



## Press Release

Paris, July 20, 2022

### **SFR Business and Cisco extend their partnership**

#### **A new unified communications solution**

#### **for large companies**

- **A cloud-based collaborative solution customized to meet specific business needs**
- **Extended functions for solution management and security**
- **A full range of video conferencing equipment and accessories to choose from for ease of use**
- **End-to-end support from SFR Business during the Webex solution implementation cycle, from the migration of the existing environment to the integration with the company's IT**

#### **Address the new challenges of digitalization and the acceleration of hybrid work**

After launching a unified communications solution for small and medium-sized businesses, SFR Business and Cisco are continuing their collaboration in order to meet the flexibility requirements and strategic digitalization challenges of large companies.

With the acceleration of the development of the hybrid work mode combining on-site and remote work, companies are looking for unified communications solutions that are increasingly efficient and integrated with their applications. SFR Business and Cisco are launching the Webex suite, which includes hybrid meeting solutions with Webex Meeting and telephony with Webex Calling Dedicated Instance, for companies with 1,000 employees or more.

Available in the cloud, this unified communications solution makes it possible to streamline, optimize and customize the tools according to the needs of businesses. For example, it is possible to integrate third-party applications such as communications recording, provisioning or enterprise customer relationship management.

#### **Simplified management, rich functionality and enhanced security**

The Webex suite offers extensive features such as video conferencing from meeting rooms, artificial intelligence for noise cancellation, automated note-taking, interactive polling, whiteboards and ballots, live webinar hosting and broadcasting, and real-time translation in over 100 languages.

The user experience is even more powerful and inclusive from meeting rooms, smartphones or PCs thanks to headsets and the wide range of Cisco Webex Desk Series equipment.

Management for the company is simplified via a single interface. The Control Hub provides visibility on all the equipment connected to the company, both in the office and at home (PCs, landlines, softphones, meeting rooms, smartphones, etc.). This interface provides each employee with a personalized dashboard to better understand their usage.

The solution is also equipped with advanced security features. In order to effectively protect against breaches, the Webex Calling Dedicated Instance solution offers a "Zero Trust" security approach with identity control for administrators and participants, as well as end-to-end communications encryption.

Hosted in Cisco data centers around the world, this solution provides an answer to large companies that have an international dimension or that want to expand worldwide.

### **A partnership based on unique and complementary expertise**

Thanks to a partnership based on strong synergies between SFR Business and Cisco, companies benefit from end-to-end support from the consulting phase through the migration of infrastructures, deployment and operation of the solution. The transition is controlled and certified by the Gold Partner label awarded by Cisco to SFR Business teams.

According to Emmanuel Pugliesi, Executive Director of SFR Business: *"SFR Business and Cisco are taking a new step in their long-standing partnership. Our complementary expertise enables us to offer a differentiated, even more attractive and successful value proposition for the transformation of work and collaboration methods in large companies."*

Laurent Degré, President of Cisco France, said: *"With the increase of hybrid work, more than ever companies are looking to deploy reliable and secure communications and telephony solutions in the cloud. By combining our expertise with SFR Business, we are meeting this need for flexibility and process simplification to create new seamless communications experiences for both their employees and their customers. Our long-standing partnership with SFR Business has enabled us to swiftly respond to these challenges."*

More information : <https://www.sfrbusiness.fr/communications-unifiees/>

### **A propos d'Altice France - [alticefrance.com](https://www.alticefrance.com)**

*Altice France est le premier acteur de la convergence entre télécoms et médias en France.*

*A travers SFR, 2ème opérateur français, Altice France est un acteur incontournable des télécoms au service de 26 millions de clients. Doté d'un réseau de fibre optique (FTTH / FTTB) de 27,3 millions de prises éligibles, SFR a lancé la 5G en France et couvre également 99,8 % de la population en 4G. SFR dispose de positions d'envergure sur l'ensemble du marché, que ce soit auprès du grand public, des entreprises, des collectivités ou des opérateurs. Altice France est également un groupe médias de premier plan autour de marques emblématiques telles que BFM et RMC.*

*En 2021, Altice France a réalisé un chiffre d'affaires de 11,1 milliards d'euros.*

*Pour suivre l'actualité du groupe sur Twitter : [@AlticeFrance](https://twitter.com/AlticeFrance)*

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