Cisco Spark

Contents

Note: Country availability of Cisco Spark™ varies by the type of capability (Meetings, Messaging, and Calling, and room devices and the Cisco Spark Board). To find out what is available in your region, please go to http://www.cisco.com/go/spark-availability.

I. Cisco Spark overview

Cisco Spark is an app-centric, cloud-based service that provides a complete collaboration suite for teams to create, meet, message, call, care, white board, and share, regardless of whether they're together or apart—in one continuous workstream before, during, and after meetings. It is built to help teams work seamlessly. It is simple, secure, complete, and open, and provides a space for people to work better. The core capabilities of Cisco Spark are Meetings, Messaging, and Calling. The Cisco Spark platform, app-centric design, hybrid services, and architecture of Cisco Spark create a unique and differentiated service (Figure 1).

Figure 1.   Cisco Spark

Digitization is transforming the tools we use (the workplace) and the way we work together (workstreams) with organizational processes and with business process applications and tools.

Cisco is leading the collaboration market through this market transition and bringing uncompromised collaboration to every room, desk, pocket, and application. Cisco built the Cisco Spark platform to reimagine team collaboration.

Cisco Spark enables the digitization of the workplace by:

- Bringing together physical and virtual teams.
- Enabling teams to conduct their work activities regardless of location or device.

Cisco Spark is a cloud-based, app-centric service that is simple, secure, complete, and open.

1. It's simple: Cisco Spark is delivered entirely from the Cisco® Collaboration Cloud, and each activity has been designed to help ensure that the user's and administrator's experience is simple and intuitive. This makes the service easy to use and easy to manage. The service is provided on a simple subscription basis, allowing services to be added on demand.

2. It's secure: Security is integral to Cisco Spark. Cisco has used the extensive experience gained from securing the world's largest networks to build the service, combining this knowledge with the hardware and software elements of our market-leading enterprise communications and cloud services. This helps ensure the security and reliability of the service. (See http://www.ciscospark.com for more details.)

3. It's complete: With Cisco Spark, you get all the market-leading Cisco collaboration services wrapped up in a complete offer, providing users a great experience regardless of location or device and enabling them to create, meet, message, call, white board, and share, whether they're together or apart. Also, because Cisco hosts the service in the Cisco Collaboration Cloud, the services are always up to date with the latest market-leading Cisco applications and services.

4. It's open: Cisco Spark APIs and integrations are key to helping you digitize your business. The self-enabled integrations and bots and easy-to-use APIs can be customized to your existing processes and workstreams.

Cisco Spark provides a complete collaboration suite. The three core capabilities of Cisco Spark are Meetings, Messaging, and Calling.

- Meetings: Bring people together to create, communicate, and collaborate in one continuous workstream before, during, and after the meeting so teams can be even more effective across any mobile or video device. Invite others to join meetings from their desk, a branch office, their homes, or the road.

- Messaging: Exchange messages and share files with another person or a group of people. Message anyone. Choose someone from your company directory or simply enter an email address and start messaging customers, partners, or anyone you need to work with.

- Calling: Cisco Spark includes a cloud-based phone system. With Cisco Spark, you can make calls to any other Cisco Spark user in any company via SIP dialing, as well as calling regular landline and mobile phones via the PSTN. You can make and receive calls from a phone connected to the Cisco Spark service in the office or from the Cisco Spark app. on your mobile phone or desktop.

The Cisco Spark app. is central to Cisco Spark. The app. gives the user the ability to access, use, and control the Meetings, Messaging, white board, and Calling capabilities of Cisco Spark, depending on the user's license entitlement. Users can also share content when in a meeting, when messaging, or while on a call with anyone. The Cisco Spark app. is how users access the service on their smartphones, via a browser, or via a dedicated app. on their Mac or Windows PC.

When it comes to messaging, within the service users create spaces with one or many people. These spaces are virtual places within Cisco Spark that act as channels or conduits for teams to message, share files, and have meetings.

In these Cisco Spark spaces, users can:

- Meet: Create or attend a meeting.
- Message: Message people in a space, or an individual.
- Call: Place a call with anyone or everyone in a space.
- White board: Get creative with white boarding.
- People: Find people to meet with, message, or call.
- Find files: Find all your work, shared files, and whiteboard content.

In addition, Cisco Spark core capabilities are leveraged in the Cisco Spark care offering. Cisco Spark care is a digital customer support solution for help desks and small teams. It enables connected digital experiences by supporting customer care teams who want to deliver contextual, continuous, and capability-rich journeys to external or internal customers. For more details see the Cisco Spark care section below.

Cisco Spark Hybrid Services

Cisco Spark Hybrid Services are a set of services that connect on-premises services and Cisco Hosted Collaboration Solution (HCS) to Cisco Spark. They help protect your investments and provide even greater collaboration capabilities for a more delightful end-user and IT experience. These are the Cisco Spark Hybrid Services:

- **Hybrid Call Service** connects Cisco Unified Communications Manager, Business Edition 6000 and 7000, and HCS with Cisco Spark for a single integrated user experience. It makes Cisco Spark aware of all calls across the unified communications system and connects them so they work together. Capabilities include instant desktop sharing, ability to use the Cisco Spark app. on any personal device, integrated call history between the mobile device and any Cisco Spark registered phone, and desk phone control, among others.

