

CONSOLIDATED COMMUNICATION ENVIRONMENT TIGHTENS CONTROL & BOOSTS PRODUCTIVITY WORLDWIDE

INDUSTRY: Technology

EMPLOYEES: over 1,000

LOCATIONS: 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 across its global locations. Touchbase has since produced a DESIGN for a world-wide communication environment that would link its locations, by using consistent technologies, into a centrally managed system.

Confident Touchbase could make tangible the business benefits to be had from technology adoption, the Technology Company engaged Touchbase to DELIVER the technology previously identified within the DESIGN engagement.



"Users globally are now supported in a consistent way by their technology team, who can concentrate on doing a great job on one consistent technology platform"

DELIVER SERVICE

GLOBAL TECHNOLOGY COMPANY



FOCUS

The delivery of the communication environment was staged in phases. The first phase was to migrate all of the Technology Company's west coast users onto Cisco CallManager with 700 Cisco IP end-points. From this a single voice cluster was created across four of the company's locations. This meant the platform on which to build a centralized global communication system was now in place, something that couldn't be achieved through the legacy telephony PBXs.

Since finishing this phase Touchbase has been integrating the remaining North American, European, Asian and Australian locations into this global environment together with consolidating the Unity Messaging systems and integrating the existing Microsoft Office Communicator with Cisco Unified Presence.

Some of the key risk considerations for the delivery of the solution were as follows –

CUTOVER PLAN AND RISK MITIGATION

Due to the fragility and unsupported nature of the legacy system, minimal interference with the system was essential. The Touchbase Project Manager led discussions to determine the optimal cutover plan to minimize the business risk.

END USER ACCEPTANCE & ADOPTION OF THE NEW TECHNOLOGY

This risk item was broken down into two specific areas –

- ensuring the end users' needs were properly understood and that their expectations were correctly set
- ensuring the end users understand all new features relevant to them and know how and when to use them once their system locations became live

To ensure the above Touchbase included 'Needs Analysis' workshops carried out with key user groups. These were used to understand the needs of certain types of end user; such as receptionists, product developers, sales people etc., in order to detail and configure the system to get the optimum balance between system wide standardization and tailored end user needs.

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THE METHOD

A Touchbase Project Manager in USA took responsibility for the global solution, leading further Project Managers in each region; Europe, Asia and North America, managing the sequential implementation of each location –

- Phase 1: USA Core Telephony Cluster
- Phase 2: Global Consolidation and Centralization of IP Telephony Infrastructure and Offline Cluster Redundancy
- Phase 3: Consolidation of the World-Wide Unity Messaging Systems in line with the MS Exchange Environment
- Phase 4: Implementation of Collaboration Technologies

DELIVER Define

The Touchbase team took control to manage risks, issues and changes to the plan working closely with the company's IT Director and team –

- 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

A Touchbase Product Specialist (CCIE) in the USA 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 single piece of equipment and its interconnection with the whole –

- 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 program of steps necessary to get the organization 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 customizing the solution and testing this
- By ensuring the operational staff were comprehensively trained on administrative and operational tasks

DELIVER Deploy

The solution has been deployed on a location-by-location basis. For each location project its system is deployed into the central cluster –

- 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 maximize 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

TECHNOLOGY

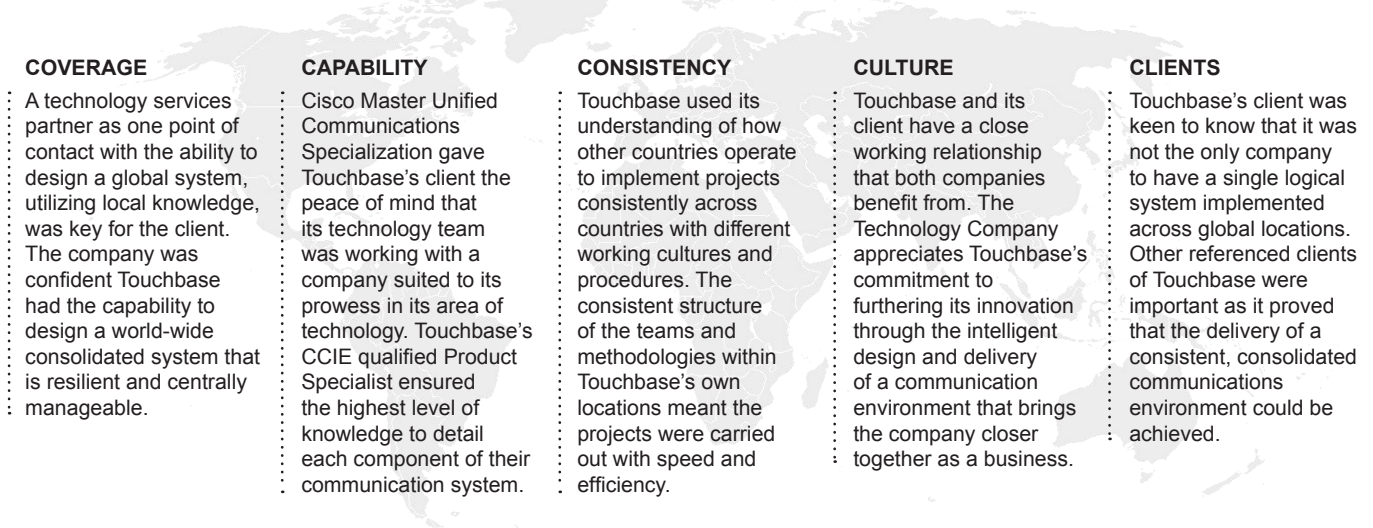
The following technology, now implemented and managed through the OPTIMIZE service, gives Touchbase's client a sound platform that can be easily managed centrally and provides confidence through a system built for business continuity:



