



CINOS

| Service Definition

Service Title

Webex Connect Communications Platform as a Service

Service Description

Cinos offers Webex Connect as our primary Communications Platform as a Service (CPaaS) solution. Webex Connect (Cisco's enterprise-grade CPaaS platform, formerly known as (im)connect) enables organisations to automate and orchestrate customer interactions across multiple digital channels through a cloud-based, no-code/low-code flow builder and robust APIs. Cinos presents and delivers this service with our expertise in managed implementation, integration, and support, particularly tailored for sectors including Healthcare (NHS), Bluelight, Central and Local Government and enterprises undergoing digital transformation.

Service Highlights

- **Omni-Channel Support** - Seamlessly integrates 16+ channels, including SMS, voice, email, WhatsApp, Apple Messages for Business, Google Business Messages, RCS, in-app notifications, social media, and web chat, enabling rich, two-way, real-time conversations on customers' preferred channels.
- **No-Code/Low-Code Development** - Features an intuitive drag-and-drop flow builder and dedicated bot builder for rapid creation of automated workflows, chatbots, and interactive journeys without extensive coding; complemented by robust APIs and SDKs for custom integrations.
- **AI and Intelligent Automation** - Leverages advanced natural language processing (NLP), natural language understanding (NLU), and AI capabilities for conversational automation, intent recognition, personalised responses, A/B testing, and proactive interactions (e.g., alerts, reminders).
- **Deep Integrations and Orchestration** - Easily connects with backend systems (CRM, EHR, databases), Cisco ecosystem (Webex Contact Centre, Webex Calling), and third-party apps to automate end-to-end customer journeys with contextual data and single-view insights across all touchpoints.
- **Enterprise Scalability and Security** - Global, high-availability cloud platform with built-in compliance (GDPR, HIPAA-equivalent), secure data handling, industry-leading controls, and full lifecycle management for interactions.
- **Analytics and Control** - Real-time reporting, delivery insights, engagement metrics, and centralised management tools for monitoring performance, optimising journeys, and maintaining oversight.
- **Cost and Efficiency Benefits** - Enables quick deployment of use cases like appointment reminders, notifications, surveys, and support automation, leading to reduced operational costs, higher customer satisfaction, and faster digital transformation (e.g., paperless communications).



Service Features

Cinos delivers Cisco Webex Connect, an enterprise-grade cloud-based Communications Platform as a Service (CPaaS), with managed implementation, integration, and support tailored for UK sectors like healthcare (NHS), public sector, and enterprises.

Supported Channels

- Comprehensive omni-channel support including SMS, voice, video, email, WhatsApp, Apple Messages for Business, Google Business Messages, RCS, social media (e.g., Facebook Messenger), in-app notifications, web chat, and more for real-time, two-way interactions on customers' preferred platforms.
- Branded messaging to maintain consistent organisational presence and build trust.

Automation and Development Tools

- No-code/low-code drag-and-drop flow builder and bot builder for rapid creation of automated workflows, chatbots, and interactive customer journeys.
- Developer-friendly APIs and SDKs for custom integrations and embedding real-time communications (voice, video, messaging) into existing applications.
- AI-powered capabilities including natural language processing (NLP), natural language understanding (NLU), intent recognition, predictive analytics, and conversational automation for personalised, proactive interactions.

Integrations and Orchestration

- Seamless connectivity with backend systems such as CRM, EHR (e.g., Epic, Cerner), databases, marketing platforms, and internal tools.
- Deep integration with the Cisco ecosystem, including Webex Contact Centre (for omni-channel escalation to live agents), Webex Calling, and legacy contact centres.
- Out-of-the-box and custom integrations to orchestrate end-to-end customer/patient journeys with contextual data.

Security and Compliance

- End-to-end encryption, multi-factor authentication, biometric options, role-based access control, and compliance monitoring (GDPR, HIPAA-equivalent).
- Secure data handling suitable for sensitive sectors like healthcare.

Analytics and Management

- Real-time dashboards, reporting on interaction performance, delivery rates, engagement metrics, and aggregate data across services/channels.