- **Hybrid Calendar Service** connects Microsoft Exchange/Outlook to Cisco Spark to provide two important features. First, adding "@Spark" to an Outlook meeting invite will automatically create a Cisco Spark space with all meeting invitees for pre- and post-meeting information and document sharing. Second, adding "@webex" to an Outlook meeting invite will automatically schedule a Cisco WebEx® meeting and include meeting join information in the meeting invitation (requires certain license entitlement). See the Cisco Spark Meetings section of this document for more information and use cases.
- **Hybrid Directory Service** connects Active Directory to Cisco Spark and enables users to see all company contacts from the People tab in the Cisco Spark app. so that they can click to message, meet, or call.
- **Hybrid Media Service** provides a local instance of media processing for Cisco Spark Meetings on the customer premises. It lowers latency for better user experiences and also provides savings on Internet bandwidth requirements and costs.

Cisco Spark benefits

- Increase productivity: Make better decisions, faster, to improve team agility with tools available before, during, and after meetings.
- Enhance engagements: Build relationships and trust with a lifelike video experience, just as though you were meeting in person.
- Capture creativity: Draw and annotate ideas using a whiteboard connecting the physical and virtual meeting spaces.
- Improve effectiveness: Run highly effective meetings by adding agendas, capturing notes and action items, and circulating them to improve team accountability.

II. Cisco Spark Meetings

Cisco Spark Meetings is the generic term to describe the meetings capability of Cisco Spark. Cisco Spark Meetings bring people together to create, communicate, and collaborate in one continuous workstream before, during, and after the meeting, so teams can be even more effective across any mobile or video device. Invite others to join meetings from their desk, a branch office, their home, or the road. Meet with customers, partners, and colleagues worldwide (Figure 2).

Figure 2.   Cisco Spark Meetings
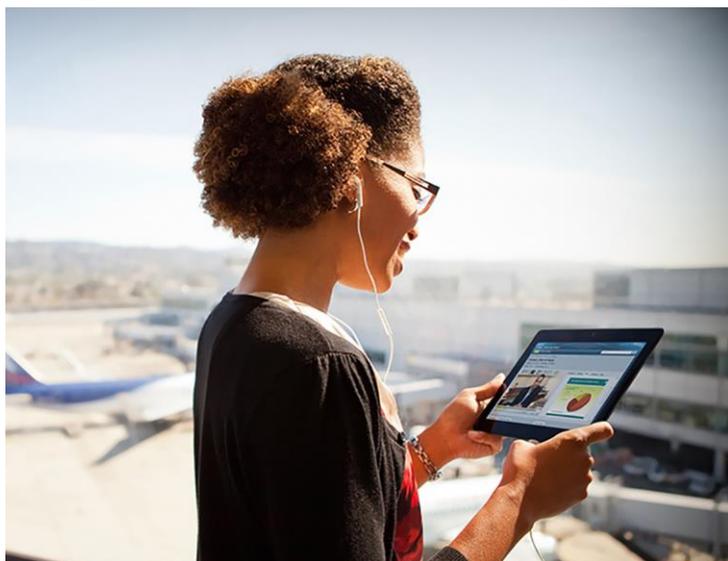
Cisco Spark has two meeting offers to suit different work styles.

Cisco Spark basic meetings overview

Cisco Spark basic meetings include video and content sharing and take place within the Cisco Spark app. with up to 25 users. Because these meetings are linked to a Cisco Spark message space, they can be joined via the Cisco Spark app., a Cisco IP phone registered to Cisco Spark, or room devices. Capabilities include:

- Instant Cisco Spark Meetings are initiated from within the Cisco Spark app. with a simple click. When in the relevant space with up to 25 people, simply click the **Call** activity circle. Once a meeting is started, in the space anyone can join or add guests from outside of the space.
- Join a scheduled meeting from the Cisco Spark app. or any Cisco Spark device registered to Cisco Spark.
- Scheduled meetings are possible with Cisco Spark Hybrid Services. By enabling the Calendar Service, users can add @spark to their Microsoft Outlook invite, which not only will create a Cisco Spark space, but will also put the click-to-join information at the bottom of the invite.

Cisco Spark advanced meetings overview

Cisco Spark advanced meetings include everything in Cisco Spark basic meetings plus these capabilities:

- Host meetings with all the capabilities powered by Cisco WebEx. This includes Cisco WebEx Meeting Center video conferencing (formerly CMR Cloud). Anyone can join on any device, including mobile devices, web, phones via the Public Switched Telephone Network (PSTN), Cisco Spark room devices (including the Cisco Spark Board), Cisco IP phones registered to Cisco Spark, Microsoft Skype for Business endpoints, third-party standards-based video endpoints, and more.
- Each user with an advanced meetings subscription has a personal room with their own meeting URL and URI to make scheduling and joining meeting easy. A personal room can be used by anyone to join the meeting. It is constant and associated with the host that owns it. Prior to the host's arrival, the attendees wait in a lobby.
- Ability to schedule meetings (no Cisco Spark Hybrid Services required).
- Meetings with up to 200 participants.
- Ability to use Cisco Spark Hybrid Services to make scheduling and message space creation easier. The Calendar Service in advanced meetings allows you to add @webex to the Microsoft Outlook invite so that the Cisco WebEx meeting information is automatically populated in the body of the invite. Users can also add @spark to their Microsoft Outlook invite, which will create a Cisco Spark space and add the meeting to that space.

Cisco Spark desk and room devices and the Cisco Spark Board

With Cisco Spark, you can easily video-enable any of your conference rooms so that you can bring people together, extend the Cisco Spark experience to physical meetings, and join in the conversation from any conference room (Figure 3).

