

## NEW WORLD-WIDE COMMUNICATION ENVIRONMENT SPEEDS PRODUCT DEVELOPMENT PROCESS

<b>INDUSTRY:</b>	Software
<b>EMPLOYEES:</b>	over 800
<b>LOCATIONS:</b>	over 30 across the world

Touchbase's client is a lead innovator in the provision of software to a number of industries. The Software Company has over 800 employees across 30+ global locations with its headquarters in Europe.

The company's consistent growth has spanned five decades, during which time it has unveiled a number of leading-edge innovations in its industry, formed partnerships with major technology suppliers in specialist fields, and acquired a number of companies that have complemented its core solutions. This has created a communication environment of disparate systems and local autonomy for the control of technology.

Prior to this DELIVER Engagement Touchbase had worked with the Software Company under a formal DESIGN engagement to propose a 'high level' global communication environment. This focused on building a resilient and consistent technology foundation with collaboration and mobility tools and applications to deliver on a number of specific business outcomes.



"The company's business communication is helping them to innovate and execute more effectively thus, in the longer term, providing an enhanced product and service."

# DELIVER SERVICE

## GLOBAL SOFTWARE COMPANY



### FOCUS

The delivery of the communication environment was staged in two phases. Firstly the global and regional hubs needed to be deployed, from which each location running off these could be deployed. For such a complex, globally dispersed project it was vital that Touchbase switched each site over seamlessly to avoid any disruption to their client's business.

The foundation was built in the following way:

**Global & Europe Hub**..... 15 sites  
**Asia Regional Hub** ..... 14 sites  
**North America Regional Hub** ..... 4 sites

The Software Company was confident that Touchbase could deliver and drive rapid adoption of the solution due to the strong relationship and understanding formed in the design stage.

Acceptance across the Software Company organisation was maximised by holding a demonstration day at Touchbase's European headquarters which was attended by all types of users.

"Close working partnerships between the global teams and regional teams of Touchbase and the Software Company were formed in order to ensure a smooth rollout that caused minimal disruption to the business"

### THE METHOD

Touchbase focuses heavily on the discipline required to drive a global project and ensure that it is delivered on time and within budget. This meant a PMP qualified Project Manager in London taking responsibility for the global solution, leading and working with other Touchbase Project Managers in each region; Europe, Asia and North America.

Close working partnerships between the global teams and regional teams of Touchbase and the Software Company were formed in order to ensure a smooth rollout that caused minimal disruption to the business.

#### DELIVER Define

The Touchbase team took control to manage risks, issues and changes to the plan working closely with the Software Company's Group IT Director and team. At this stage the team formed a plan of action to deliver the solution over a ten month period –

- By scoping each detail of the project, how it was to be managed and the timescales involved
- By translating the business needs into clearly defined functional requirements of the communication environment
- By ensuring the technical environment the system will be deployed into is fully mapped and any changes necessary are identified

#### DELIVER Detail

In London a Touchbase Product Specialist (CCIE) led the global team of Product Specialists (in Asia, Europe and North America) to translate the conceptual design into a detailed design that pinpointed the function and value of each piece of functionality –

- By ensuring that any configurations that were required to support the strategy were highlighted before the system was built
- By specifying the purpose and need of each technology product and how it is linked to the whole
- By designing system tests to establish that the system worked as it should "technically"
- By collating the data pertaining to the end users of the communication environment
- By developing a fully agreed programme of steps necessary to get the organisation ready for the new system

#### DELIVER Develop

Prior to go-live members of the Touchbase team in each region built, configured and tested the elements of the technology to align the physical infrastructure to the goals of the prior stages –

- By installing all hardware, testing this and loading all licensed software
- By configuring and customising the solution and testing this
- By ensuring the operational staff were comprehensively trained on administrative and operational tasks