Benefits and Managed Services by Cinos

- Enhanced engagement and efficiency - Personalised digital-first experiences, reduced operational costs (e.g., shifting from traditional SMS/phone to cheaper channels), and automation of routine tasks.
- Scalability - Handles demand fluctuations without infrastructure changes; future-proof cloud platform.
- Cinos provides fully managed deployments, expert guidance, migration support (minimising disruptions alongside legacy systems), and strategic partnership for tailored implementations, often via frameworks like G-Cloud.

Service Components

Omni-Channel Communication Components

- Supports a wide array of digital channels for inbound/outbound, two-way interactions: SMS, voice, video, email, WhatsApp, Apple Messages for Business, Google Business Messages, RCS, social media (e.g., Facebook Messenger), web chat, in-app notifications, and instant messaging.
- Branded messaging capabilities to ensure consistent organisational identity and build trust.

Development and Automation Tools

- No-code/low-code drag-and-drop flow builder and bot builder for designing automated workflows, chatbots, and customer journeys.
- Comprehensive APIs and SDKs for embedding real-time communication (voice, video, messaging) into custom applications without building backend infrastructure.
- AI-driven elements: Natural Language Processing (NLP), Natural Language Understanding (NLU), intent recognition, predictive analytics, and conversational AI for intelligent, personalised automation.

Integration and Orchestration Layer

- Pre-built and custom connectors to backend systems such as CRM, EHR (e.g., Epic, Cerner), databases, marketing platforms, and internal tools.
- Deep integration with the Cisco ecosystem, including Webex Contact Centre (for seamless escalation to live agents), Webex Calling, and legacy contact centres.
- End-to-end journey orchestration with contextual data flow across channels and systems.

Security and Compliance Components

- End-to-end encryption, multi-factor authentication, biometric options, role-based access control, and compliance monitoring.
- Adherence to standards like GDPR (and HIPAA-equivalent for healthcare), ensuring secure handling of sensitive data.

Analytics and Reporting Components

- Real-time dashboards and reporting tools for interaction performance, delivery rates, engagement metrics, channel effectiveness, and aggregated insights across services.

Scalability and Infrastructure Components

- Cloud-native platform with dynamic resource scaling for fluctuating demand (e.g., seasonal or emergency spikes).

- High-availability global infrastructure for reliability and futureproofing.

Cinos-Specific Managed Service Components

- Fully managed implementation, migration support (minimising disruptions with legacy systems), and ongoing strategic guidance.
- Expert partnership for tailored deployments, often via public sector frameworks like G-Cloud.
- Holistic support including development standards, software applications, and scalability planning.

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.

Security

Cisco Webex Connect, the enterprise-grade Communications Platform as a Service (CPaaS), is built with security and privacy by design, leveraging Cisco's robust trust platform to protect customer data and interactions across digital channels.

Key Security Highlights

- End-to-End Encryption: All connections and interactions (including messaging, voice, and data flows) are protected with strong encryption protocols, such as HTTPS for transport and advanced options for sensitive data handling.
- Data Protection Tools: Includes a dedicated Encryption Node in the flow builder, allowing users to encrypt text/strings using AWS Key Management Service (KMS) or Webex Connect's native encryption for custom data security in automated workflows.

- **Access Controls:** Role-based access control (RBAC), multi-factor authentication (MFA), and biometric options ensure only authorised users can manage flows, integrations, and interactions.
- **Secure Integrations:** Contextual data from backend systems (e.g., CRM, EHR) is handled securely, with compliance monitoring and encrypted transfers.
- **Platform Reliability:** High-availability cloud infrastructure with global redundancy, threat detection, and secure data residency options.

Compliance Certifications

- Fully GDPR compliant, with built-in privacy features and data processing agreements.
- HIPAA-compliant for healthcare use cases, enabling secure handling of protected health information (PHI) in patient communications, reminders, and engagements.
- Supports additional standards like SOC 2 Type 2 and industry-leading controls for enterprise requirements.

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