Cisco Spark conferencing devices enable users to audio- or video-call any another Cisco Spark app. user or room device by searching the company directory, initiating the call through the Cisco Spark device or through the Cisco Spark app. using the pairing functionality. Three-way video calls are easily accomplished using the Cisco Spark app. Cisco Spark room devices support URI dialing (userID@company.com) so that you can connect with video users outside the organization, including third-party SIP-based video endpoints or conference bridges.

Figure 3. Cisco Telepresence® SX10 quick set registered to Cisco Spark

Cisco Spark supports a range of video devices for use within a Cisco Spark meeting.

The Cisco Spark Board

The Cisco Spark Board is a touch-based, all-in-one collaboration device that combines a wireless presentation, digital white boarding, and video conferencing. It is designed for rich team collaboration, securely connecting physical and virtual meeting spaces through Cisco Spark to facilitate continuous workflow before the meeting starts and even after everyone has left the physical room.

Cisco Spark room devices

Cisco offers a range of certified Cisco video room devices that can be connected to the Cisco Spark service (Cisco TelePresence MX Series, SX Series, and the Cisco Spark Room Kit and Room Kit Plus).

Cisco Spark Board and room device setup and use

Setup is easy. The Cisco TelePresence SX10 and SX20 Quick Sets and Cisco Spark Room Kit and Room Kit Plus are integrator solutions that combine with your existing display to create a business-quality video conferencing device for small, medium-sized, and large rooms in just minutes. The Cisco TelePresence SX80 Codec allows you to customize your medium-sized to large rooms to meet custom and complex video requirements. All of these solutions just need Internet access to connect to Cisco Spark.

The MX Series and Cisco Spark Board are fully integrated devices. Once the device is set up and registered to Cisco Spark, you can join and control meetings directly from the device or from a paired Cisco Spark mobile or desktop app. With the MX series, the Touch 10 control panel can also be used to join and control meetings.

Pairing: Pairing is a process whereby a user digitally connects their Cisco Spark app. to a Cisco Spark room device, Cisco Spark Board, or desk phone for the purpose of sharing and receiving content, transferring a call from their smartphone or tablet to the Cisco Spark room device, or using their smartphone or tablet to control their experience.

Pairing is enabled in one of the following three ways:

- **Cisco Spark Proximity**

  Cisco Spark Proximity is a feature that allows the installed Cisco Spark app. to connect wirelessly to a Cisco Spark room device. For mobile devices, the connection occurs automatically when you enter the conference room. Users are able to turn Cisco Spark Proximity on and off within their Cisco Spark app. in settings. For desktop devices and the web, you manually connect to the Cisco Spark app.

- Cisco Intelligent Proximity for Mobile Voice

  Cisco Intelligent Proximity for Mobile Voice is a feature that allows a user's mobile device to connect to Cisco 8800 and 8900 Series IP phones via Bluetooth. It allows them to easily import contacts and call history from mobile to desk phone (Cisco 8845, 8851, 8861, and 8865 phones only). The Cisco Spark app. is not involved in this connection – unlike Cisco Spark Proximity.

- Cisco Intelligent Proximity for Content Sharing

  Cisco Intelligent Proximity for Content Sharing allows you to automatically pair your smartphone, tablet, or laptop with Cisco Spark room devices when they come within range. Three functions are available. First, you can control the video system remotely from your mobile device. Second, you can view content being shared on the video endpoints on your mobile device. Third, once laptops (Mac and Windows operating systems) are paired with the room device, users can share content from their laptop screen wirelessly. This is supported on the Cisco TelePresence MX Series, SX Series, and the Cisco Spark Room Kit and Room Kit Plus.

You can even start a meeting on your Cisco Spark mobile app. before reaching the room and transfer it to the Cisco Spark room device when you get there. Likewise, you can transfer the meeting to your mobile device if you need to leave the room in the middle of the meeting, so you can continue to participate while on the go. And these capabilities are available to all mobile Cisco Spark users, even those with the free version.

A Cisco Spark room device requires the purchase of a subscription for one-to-one SIP-based calling. For meeting capabilities, you will need a meeting service. Cisco Spark room devices are supported with Cisco Spark basic and advanced meetings capabilities or with Cisco WebEx. All calls on the Cisco Spark room device and the Cisco Spark app. are fully encrypted from end to end. The Cisco Spark room device also encrypts device registration and activation. Even the management is secure because all administrative and end-user interfaces are encrypted. Table 1 describes the features of the Cisco Spark room devices.

**Table 1.**   Cisco Spark room devices supported by Cisco Spark

System	Description
Cisco Spark Board 	The Cisco Spark Board is a touch-based, three-in-one collaboration device that combines a wireless presentation, digital white boarding, and video conferencing, and connects physical and virtual meeting rooms for a continuous workflow.
Cisco Spark Desk Devices DX70 and DX80 	A range of certified Cisco desktop devices can be connected to Cisco Spark. The Cisco DX70 and DX80 enable you to collaborate as though you're in the same room, with video on a 14- or 23-inch touchscreen. They are Ideal for small shared rooms. **Note:** When registered to Cisco Spark, the DX Series does not have telephony capabilities, such as the ability to place or receive phone calls. The DX Series has URI dialing capabilities only.

