



PRODUCT ANNOUNCEMENT

## TECHNOLOGY MIGRATION PROGRAM OFFER FOR EXCHANGING CISCO IP SOFTPHONE FOR CISCO IP COMMUNICATOR

Cisco Systems® is pleased to announce the extension of a special offer for customers who want to exchange [Cisco® IP SoftPhone](#) for the [Cisco IP Communicator](#). This Technology Migration Program is now available through July 29, 2006.

Through the Technology Migration Program (TMP), customers who have purchased directly from Cisco Systems will receive a trade-in credit of US\$60 for each Cisco IP SoftPhone license when they purchase both Cisco IP Communicator (SW-IPCOMM-E1) and its associated Cisco CallManager user license (SW-CCM-UL-IPCOMM-E). As with Cisco IP Phones, Cisco IP Communicator requires a Cisco CallManager user license.

### DIRECT PURCHASE CUSTOMERS:

For each Cisco IP SoftPhone (SW-IPSOFTPHONE1=) turned in for the TMP, credit is given towards the purchase of one Cisco IP Communicator (SW-IPCOMM-E1) and an associated Cisco CallManager user license (SW-CCM-UL-IPCOMM-E).

Bundles should be entered as multiples of single unit orders of Cisco IP SoftPhone (SW-IPSOFTPHONE1=) as follows:

To Migrate From	Use This	To Migrate To
SW-IPSOFTPHONE25=	25 units of SW-IPSOFTPHONE1=	25 units of SW-IPCOMM-E1 and 25 units of SW-CCM-UL-IPCOMM-E
SW-IPSOFTPHONE50=	50 units of SW-IPSOFTPHONE1=	50 units of SW-IPCOMM-E1 and 50 units of SW-CCM-UL-IPCOMM-E
SW-IPSOFTPHONE100=	100 units of SW-IPSOFTPHONE1=	100 units of SW-IPCOMM-E1 and 100 units of SW-CCM-UL-IPCOMM-E

### CHANNEL PARTNERS:

Cisco channel partners who have purchased Cisco IP SoftPhone, will also receive trade-in credit for each purchase of a Cisco IP Communicator channels bundle (associated station user license included). For each Cisco IP SoftPhone (SW-IPSOFTPHONE1=) turned in for the TMP, credit is given towards the purchase of one Cisco IP Communicator channels bundle (SW-IPCOMM-E1-CH1).

Bundles should be entered as multiples of single unit orders of Cisco IP SoftPhone (SW-IPSOFTPHONE1=) as follows:

To Migrate From	Use This	To Migrate To
SW-IPSOFTPHONE25=	25 units of SW-IPSOFTPHONE1=	25 units of SW-IPCOMM-E1-CH1
SW-IPSOFTPHONE50=	50 units of SW-IPSOFTPHONE1=	50 units of SW-IPCOMM-E1-CH1
SW-IPSOFTPHONE100=	100 units of SW-IPSOFTPHONE1=	100 units of SW-IPCOMM-E1-CH1

### PRODUCT COMPARISON:

Many customers who are currently using Cisco IP SoftPhone will want to migrate to Cisco IP Communicator for the premium audio quality, automated support for most VPN clients, and advanced telephony features it provides when registered to a [Cisco CallManager](#) system. Cisco CallManager features available to the [Cisco IP Phone 7970G](#) are now accessible with Cisco IP Communicator, including the ability to transfer calls, forward calls, and conference additional participants to an existing call. This solution also enables customers and developers to deliver more innovative and productivity-enhancing Extensible Markup Language (XML)-based applications to the display.

This program is not considered an upgrade program since Cisco IP SoftPhone and Cisco IP Communicator differ in features. For more details on the differences, please review the product data sheets.

This Technology Migration Program is available through July 29, 2006 and applies to any purchase of Cisco IP SoftPhone. Customers trading in Cisco IP SoftPhone must complete a [Certificate of Replacement Form](#) and fax it to Cisco. Faxing instructions are provided on the form.

#### FOR MORE INFORMATION

- [Cisco IP Communicator product page](#)
- [Cisco IP SoftPhone product page](#)
- [Technology Migration Program Ordering Instructions](#)



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