



# BLUEPRINT FOR COMMUNICATION ENVIRONMENT DEFINES IMPACT OF CONSOLIDATED WORLDWIDE SYSTEM

<b>INDUSTRY:</b>	Technology
<b>EMPLOYEES:</b>	over 1,000
<b>LOCATIONS:</b>	21 sites in 9 countries

Touchbase's client is the global leader in its particular area of technology. For more than 40 years this Technology Company's products have defined the standards for quality in both commercial and home applications. It employs over

1,000 people world-wide with its headquarters in the USA. Its revenues are over \$600 million. Its objective is to be an essential element in the best commercial technologies by delivering innovative and enduring technologies that enrich the consumer experience.

Touchbase has been working with the Technology Company since late 2006 to optimize its business communication worldwide. This process began when Touchbase proved to the Technology Company its capability to produce an intelligent DESIGN to consolidate and centralize control of its global communication environment.

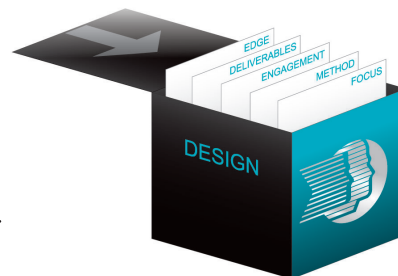
A key reason for Touchbase selection by this global Technology Company was the focus on recommending each technology component not for its own sake but for its capability to deliver specific outcomes to benefit the future of its business. Once selected Touchbase and the Technology Company moved into a deeper DESIGN engagement to pinpoint the requirements to consolidate the worldwide communication technology systems and tools.



"The focus is to recommend each technology component not for its own sake but for its capability to deliver specific outcomes to benefit the future of its business"

# DESIGN SERVICE

## GLOBAL TECHNOLOGY COMPANY



### FOCUS

The Technology Company's infrastructure consists of three PBX systems (20 years old) located in the USA, together with a Cisco CallManager IPT server and Cisco Unity Unified Messaging servers. In addition the majority of the locations world-wide use Cisco IPT solutions. However, due to WAN unreliability issues, these systems act in isolation as quality of service across the WAN can not be guaranteed. The following risks and challenges were identified in the existing environment –

#### *Business Continuity Risk...*

...in the event of a PBX failure – these are no longer under manufacturer support.

#### *High Administration Costs...*

...as the voice infrastructure is highly distributed – each location needs to be managed and supported individually which is time consuming and costly.

#### *Workforce Inefficiencies are present due to...*

...the limited functionality of the legacy PBX – simple tasks take longer than necessary – examples include the inability to directly look up colleague numbers on the system and transferring and conferencing is complex; in some cases not possible at all.

...receptionists being hindered by the limited operator console functionality. Simple functions, such as a person's availability and even the transferring of calls between locations is laborious and with receptionists as the first point of contact with the Technology Company this is important to rectify.

...the global workforce not being able to utilize a central communications infrastructure when out of the office. This is causing unnecessary costs and difficulty in managing multiple voicemail boxes.

...people in two of the locations having to take a 10 minute local transport to either location for meetings.

“A single system to administer and support, leading to reduced administration time and therefore reduced operational expenses”

### THE METHOD

A Touchbase Solution Architect and a Project Manager worked with the Technology Company's IT Director and his team to produce a Solution Overview Document detailing the outcomes from the following process:

#### DESIGN Concept

PHASE 1 – USA Core Telephony Cluster	
DELIVERABLE	HIGH LEVEL BENEFIT
<ul style="list-style-type: none"> <li>Migration of users onto Cisco IP Telephony technology and roll out of 700 Cisco IP end-points</li> </ul>	<ul style="list-style-type: none"> <li>Efficiency and productivity gains to users through telephony feature enhancements</li> <li>Removal of legacy PBX system and its associated risks from the Technology Company's infrastructure</li> </ul>
<ul style="list-style-type: none"> <li>Creation of a single voice cluster across four of the Technology Company's locations</li> </ul>	<ul style="list-style-type: none"> <li>Reduces the overhead involved with carrying out MACs</li> <li>All users will also be on the same shared system thus will be able to search for their colleagues extension numbers</li> <li>Builds in multiple points of resilience into voice infrastructure</li> </ul>
<ul style="list-style-type: none"> <li>The platform to build a centralized global voice network</li> </ul>	<ul style="list-style-type: none"> <li>Prepares the company's technology infrastructure for Phase 2</li> </ul>

#### DESIGN Concept (contd.)

PHASE 2 – Global Consolidation and Centralization of IP Telephony Infrastructure and Offline Cluster Redundancy	
DELIVERABLE	HIGH LEVEL BENEFIT
<ul style="list-style-type: none"> <li>Creation of a single global IPT solution for the Technology Company's global users</li> </ul>	<ul style="list-style-type: none"> <li>Further savings will be realized along with extension dialling globally and a single global directory of users</li> <li>Global extension mobility, providing users with the ability to log into a Cisco handset in any of the Technology Company's global locations and receive calls to their respective DID numbers</li> </ul>
<ul style="list-style-type: none"> <li>Addition of an offline CallManager cluster in European location</li> </ul>	<ul style="list-style-type: none"> <li>Full business continuity contingency in the event of full infrastructure outage in the company's USA locations</li> </ul>