System	Description
Cisco Spark Room Devices **MX Series**	Cisco offers a range of certified Cisco video room devices that can be connected to the Cisco Spark service. The MX Series allows you to easily turn any conference room into a video collaboration hub. It combines two product lines: the MX700 and MX800 performance line and the MX300 and MX200 value line, giving you the flexibility to deploy and scale video with the needs of your business.
Cisco Spark Room Devices **SX Series**	Build video collaboration rooms to meet the needs of your organization—from small huddle spaces to medium and large customized conference rooms. The SX10 and SX20 Quick Sets turn any flat panel display into a video collaboration system for small to medium-sized meeting rooms and huddle spaces. The SX80 is a powerful and feature-rich codec, delivering the ultimate in high-definition video and high-fidelity audio. Your ability to customize large video collaboration experiences is limited only by your imagination.
Cisco Spark Room Kit and Room Kit Plus	Cisco Spark Room Kit and Room Kit Plus help you enable smart meeting experiences, smart presentation capabilities, and smart device integrations in your small, medium, and large rooms. Sophisticated camera technologies bring speaker-tracking capabilities to every team room. The products are rich in functionality and experience but are priced and designed to be easily scalable to all of your small conference rooms and spaces – whether registered on the premises or to Cisco Spark through the Cisco Collaboration Cloud. The Room Kit is designed for rooms of up to 7 people and the Room Kit Plus for rooms of up to 14 people.

III. Cisco Spark Messaging

Cisco Spark Messaging is the generic term to describe the messaging capability of Cisco Spark, enabling one-to-one and team persistent messaging and content. Cisco Spark Messaging is the cloud-based persistent business messaging service within the Cisco Spark app. Messaging capabilities are accessible from any device and come standard with all paid levels of the service (Figure 4).

Figure 4.   Cisco Spark Messaging
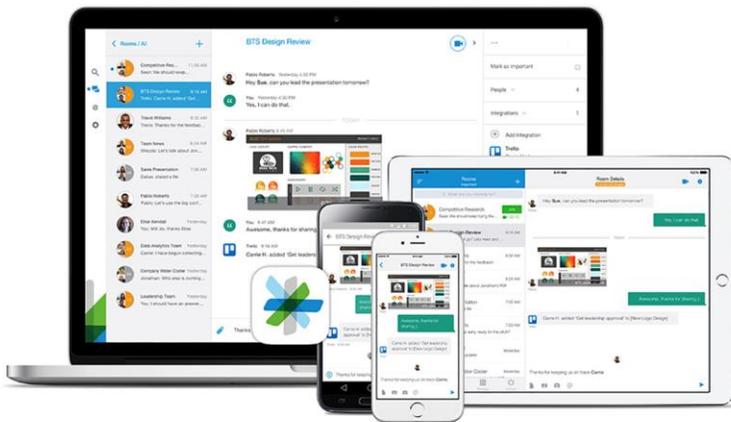
Cisco Spark Messaging overview

"Team collaboration" is centered on the needs of the agile worker. These workers are operating in flatter, self-governed structures. They coalesce into teams with people inside and outside an organization, and work with those colleagues from anywhere. They often break down organizational silos and hierarchies, and move faster than the pace of their company as a whole. The right team collaboration tools help them react faster, complete deadlines more quickly, and juggle multiple projects simultaneously.

Cisco Spark Messaging addresses the needs of both the agile worker and IT teams looking to provide relevant solutions securely and reliably. The mobile-first messaging experience centers on secure virtual spaces for individual and group interactions where discussion, decision making, and work get done. These spaces are multipurpose, fully searchable, and accessible from any device, anytime, anywhere. Users send messages, share files, and integrate with the other tools and business processes they need. Conversation is easily elevated to a video call or face-to-face meeting with one click. Communications and content associated with a team, project, or topic are easily organized and categorized together. End-to-end encryption secures all messages and files sent within the application, and when needed, you can assign moderators to control access to the spaces.

Key benefits of Cisco Spark Messaging

- Increase productivity because teamwork is streamlined and searchable in one place.
- Build stronger relationships with messaging as the new baseline for business interactions.
- Be more efficient in meetings because the whole team is already caught up on the latest thinking.
- Make decisions faster when you are just a tap away from anyone, on any device.
- Access all Cisco Spark capabilities, including meetings and calling, with one simple interface.
- Organize and tag conversations, discussions, and content around teams, projects, or topics.

Cisco Spark Messaging features

Table 2 describes the features of Cisco Spark Messaging.

Table 2.   Cisco Spark Messaging features

Feature	Description
Cisco Spark Messaging	This is the generic term to describe the messaging capability of Cisco Spark, enabling one-to-one and team persistent messaging and content.
Cisco Spark teams (feature in the app.)	Even messaging can become overwhelming if unstructured. Cisco Spark proactively resolves this issue by organizing spaces and people into teams. Teams are folders that aggregate Cisco Spark spaces around real-life projects or topics to simplify how members access and discover spaces. Members of a team can view and join all spaces within the team without needing to be invited. In other words, spaces associated with a team are open to all team members. A user who is not a member of the team may be invited to a specific message space within the team on an ad hoc basis.
Search	Within Cisco Spark, users can search for and find key information, content, people, teams, or spaces anytime.
@Mention	Users are able to get someone's attention or see what has been highlighted to them (see "filter" below) by others as important or needing a timely reply. All the user needs to do is mention the person's name in their message and Cisco Spark highlights it for them within their view. This is similar to tagging someone on other popular social media apps.
Favorites	Users are able to choose the spaces that are most important for them by prioritizing their favorites. These spaces are filtered for easy viewing (see "filter" below).
Flags	If, when reading a message, the user would like to mark or pin the message or content for viewing later, they can flag it with a long press on the message or content. The message will appear in their flagged items (see "filter" below).
Filter	Cisco Spark has a messaging filter system that allows the user to zero in on relevant information (unread messages, one-to-one messages, favorites, mentions, or flags).
Content preview	You can preview files and documents posted to Cisco Spark easily from any device.
Content upload from mobile	You can upload files saved in cloud storage services from mobile devices.