#### DELIVER Deploy

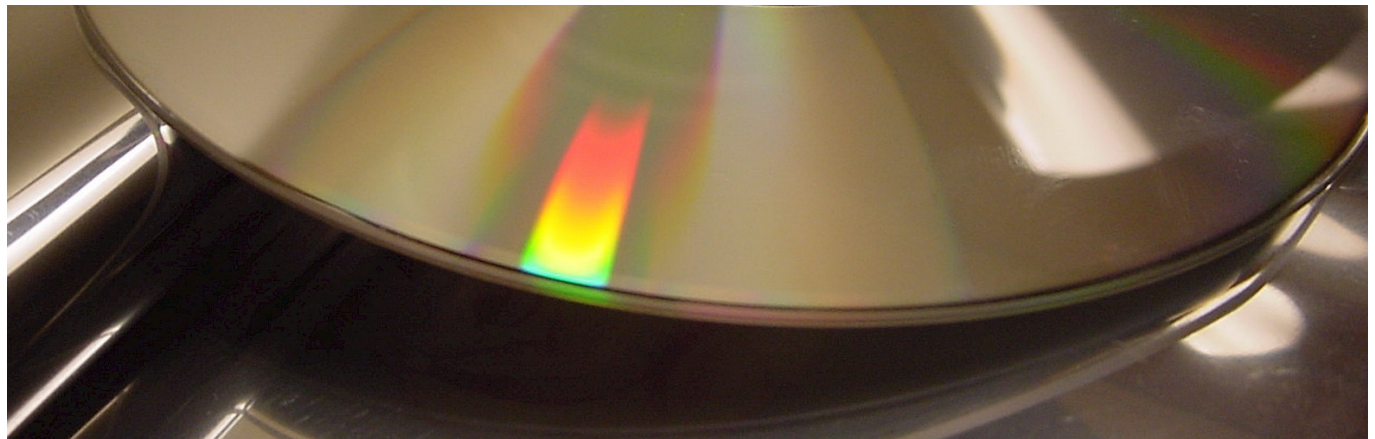
In this stage the solution came together into a fully operating communication environment, ready to start delivering real business value. The first stage completion allowed the teams in the regional headquarters in Europe, Asia and North America to start using their collaboration and mobility tools within their roles, all built on a consistent and resilient platform. Stage two of the deployment used the Foundation technology implemented at these sites to deliver identical functionality into all the other locations over the following months. To ensure smooth transition and uptake of the technology, training was delivered in the countries' preferred languages –

- By testing that the users of the solution were capable of using it efficiently and effectively as agreed in the functional requirements
- By training the users to use the system and maximise its potential
- By making sure all the dependencies and resources were ready to perform the migration
- By ensuring that all the user data entered into the system was accurate and complete
- By migrating the system into production

"To ensure smooth transition and uptake of the technology, training was delivered in the countries' preferred languages"

## TECHNOLOGY

The following technology, now implemented and managed through Touchbase's OPTIMISE service, gives the Software Company a sound platform that can be easily managed centrally and from which they can reap the benefits that the collaboration and mobility tools bring.



FOUNDATION	COLLABORATION	MOBILITY	BUSINESS INTELLIGENCE
<p><b>Managed WAN</b></p> <ul style="list-style-type: none"> <li>Masergy WAN (3 x regional internet breakouts)</li> </ul> <p><b>Switching &amp; Routing</b></p> <ul style="list-style-type: none"> <li>Cisco Catalyst Switches</li> <li>Cisco Integrated Service Router</li> </ul> <p><b>IP Telephony</b></p> <ul style="list-style-type: none"> <li>Cisco Unified Workspace Licensing Pro</li> <li>Cisco CallManager Servers (single cluster - diverse locations)</li> <li>Cisco IP Phones and Cisco Unified Wireless IP Phones</li> <li>14 additional Survivable Remote Site Telephony (SRST) locations</li> </ul> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>Cisco Network Admission Control Appliance (split between regional hubs)</li> </ul>	<p><b>Unified Client</b></p> <ul style="list-style-type: none"> <li>Cisco Unified Personal Communicator for all users (with Presence)</li> </ul> <p><b>Conferencing</b></p> <ul style="list-style-type: none"> <li>Cisco Unified Meeting Place Express</li> </ul> <p><b>Messaging</b></p> <ul style="list-style-type: none"> <li>Cisco Unified Unity integrated with Microsoft Exchange for all users (split between regional hubs)</li> </ul>	<p><b>Wireless</b></p> <ul style="list-style-type: none"> <li>Cisco Catalyst Wireless Controllers (split between regional hubs)</li> </ul> <p><b>Soft Phones</b></p> <ul style="list-style-type: none"> <li>Functionality within Cisco Unified Personal Communicator</li> </ul> <p><b>Future Development</b></p> <ul style="list-style-type: none"> <li>Cisco Unified Mobile Client</li> <li>Single Number Reach</li> <li>PDA Integration</li> </ul>	<p><b>Advanced Reporting</b></p> <ul style="list-style-type: none"> <li>Prognosis</li> </ul> <p>Integration with:</p> <ul style="list-style-type: none"> <li>Active Directory</li> <li>Microsoft CRM (future)</li> <li>Microsoft Exchange</li> </ul>