FOUNDATION	COLLABORATION	MOBILITY	CUSTOMER CONTACT
<p>Switching & Routing</p> <ul style="list-style-type: none"> • Cisco Catalyst Switches • Cisco Integrated Services Routers <p>WAN</p> <ul style="list-style-type: none"> • Global Masergy WAN • Point to Point Fiber (between two USA locations) • Riverbed Steelhead - WAN Acceleration <p>IP Telephony</p> <ul style="list-style-type: none"> • Cisco Communication Manager (Global Cluster) • Cisco IP Phones • Cisco Conference Phones • Global SRST Sites <p>Security</p> <ul style="list-style-type: none"> • Cisco Adaptive Security Appliance 	<p>Messaging</p> <ul style="list-style-type: none"> • Cisco Unified Unity with Microsoft Exchange <p>Conferencing</p> <ul style="list-style-type: none"> • Windows Live Meeting <p>Video</p> <ul style="list-style-type: none"> • Tandberg HD VC Units 	<p>Wireless</p> <ul style="list-style-type: none"> • Cisco Wireless Controllers • Cisco Aironet Lightweight Access Points 	<p>Interaction Management</p> <ul style="list-style-type: none"> • Cisco Unified Contact Center Express <p>BUSINESS INTELLIGENCE</p> <p>Advanced Reporting</p> <ul style="list-style-type: none"> • Advanced Prognosis Intelligence • ClarusIPC Plus+

"A technology services partner as one point of contact with the ability to design a global system, utilizing local knowledge, was key for the client"

PRINCIPLES ALIGNED TO TECHNOLOGY COMPANY



<p>COVERAGE</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 the client. The company was confident Touchbase had the capability to design a world-wide consolidated system that is resilient and centrally manageable.</p>	<p>CAPABILITY</p> <p>Cisco Master Unified Communications Specialization gave Touchbase's client the peace of mind that its technology team was working with a company suited to its prowess in its area of technology. Touchbase's CCIE qualified Product Specialist ensured the highest level of knowledge to detail each component of their communication system.</p>	<p>CONSISTENCY</p> <p>Touchbase used its understanding of how other countries operate to implement projects consistently across countries with different working cultures and procedures. The consistent structure of the teams and methodologies within Touchbase's own locations meant the projects were carried out with speed and efficiency.</p>	<p>CULTURE</p> <p>Touchbase and its client have a close working relationship that both companies benefit from. The Technology Company appreciates Touchbase's commitment to furthering its innovation through the intelligent design and delivery of a communication environment that brings the company closer together as a business.</p>	<p>CLIENTS</p> <p>Touchbase's client was keen to know that it was not the only company to have a single logical system implemented across global locations. Other referenced clients of Touchbase were important as it proved that the delivery of a consistent, consolidated communications environment could be achieved.</p>
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DELIVERING COMPETITIVE EDGE

"Cost involved in connectivity, licensing, moves, adds & changes and applications development are all more manageable as they now form part of a consistent vision for the future"

VISION

With a strong communication technology foundation in place globally Touchbase has ensured its client has a platform from which it can strengthen market leadership. This platform is future-proof and provides the ability for the Technology Company to add in technologies that will further enhance collaboration. In the longer term the platform also allows easier integration of new sites and merged companies. In the shorter term tactical moves and additions are made simpler, and wastage on technology not consistent with the global communication environment is minimized - if not eradicated. Touchbase ensured business continuity through seamless cutovers throughout the implementation.

EXPERIENCE

End user experience of business communication technology was poor prior to Touchbase's global implementation. This was due to disparate, legacy systems across the world and the separate Cisco CallManagers in some locations. The experience of communicating throughout the company has improved due to the simple functionality of the end user's devices and simple connection to colleagues anywhere in the world. The experience for the internal technology team has improved due to the more intelligent structure of the system and the removal of frustration and uncertainty caused by managing disparate, legacy systems world-wide.

INTELLIGENCE

All that has been delivered was necessary, with no superfluous equipment weighing down internal resources. This has meant far greater efficiency in the systems in place. For users of the technology, productivity gains have been made through telephony feature enhancements. For instance, where a person working in one particular office would have to manually look up a number to give to someone who had asked for a colleague, they can now directly transfer the call straight to that colleague.

CONTROL

This solution gives the global Technology Company a centrally managed communication environment which significantly tightens control for the technology team. Time and resource has been freed up. Together with this users globally are now supported in a consistent way by their 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

The WAN between global locations is producing lower costs of communication. Cost involved in connectivity, licensing, moves, adds & changes and applications development are all more manageable as they now form part of a consistent vision for the future. Due to both the prior DESIGN service, this DELIVER service and the subsequent OPTIMIZE service this company's support costs have been reduced by 19%. Also reductions in travel, both long haul and short haul, have benefited the cost base.

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