Feature	Description
Notifications	You receive notifications on all the devices you use for Cisco Spark every time a message is posted to a space in which you are mentioned, you are added to a conversation, or you receive a call.
Security and encryption	Cisco Spark encrypts messages, files, and space names on your device before sending them to the cloud. Thus, content arrives at our servers in encrypted form and is processed (data in use) and stored (data at rest) in its encrypted state until it is decrypted on the intended recipients' devices.
	We use Secure HTTP (HTTPS) to encrypt data in transit between your device and our servers, protecting the identities of the senders and receivers of the encrypted content.
	We use Advanced Encryption Standard 256 (AES-256) for end-to-end content encryption and HTTPS for transport encryption.
Space and team moderation	When the teamwork is sensitive, you can lock rooms and assign moderators. Moderators have the sole ability to add or remove participants, edit the space name, and delete anyone's shared messages and files. Moderators can also assign co-moderators.
Care Assistant	Cisco Spark's built-in Care Assistant automatically connects people to subject matter experts, making it ideal for internal support and help desks. Learn more at https://communities.cisco.com/docs/DOC-64634. Available with paid offers only.
Language support	The Cisco Spark app. supports multiple languages. For a full list, please visit: http://cs.co/lang.

IV. Cisco Spark Calling

Cisco Spark Calling is the generic term to describe the calling capability of Cisco Spark. It includes a cloud-based phone system (and the ability to connect other Cisco call control capabilities and services through Cisco Spark Hybrid Services) and encompasses all the devices to make calls. (Figure 5).

Figure 5. Cisco Spark Calling

Cisco Spark Calling overview

For many organizations, using the cloud to deliver unified communications services not only offers a simple and efficient delivery option, it also frees your resources so you can focus on your core business.

Cisco Spark Calling is optimized for small and midsize organizations. The system provides all the benefits of traditional phone systems without the expense and complexity of on-premises hardware-based systems. And it integrates deeply with the Cisco Spark app, bringing new and innovative capabilities that help you effortlessly connect with others to get work done faster no matter where you are.

In the office: Cisco Spark supports Cisco IP Phone 7800 and 8800 Series wherever your employees work, in the main office, in branch offices, and even in home offices, all connected together as if they were in the same location. You can dial extensions or click to call from the company directory to reach anyone at any of the locations.

Our broad selection of phones means that we have phone solutions for all, whether it be for someone who is calling from a break room and needs only basic telephony functions or a knowledge worker who needs a desk phone with HD video and Bluetooth capabilities. And for those who would prefer to use their computer or mobile device in the office, we have solutions for them too with the Cisco Spark app.

On the road: Cisco Spark Calling makes the Cisco Spark app complete. With the calling capabilities, the Cisco Spark app becomes a single, integrated mobile app. for meetings, messaging, and voice and video calling that work on any device. Use the Cisco Spark app to make and receive HD voice and video calls with just a single tap and continue to collaborate while you are away from the office.

Bridging the mobile and office worlds: Best of all, Cisco Spark brings mobile and office calling together by pairing Cisco IP phones and devices with the Cisco Spark app to provide a variety of capabilities to make you more productive. In fact, they are so integrated that callers will never know you made or received a call while not at your desk. And because Cisco Spark Calling integrates deeply with the Cisco Spark app, screen and content sharing are a natural and easy part of any voice or video conversation. When calling another Cisco Spark user using a Cisco IP phone, you can instantly share your desktop with a single click. No need to set up a formal meeting.

And it all centers on the Cisco Spark app.

Traditional calling features in Cisco Spark

Table 3 lists the business voice and video calling features for Cisco Spark.

Table 3. Features and benefits of Cisco Spark Calling

Feature	Benefit
HD video and audio calls	Make and receive video and audio calls to and from anyone through the Cisco Spark app or a Cisco IP phone registered to the Cisco Spark service. The app. supports PSTN calling.[*] The service supports up to 10 devices per user and up to 8 calls per line. With support for HD efficient OPUS codec. [*] Note that Cisco Spark doesn't include PSTN services. You can work with your Cisco partner to purchase these services, which will include local, long-distance, and Direct Inward Dial (DID) services.
Voicemail	You can receive voicemails in your personal voicemail box or in your email.
Message-Waiting Indicator (MWI)	MWI notifies you when you have an unheard voicemail in your personal voicemail box.
Caller ID	Customize the Caller ID to be displayed to the connected party during a phone call. You can display either your personal line or the official company number.
Call hold and resume, with video and music	Your customers and colleagues will enjoy music with video while waiting for you.
Call forward	Divert incoming calls to the number of your choice.
Call transfer	Transfer an established call to another person.
Call park	Park (temporarily store) active calls in a call park extension, so they can be retrieved by another device or user.
Three-way calling	Create a call with up to two other parties without prior scheduling. See a video for how this works here.
Shared lines	Configure a single telephone number across multiple users.
Call barge	Join a call that is in progress on a shared line you are member of. Ideal for assistants and supervisors. With privacy support.
Call pickup	Answer the call ringing at your colleague's phone or client.
Call paging on phones	Notify your employees about that important message, 1:1 or group.
Overhead call paging	Extend paging notifications to a public speaker/announcement system via an analog telephone adapter.
Auto-answer on IP phone	Your phone line will answer automatically (touchless). Ideal for intercom use.
Hunt groups	Configure a collection of telephone numbers to ring in a specific order based on a ringing algorithm.