"A sound platform that can be easily managed centrally... and reap the benefits that the collaboration and mobility tools bring"

## PRINCIPLES ALIGNED TO SOFTWARE COMPANY

COVERAGE	CAPABILITY	CONSISTENCY	CULTURE	CLIENTS
<ul style="list-style-type: none"> <li>Touchbase has responsibility worldwide for the Software Company's communication enabling technology and services. Having locations in Asia, Europe and North America is critical to meeting and exceeding client expectations and requirements.</li> </ul>	<ul style="list-style-type: none"> <li>The fact that every Touchbase region has the same capability was key for its client. Also that Touchbase is Cisco Master Unified Communication Specialization accredited and Managed Services Cisco Powered was a major comfort for the Software Company.</li> </ul>	<ul style="list-style-type: none"> <li>Touchbase's Client Team &amp; Regional Service Hub model, replicated in every region, gives its client confidence that there will be consistent DELIVER and OPTIMISE services - key success factors in making a solution of this complexity and geographical breadth work for the organisation.</li> </ul>	<ul style="list-style-type: none"> <li>The Group IT Director at the Software Company stated that "if there is one key factor in why we work with Touchbase it is the exceptional client focus from the entire Touchbase team".</li> </ul>	<ul style="list-style-type: none"> <li>Touchbase hosted the CEO, CFO &amp; Leadership team from the Software Company at a workshop in Europe. At this event it was demonstrated to them that Touchbase not only can satisfy the technology requirements of clients but proactively seek out how technology can be aligned to business strategy to deliver specific business outcomes.</li> </ul>



# DELIVERING COMPETITIVE EDGE

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## VISION

The Software Company now benefits from a sound platform for its business communication requirements. It has been aligned to its previously identified business drivers and strategy and is now delivering significant business outcomes. The Software Development team was previously constrained by little collaborative technology to help them to work together across the world. Now web and video conferencing along with other integrated technology, is enabling them to collaborate in real-time, in the next best way from being there with one another. The communication environment is now able to meet the business' demands.

## EXPERIENCE

This solution's ease of use for individuals and teams is allowing them to concentrate on their roles and projects and to focus on the customer. The customers of the Software Company are benefiting from the people of the company being more easily contactable. The company's business communication is helping them to innovate and execute more effectively thus, in the longer term, providing an enhanced product and service.

## INTELLIGENCE

Through the collaboration and mobility technologies speed to market and speed to customer increases have been experienced. Individual and business unit productivity in both sales and software development have also been increased. The intelligent ways of working are negating the frustration that was being felt through the lack of ability to collaborate - in the office and on the move.

## CONTROL

The solution places the entire business communication environment within the control of the central IT team. It gives the Executive team the flexibility to align communication with their business strategy as an ongoing task. The people of the company benefit from the ability to communicate with each other any time and any place, controlling with what method to do this. During the implementation three locations were added into the deployment. These were seamlessly integrated into the regional and global hub system.

## COST

By enabling people to collaborate through a variety of methods across their global locations, travel and subsistence spend has decreased. The solution is well on its way to paying for itself within 3 years as layed out in the DESIGN.

Touchbase exists to maximise the positive impact communication technology can have on a company's people, teams and customers.

We do this across the world through four defined services that are used by our clients depending on what unique needs, issues and opportunities they have.

The focus is always on giving our clients a competitive edge through their use of efficient and effective communication.

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TOUCHBASE: OPTIMISING BUSINESS COMMUNICATION