation
 - Restoration of archived files
 - Deleting media files & disk space management
- GDPR compliance facilitates the removal of GDPR data sets and setting standard archiving periods for automatic archival of unused data.
- Encryption of media files, to ensure recordings are replayed only from within the tool.

- PCI DSS compliance
- Automatic pause and resume, which uses trigger events to pause recording when sensitive customer data will be discussed and processed.

Cisco Webex

Cisco Webex when consumed in conjunction with our service provides business messaging, conferencing, and calling all in one, from a single client application compatible with any Windows or Mac OS desktop or laptop, smartphone, or tablet device.

Webex Business Messaging allows you to set up spaces for projects and teams and communicate easily from anywhere, on any device. Persistent messaging, file sharing amongst teams significantly aids keeping context to conversations and reduces email traffic.

Webex Advanced Meetings build upon the business messaging functionality and are Cisco WebEx powered. Users are able to host an ad hoc or schedule a WebEx session with up to two hundred people, record meetings and connect via voice and video from the WebEx interface and optionally via dial-in globally.

Connectivity

The solution can be consumed natively over the internet or a number of public networks such as HSCN or JANET. Private data circuits can also be procured via Cinos for direct connectivity between the customers network and the Cinos Cloud or Cisco Cloud. Pricing for circuits is based around the customers address, so pricing can be provided on request.

Professional Services and Training

The Professional Services required for the installation of this solution will be dependent on the Buyer's specific site requirements and existing infrastructure.

Professional Service & Training pricing is provided in the Price Document and required Professional Services to be confirmed at Call Off or during the contract by variation.

Support Options

Buyers are able to scale up and down the support of this solution, through the purchase of Cinos Support Tokens. This allows Buyers to enable an existing support provider to support the solution or have Cinos fully support the solution or something in-between or enhance regular incident support with event support.

Support tokens allow flexibility so that the Buyer can procure the appropriate volume of support for their specific needs. Required quantity of Support Tokens to be confirmed at Call Off or during the contract by variation.

Support requirements to be discussed on enquiry about this service.

Security

The Cinos Cloud, together with all solutions delivered within the Cinos portfolio (including approved third-party products), is designed and operated in alignment with the UK National Cyber Security Centre (NCSC) Cloud Security Principles.

Data Security

- Data in transit is protected using TLS v1.2 encryption or higher. Perimeter firewall devices are deployed at all network edge connections to inspect traffic and automatically block any connections that do not meet the required encryption standards.
- Data at rest is encrypted using AES-256, ensuring strong protection of stored customer information across all hosted services.

Network Segmentation and Access Control

- Management access to customer environments is provided through a dedicated Virtual Routing and Forwarding (VRF) instance and a secured bastion host, which has no direct internet access.
- Each customer environment within the Cinos Cloud is provisioned with dedicated firewall instances within Cinos data centres. This ensures strict segregation between customers, preventing any possibility of cross-customer traffic leakage.
- These firewalls may also be configured to restrict administrative access to approved source networks only, providing additional protection for management interfaces.

Security Testing and Assurance

- Cinos conducts regular penetration testing across its platforms and services.
- In addition, an annual independent IT Health Check is performed by an accredited third-party security auditor to validate the ongoing effectiveness of our security controls.

Certifications and Compliance

Cinos and its approved third-party service providers maintain the following certifications and compliance standards:

- ISO 27001:2022 – Information Security Management
- ISO 9001:2015 – Quality Management
- ISO 14001:2015 – Environmental Management
- PCI-DSS Level 1 Service Provider
- Cyber Essentials Plus
- SOC 2 Type I

Why Cinos?

Cinos is an industry-leading, agile, and innovative systems integrator. Our mission is to deliver integrated technology solutions to a global marketplace, driving digital transformation for organisations of all sizes.

Our expertise lies in providing comprehensive technology solutions that cover Collaboration, Connectivity, Networks, Security, Infrastructure, and Audio Visual. This unique combination enables us to offer true end-to-end solutions, setting us apart from other providers and giving our customers the confidence that their entire technology estate can work together seamlessly, managed by one trusted partner.

Whether that is an SME traversing the world of cloud communications for the first time or facilitating real-time collaborative decision making in highly complex command and control environments, Cinos is recognised as the go to partner for the delivery of seamless and reliable technology solutions.

We pride ourselves on the art of simplification, removing the burden of managing multiple technologies so our customers can focus on their strategic objectives. By employing a cross-architecture approach to technology integration, we empower organisations to embrace digital transformation, thereby streamlining efficiencies, fostering innovation, and enhancing their competitive edge.

We work with the leading manufacturers and technology providers to ensure the correct solution is identified, delivered, and maintained; enabling you and your customer base to work in a collaborative and more effective manner. Furthermore, our leading aftercare and managed services allow you to gain optimal performance and longevity from your technology investments.

Believe in Excellence