Feature	Benefit
Automated attendant (virtual receptionist)	Greet inbound callers and route them to employees or departments as specified by the inbound calling party.
Do Not Disturb (DND)	You can turn off your ringer for incoming calls, letting you phones go silent so you can concentrate on an important task.
Speed dials with status monitoring	Configure speed dials to place calls quickly. If the speed-dial destination is a Cisco Spark user, status information is shown in the line key. (**Note:** Busy Lamp Field status information is supported only with Cisco IP Phone 8800 Series phones.)
Emergency dialing (911)	Dial 911 to contact emergency services provided by the PSTN service provider.* Cisco Spark currently supports setting a service address per PSTN telephone number. * Note that Cisco Spark doesn't include PSTN services. You can work with your Cisco partner to purchase these services which will include local, long-distance and DID services.
Directory-based dialing	Access corporate directory contacts from your Cisco IP phone or Cisco Spark app. to place calls.
Favorites on IP phone	Add your personal favorite contacts to IP phones from your recents or directory.
Security and encryption	Cisco Spark encrypts phone registration, activation, call signaling, its audio and video streams, as well as voicemail. Even the management is secure because all administrative and end-user interfaces are encrypted.
End-user self-care portal – my.ciscospark.com	Customize your own phone settings; generate codes for device activation; and personalize Do Not Disturb (DND), Single Number Reach (SNR), and call forwarding without the need for support from IT.
Dialing restrictions	Enable administrators to allow national, premium, or international dialing on a per-user or company basis.

Mobility and collaboration features – bringing it all together with the Cisco Spark app.

Table 4 lists the benefits of the mobility and collaboration features of Cisco Spark.

Table 4.   Benefits of mobility and collaboration features of Cisco Spark

Feature	Description
A complete mobile app.	The Cisco Spark app. is the single soft client for voice and video calling, meetings, and messaging. It offers the core calling features listed in Table 3 and is supported on: • iOS and Android devices. With support for iOS10 Callkit integration for enhanced calling experience. • Windows and Mac OS X. The Cisco Spark app provides a single experience across all these platforms, helping you smoothly move between devices without a learning curve. And it provides the same core calling features listed in Table 3.
Cisco Spark app. and Cisco IP phone integration	Cisco pairs the Cisco Spark app with your Cisco IP phone registered to Cisco Spark so you can: • Answer calls on your Cisco desk or audio conference phone or with the Cisco Spark app (through Cisco Spark Proximity). • Make and receive calls on the app. without the caller's knowing you are not at your desk. • Initiate, end, answer or decline a phone call using your desk phone by clicking a button from within the app. • Import contacts and call history from mobile to desk phone (Cisco IP Phone 8845, 8851, 8861, and 8865 phones only) using Cisco Intelligent Proximity.
Instant desktop sharing	Calling your Cisco Spark colleague automatically starts a Cisco Spark space for you to share screens, files, and messages when calling from your desk phone.
Video calling using URI/email dialing	Support for URI dialing so that you can connect with video users outside the organization, including ones with third-party SIP-based video endpoints or conference bridges.
Single Number Reach (SNR)	With SNR, you can have your Cisco IP Phone extension automatically and simultaneously ring any other phone or even multiple phones of your choosing, including home phones and analog phones. If the call is not answered, Cisco Spark call routes the call back to the Cisco Spark voicemail, not to the voicemail of the remote device so that the caller can leave a message. This feature is great when you work from home and prefer to use your home phone instead of your mobile device. Best of all, the caller has no idea that you are not in the office.
Physical room video endpoints and Cisco Spark Board (add-on)	Add a Cisco Spark room system or a Cisco Spark Board to your Cisco Spark meeting service and turn any conferencing into an HD video conferencing room enabling HD video meetings with anyone, anywhere. This feature requires purchase of a Cisco Spark room system or Cisco Spark Board device and a Cisco Spark room system or Cisco Spark Board subscription. Refer to section II of this document for more information.
Cisco Spark Care Callback (add-on)	Cisco Spark Care is a digital customer care solution for help desks and small teams. Groups like these can use Cisco Spark care to support internal or external customers via web chat and callback.

Note: You can purchase Cisco Spark Calling only if your billing address is in the United States or Canada. If you are outside these countries, you may use Cisco Unified Communications Manager, Business Edition 6000 or 7000, or Cisco Powered™ cloud services from a certified Cisco Hosted Collaboration Solution (HCS) partner as your call control and integrate it with Cisco Spark Meetings and Messaging for a full experience as described in this document. See Cisco Spark Hybrid Services for more information.

PSTN calling

Because Cisco Spark Calling does not include PSTN services, you need to purchase PSTN services for your local, long-distance, emergency dialing, and DID services. Please work with your Cisco partner to secure these services.