PHASE 3 – Consolidation of the Worldwide Unity Messaging Systems in line with the MS Exchange Environment	
DELIVERABLE	HIGH LEVEL BENEFIT
<ul style="list-style-type: none"> <li>Consolidation of the Worldwide Unity Messaging systems in line with the MS Exchange environment</li> </ul>	<ul style="list-style-type: none"> <li>Reducing complexity, overheads and building increased resilience</li> </ul>

PHASE 4 – Implementation of Collaboration Technologies	
DELIVERABLE	HIGH LEVEL BENEFIT
<ul style="list-style-type: none"> <li>Integration of Existing Microsoft Office Communicator into Cisco Unified Personal Communicator</li> </ul>	<ul style="list-style-type: none"> <li>Single desktop interface for communication for users worldwide</li> <li>Instant visibility of the availability of subject matter experts to expedite product development and testing</li> </ul>
<ul style="list-style-type: none"> <li>Connect two locations with Video Conferencing</li> </ul>	<ul style="list-style-type: none"> <li>Save 20 minutes each Video Conference by eradicating the need to take the 10 minute local transport physically connecting the two buildings</li> </ul>

#### DESIGN Calculate

The issues dealt with and opportunities presented by new technology were calculated to produce three distinct outcomes from the DESIGN:

##### *Business Continuity*

In the event of a failure of the publisher server, all sites and their users will continue to receive full telephony services through their local subscriber server.

##### *Centralization*

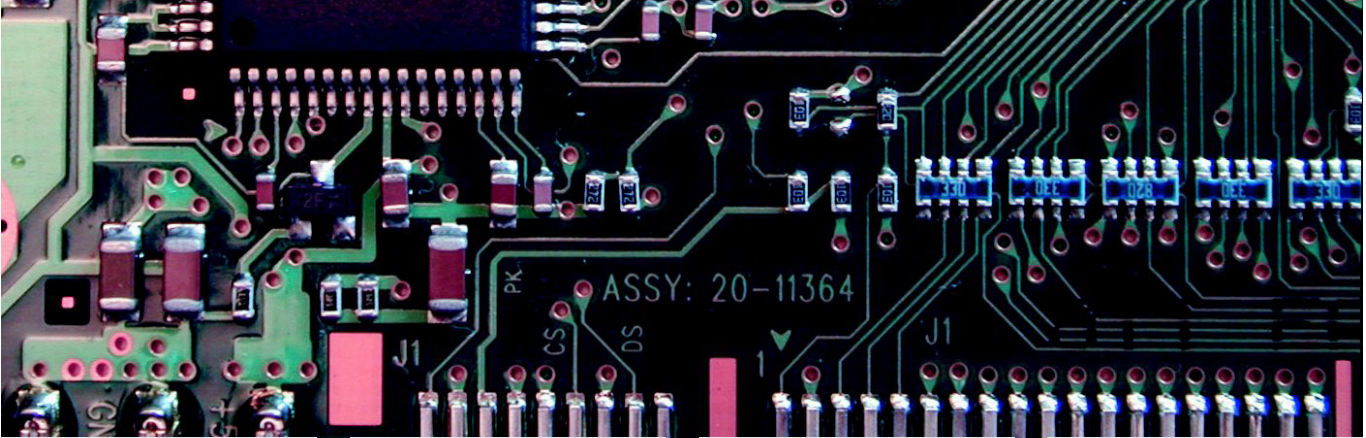
The clustered servers act as a single virtual system, connected across the Technology Company's MPLS WAN. This will create a single system to administer and support, leading to reduced administration time and therefore reduced operational expenses.

##### *Further Enable Innovation*

With the implementation of collaboration enhancing applications onto the globally standardized platform workforce productivity and efficiency will improve through intuitive features within Foundation and Collaboration technologies.

## TECHNOLOGY

Having agreed the concept behind the company's technology initiative the specific systems and tools to achieve this vision were calculated. The following technology, once implemented and managed, will give Touchbase's client a global communication platform on which it can rely for its future expansion:



