

# Creating a Connected Digital Experience Powered by Cisco Spark



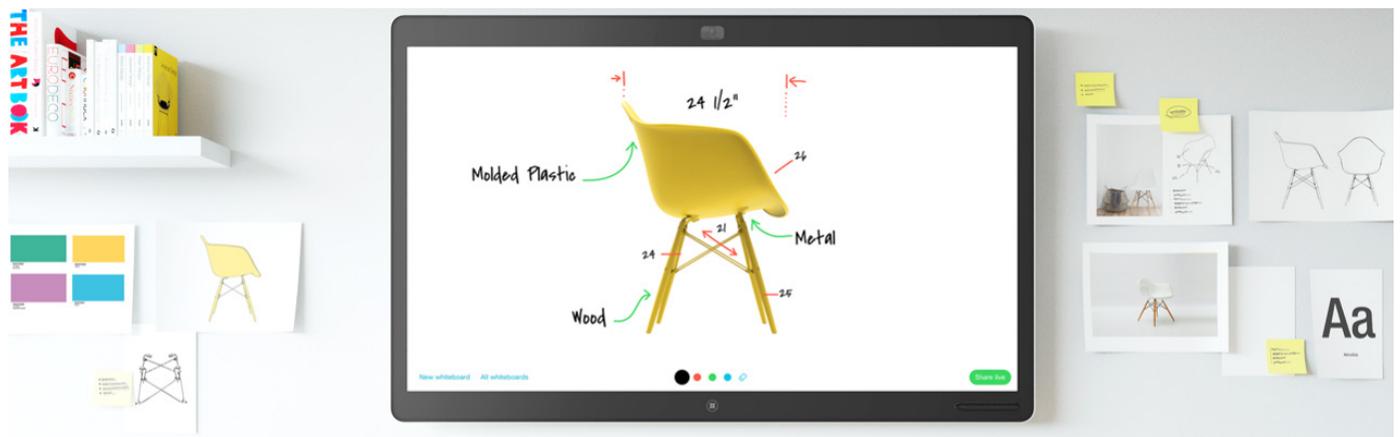
As the workforce becomes increasingly mobile and global, organizations must rethink the tools they use for collaboration. While geographically dispersed teams have a wide range of solutions and services to choose from, they lack a unified collaboration experience that integrates with business processes and workflows. Teams waste valuable time exchanging access codes, downloading apps, emailing files and grappling with balky technology.

## Cisco Spark and Pivot

As a long-time Cisco gold partner, Pivot Technology Solutions delivers Cisco Spark to help organizations overcome these challenges. With Spark, Cisco has erased the boundaries between collaboration tools, enabling teams to call, meet and exchange messages and files in a way that's seamless and intuitive.

Cisco Spark is a cloud-based, app-centric service that includes everything teams need to collaborate and share content. It can also be integrated with phone systems, room-sized video conferencing solutions and other on-premises equipment so organizations can maximize their existing investments. The Spark app can be used on any desktop or mobile device content, as well as desk phones that are connected to the Spark service. The unique Spark Board extends the app to a smart whiteboard that allows users to wirelessly present conduct video and audio conferences, and capture notes and information.

The major challenges to your organization will be simplifying the complexity of integrating and driving adoption across multiply sets of demographics - Pivot's Unified Services Portfolio accelerates time-to-value by maximizing user adoption of Spark with a proven set of techniques applied during implementation. Pivot's team of software delivery experts will customize and integrate Spark into your unique workflows.



## Spark Board: Innovation in Action

The Spark Board is a theater-quality video touch screen that's tightly integrated with the Spark platform. There are no wires or even any controls on the board — any user with the Spark app on a mobile device can walk up to any Spark Board and be recognized and connected.

Any member of the conference who has the Spark app can draw on the screen in real time, either on the whiteboard itself or from a remote mobile device. Conference members can edit material simultaneously, and all content is saved instantly so that the whole team can share.

## How Spark Works

Spark simplifies collaboration by focusing on three core activities:

- **Messaging** enables simple, spontaneous communication with anyone, including customers and partners. Users simply choose a name from the company directory or enter any email address.
- **Meetings** create digital workspaces in which teams can communicate, collaborate, and create and share content. Organizers can easily invite others from within and outside the organization, and participants can join from any device or location. Information is captured and stored in one location for easy access before, during and after the meeting.
- **Calling** leverages Cisco's cloud-based phone system so users can make and receive calls from the Spark app or any Spark-connected phone. The service can reach any landline or mobile phone as well as any Spark user.

The Spark app gives users access to these capabilities and enables them to move seamlessly from one to another across multiple devices. For example, a click turns a phone call into a video meeting, and a swipe moves the video call from a mobile device to a room-based video conferencing system.

Cisco Spark Hybrid Services connect on-premises phone systems and calendar servers with the Spark cloud, so users can access meetings and messaging via a desk phone and easily invite others to a meeting. Cisco Spark Room Kit and Room Kit Plus convert room-sized video conferencing systems into powerful video collaboration platforms.

Cisco did not skimp on security in creating Spark. The service encrypts messages, files and conversations on a user's device before sending them to the cloud. The content remains encrypted until it is decrypted on the recipient's device. Cisco also offers an extra level of security by limiting access to authorized and authenticated recipients.

## Integrated Services Maximize Value

Pivot provides end-to-end services that are focused on the user experience. Collaboration experts help you identify specific pain points and use cases, and develop a plan for integrating Cisco Spark into your business processes and existing technology assets. Software delivery experts then use Agile development processes and an API-centric approach to bridge the gap between your business processes and the collaboration technology. Pivot also offers fulfillment and deployment services to streamline the rollout of mobile devices and the implementation of Cisco Spark.

Pivot's managed services team utilizes Spark to train, enable and support your user community through engaging live sessions, delivering knowledge and confidence by leading them through the experience. An analytics engine creates scorecards that help you understand adoption rates, consumption trends and user experiences, so you can define new use cases, identify areas of improvement and justify your technology investments.



## Why Cisco Spark?



### Messaging

Persistent Chat, Content Sharing, Iteration



### Meetings

Before/during/after-meeting messaging and content



### Calling

Make calls within or outside organization via the PSTN



### Application Integration

APIs



### Pivot Services

Integrations



### Spark Hybrid Services

Cloud + On-Prem



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