Also, be advised that in order to make emergency calls (E911), you need access to a PSTN provided by a supported third-party provider. Without access to a PSTN, the E911 calls will not be routed to the correct Public Safety Answering Point (PSAP), which is based on location information associated with the PSTN. You must purchase PSTN from a third-party provider in conjunction with the Cisco Spark call purchase in order to access the appropriate PSAP in an emergency.

Table 5 lists the existing PSTN providers part of the Cisco Spark preferred media partner ecosystem.

Table 5.   PSTN providers supported by Cisco Spark Calling

Provider	Description
Intelepeer (USA)	PSTN voice services fully integrated with Cisco Spark Calling for a complete business calling solution.
TATA Communications (USA)	Global SIP Connect for Cisco Spark Calling offers a suite of basic PSTN calling features with a single flat rate for domestic calls. This enables smaller businesses to access Tata Communications' worldwide network and international calling rates that were previously only available to the largest multinational enterprises.
ThinkTel (Canada)	ThinkTel voice services are directly integrated with Cisco Spark Calling to deliver effective collaboration through seamless integration for employees, customers, and stakeholders to interact with each other.

Phone support

Cisco Spark Calling supports the Cisco IP Phone 7800 and 8800 Series, providing a broad selection of phones for all types of users and situations. The phones are available in charcoal and in white to suit any office environment (note that the Cisco IP Phone 7811 is available only in charcoal). You must purchase phones separately from the Cisco Spark monthly per-user service, and the phones require Cisco Spark Phone OS. Finally, anyone can set up the phone. All you need to do is plug the phone in and enter a registration code, and it registers itself instantly.

Cisco IP Phone 7800 Series

The Cisco IP Phone 7800 Series is ideal for common areas, knowledge workers, administrative staff, managers. And small conference/huddle rooms. The phones are cost-effective, full-featured VoIP phones. The models support light to active voice communication needs, and they deliver clear sound from enhanced acoustics and wideband audio to avoid fatigue. Learn more here. Table 6 compares the features of the 7800 Series IP phones.

Table 6.   Cisco IP Phone 7800 Series features at a glance

	IP Phone 7811	IP Phone 7821	IP Conference Phone 7832	IP Phone 7841	IP Phone 7861
Screen	384 x 106 pixel (3.28 in./83.3 mm) monochrome	396 x 162 pixel (3.5 in./89 mm) backlit greyscale	384 x 128 pixel (3.4 in./88mm) backlit monochrome	396 x 162 pixel (3.5 in./89 mm) backlit greyscale	396 x 162 pixel (3.5 in./89 mm) backlit greyscale
Wideband audio	Optional*	✓	✓	✓	✓
Programmable line keys	0	2	0	4	16
Ethernet switch	10/100	10/100	No	10/100/1000	10/100
Full-duplex speakerphone	✓ (Narrowband)	✓	✓	✓	✓
PoE class	1	1	2	1	1

* Wideband audio available with purchase of optional handset

Cisco IP Phone 8800 Series

The Cisco IP Phone 8800 Series is ideal for onsite and remote knowledge workers, administrative staff and managers. Select models in the portfolio support affordable HD video and help you meet face-to-face even when remote. Clear VoIP with enhanced acoustics and wideband support increase productivity. With these phones you can work your way, with advanced features such as personal mobile device integration. Learn more here. Table 7 compares the features of the 8800 Series IP phones.

Table 7.   Cisco IP Phone 8800 Series features at a glance

	8811	8841	8845	8851	8861	8865
Screen	5-in high-resolution (800 x 480) greyscale display	5-in high-resolution (800 x 480) WVGA color display	5-in high-resolution (800 x 480) WVGA color display	5-in high-resolution (800 x 490) WVGA color display	5-in high-resolution (800 x 480) WVGA color display	5-in high-resolution (800 x 480) WVGA color display
Wideband audio	✓	✓	✓	✓	✓	✓
HD video (720p)			✓			✓
Programmable line keys	5	5	5	5	5	5
Ethernet switch	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000
Headset port (RJ9)	✓	✓	✓	✓	✓	✓
Full-duplex speakerphone	✓	✓	✓	✓	✓	✓
Integrated Bluetooth			✓	✓	✓	✓
USB (physical ports)				✓ (1)	✓ (2)	✓ (2)
Key expansion module support				✓ (2)	✓ (3)	✓ (3)
Wi-Fi					✓	✓
External audio port					✓	✓
Wall mountable	✓	✓	✓	✓	✓	✓

Analog Telephone Adapter (ATA) support

Cisco Spark Calling supports the Cisco ATA 190 SC Analog Telephone Adapter. The ATA 190 SC is a handset-to-Ethernet adapter that runs one traditional telephone device (1 port) into the Cisco Spark Calling service. Customers can take advantage of the many new and exciting applications by connecting their analog device to the ATA 190 SC.

V. Cisco Spark Care

Cisco Spark Care is the generic term to describe Cisco Spark's customer care capabilities. Cisco Spark Care is a digital customer support solution for help desks and small teams. It enables connected digital experiences by supporting customer care teams who want to deliver contextual, continuous, and capability-rich customer journeys.

With 15 minutes of setup, Cisco Spark Care can be embedded on your website to offer chat and callback services. Cisco Spark Care includes a customer care user workspace and integrated reporting with customer feedback to improve help desk productivity and effectiveness.

Cisco Spark Care is offered as an optional service of the Cisco Spark collaboration platform, with integrated administration and enterprise class security.