FOUNDATION	COLLABORATION	MOBILITY	CUSTOMER CONTACT
<p><b>Switching &amp; Routing</b></p> <ul style="list-style-type: none"> <li>Cisco Catalyst Switches</li> <li>Cisco Integrated Services Routers</li> </ul> <p><b>WAN</b></p> <ul style="list-style-type: none"> <li>Global Masergy WAN</li> <li>Point to Point Fiber (between two USA locations)</li> <li>Riverbed Steelhead - WAN Acceleration</li> </ul> <p><b>IP Telephony</b></p> <ul style="list-style-type: none"> <li>Cisco Communication Manager (Global Cluster)</li> <li>Cisco IP Phones</li> <li>Cisco Conference Phones</li> <li>Global SRST Sites</li> </ul> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>Cisco Adaptive Security Appliance</li> </ul>	<p><b>Messaging</b></p> <ul style="list-style-type: none"> <li>Cisco Unified Unity with Microsoft Exchange</li> </ul> <p><b>Conferencing</b></p> <ul style="list-style-type: none"> <li>Windows Live Meeting</li> </ul> <p><b>Video</b></p> <ul style="list-style-type: none"> <li>Tandberg HD VC Units</li> </ul>	<p><b>Wireless</b></p> <ul style="list-style-type: none"> <li>Cisco Wireless Controllers</li> <li>Cisco Aironet Lightweight Access Points</li> </ul>	<p><b>Interaction Management</b></p> <ul style="list-style-type: none"> <li>Cisco Unified Contact Center Express</li> </ul>
<p>"Other referenced clients of Touchbase were important as it proved that the vision put forward in the DESIGN could be achieved"</p>			<p><b>BUSINESS INTELLIGENCE</b></p> <p><b>Advanced Reporting</b></p> <ul style="list-style-type: none"> <li>Advanced Prognosis Intelligence</li> <li>ClarusIPC Plus+</li> </ul>

## PRINCIPLES ALIGNED TO TECHNOLOGY COMPANY

<p><b>COVERAGE</b></p> <p>A technology services partner as one point of contact with the ability to design a global system, utilizing local knowledge, was key for Touchbase's client. The Technology Company was confident Touchbase had the capability to design a world-wide consolidated system that is resilient and centrally manageable.</p>	<p><b>CAPABILITY</b></p> <p>Cisco Master Unified Communications Specialization gave Touchbase's client the peace of mind that it was working with a company suited to its prowess in technology.</p>	<p><b>CONSISTENCY</b></p> <p>The consistent structure of the teams and methodologies within Touchbase's own locations meant the DESIGN was carried out with attention to detail and adherence to a proven methodology.</p>	<p><b>CULTURE</b></p> <p>Touchbase and its client have a close working relationship that both companies benefit from. The client appreciates Touchbase's commitment to furthering its innovation in technology through the teamwork that has produced a solid and consistent communication environment.</p>	<p><b>CLIENTS</b></p> <p>The Technology Company was given confidence in that it was not the only Touchbase client to have a vision for a single logical system. Other referenced clients of Touchbase proved that the vision put forward in the DESIGN could be achieved.</p>
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# DELIVERING COMPETITIVE EDGE

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"The solution is designed to deliver what is necessary, with no superfluous equipment weighing down internal resources. This will mean greater efficiency in the systems to be implemented and for the people working with them"

## VISION

Touchbase has helped its client to realize the vision for a worldwide communication environment that is consistent and centrally managed. To continue its leadership and to further innovate Touchbase ensured the Technology Company has a strong foundation for the future through the provision of a blueprint that details a unique communication environment. This platform is designed to allow the company to add in technologies that will further enhance collaboration and thus innovation. In the longer term the designed platform sets out the architecture to enable easier integration of new sites and merged companies. It also gives the Technology Company the confidence that a consolidated global environment can be achieved and therefore will remove wasted spending on short-term projects that form no part of the long term vision.

## EXPERIENCE

End user experience of the existing communication environment is poor due to disparate, legacy systems across the world. The DESIGN details how the experience of communicating throughout the company will improve due to the simple functionality of the end user's devices and simple connection to colleagues anywhere in the world. This is further enhanced through making visible each user's availability for various means of communication. The experience for the company's technology team will improve through the designed environment due to the more intelligent structure of the system and the removal of frustration and uncertainty caused by managing disparate legacy systems worldwide.

## INTELLIGENCE

The Technology Company will benefit from a far more intelligently designed and delivered communication environment. The solution is designed to deliver what is necessary, with no superfluous equipment weighing down internal resources. This will mean greater efficiency in the systems to be implemented and for the people working with them. For users of the technology productivity will be seen through the correct use of telephony feature enhancements.

## CONTROL

This solution design lays out the detail for a centrally manageable communication environment which will significantly tighten control for the company's technology team. It can now see the path which will rid it of the incumbent 20 year old legacy system and tie in the existing Cisco CallManagers in some of its world-wide locations. This will relieve much time and resource. Together with this the DESIGN shows that users globally will be able to be supported in a consistent way by people in the technology team who can concentrate on doing a great job on one consistent technology platform, not on trying to keep together a system no longer supported by the manufacturer.

## COST

If the existing system failed the Technology Company would have no communication. The DESIGN puts forward the plan for a solid environment with in-built redundancy. It also shows that the number of people needed to support the world-wide locations can either be reduced or realigned to other value-adding projects by allowing those in the central cluster location to handle the system on a global basis. Further savings can be expected through the reduction in travel due to the increased ease of collaboration through communication tools and applications.

Touchbase exists to maximize 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: OPTIMIZING BUSINESS COMMUNICATION