VI. Cisco Spark security, compliance, and analytics

Cisco Spark helps ensure data privacy and is secure. It also provides comprehensive business insights, all while addressing the user's appetite to collaborate openly and IT's need to protect. Cisco Spark has a no-compromise approach to collaboration. For example:

- Sales: Account planning within a collaborative and safe environment
- Marketing: Secure iteration on campaigns, product announcements, and strategic initiatives
- Operations: Protection of intellectual capital
- Engineering: Driving innovation while keeping intellectual property secure
- Finance: Secure discussions regarding earnings releases and financial reporting
- Security professionals: Infrastructure, network, data security
- Compliance officers: Complying with government and industry requirements
- IT and administrators: Simple visibility and control (operational, behavioral, productivity, utilization)

Cisco Spark is designed with security and information protection as a priority. It has been built it as an enterprise grade platform with end-to-end encryption for data in transit, at rest, and in use. End- to-end encryption has been built into the fabric of Spark from the very beginning, which means many of our value-add features and functionality operate on encrypted data. Using innovative message indexing, permissions models, authentication flows, encryption, and deployment models, Spark supports features like global search and third-party app integrations. With Cisco Spark data is encrypted before it leaves a user's device and stays encrypted when it's in transit to our cloud servers, when we process your data (data in-use) and when it is stored (data at-rest).

Cisco Spark provides many advanced compliance capabilities to enable information security (infosec) and compliance officers to have the visibility and control they need – for example, e-discovery capabilities and retention policy settings.

In addition, Cisco Spark offers administrators comprehensive analytics to give them the ability to see how teams are using the services and also drill into performance aspects such as the quality of meeting experiences.

Cisco Spark Control Hub

The Cisco Spark Control Hub is included with any paid subscription for Cisco Spark. The visibility, control, and extraction of data from Cisco Spark are all administered from the Cisco Spark Control Hub.

Pro Pack for Cisco Spark Control Hub

Some customers may require more advanced capabilities or even integrations with their existing security, compliance, and analytics. Cisco makes these capabilities available with the Pro Pack for Cisco Spark Control Hub. Access can be provided specifically to those that need these more advanced capabilities – for example, infosec professionals or compliance offers.

VII. Cisco Spark provisioning, administration, and management

For overall management, we've built Cisco Spark to be cloud-simple and intuitive, with a single pane of glass to do everything that Cisco Spark offers (Meetings, Messaging, and Calling).

The Cisco Spark Control Hub provides a single pane of glass for provisioning, administration, management, and reporting, enabling administrators to manage the entire Cisco Spark experience effectively and easily. It is included with any paid subscription for Cisco Spark.

It all starts with very easy user onboarding. A guided setup walks you through the entire process. Users can easily be added by email address or Comma-Separated Values (CSV) upload, or by using the Directory Service of Cisco Spark Hybrid Services. With the Directory Service, organizations can synchronize their Microsoft Active Directory on-premises with the Cisco Spark service in the cloud. This directory synchronization automatically adds and deletes users and securely eliminates the need to manage multiple directory databases. Integrating Single Sign-On (SSO) services helps ensure that users enter their IT-approved password to access Cisco Spark. Role-based access creates access rights and usage levels for different personas in an organization, such as administrators, support personnel, and end users. And, if desired, you can outsource the management and setup to your Cisco partner.

VIII. Cisco Spark service availability, ordering, and support

Country availability

Country availability of Cisco Spark varies by the type of capability (Meetings, Messaging, and Calling). To find out what is available in your region, please go to: http://www.cisco.com/go/spark-availability.

Note that unlike Meetings and Messaging, Cisco Spark Calling is available in a more limited number of countries at this time. If you are interested in Cisco Spark, you can use our Cisco Spark Hybrid Services to substitute other Cisco phone system solutions such as Cisco Unified Communications Manager, Cisco Business Edition 6000 or 7000, or Cisco Powered cloud services from a Cisco HCS partner and get the same capabilities as the complete Cisco Spark service.

Language support

To find out what languages are supported for Cisco Spark, please go to http://cs.co/lang.

Ordering information

To place an order or find more information, please go to the Cisco Spark website or contact a Cisco partner. There is a broad range of offers available on a per-user per-month subscription basis.

PSTN services, Cisco Spark room devices, and Cisco IP phones are sold separately. Refer to the relevant sections above to find out more about these endpoints and services.

Cisco Spark Control Hub and the Cisco Spark app are included in the message service. You can download the Cisco Spark app for Windows and Mac, use the mobile apps in the Apple App Store and Google Play, or access Cisco Spark from these web browsers: Chrome, Firefox, and Internet Explorer Version 11 or later.

To find up-to-date Cisco Spark feature compatibility and platform requirements, please visit: http://www.cisco.com/go/spark-compatibility.

Support for Cisco Spark

Support for the entire Cisco Spark service is available every day of the year. To get online support, go to http://support.ciscospark.com, or you can get help in the Cisco Spark app.

Cisco Capital

Financing to help you achieve your objectives

Cisco Capital® can help you acquire the technology you need to achieve your objectives and stay competitive. We can help you reduce CapEx. Accelerate your growth. Optimize your investment dollars and ROI. Cisco Capital financing gives you flexibility in acquiring hardware, software, services, and complementary third-party equipment. And there's just one predictable payment. Cisco Capital is available in more than 100 countries. Learn more.

For more information

To learn more about how the Cisco Spark service can transform your communications, please visit: http://www.ciscospark.com.