



# PREEMPTIVE RESOLUTION ERADICATES POTENTIAL THREATS TO THE COMMUNICATION ENVIRONMENT

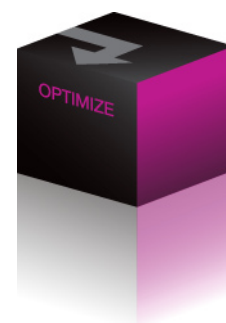
<b>INDUSTRY:</b>	Technology
<b>EMPLOYEES:</b>	over 1,000
<b>LOCATIONS:</b>	21 sites in 9 countries

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 across its global locations. In this time Touchbase has provided its client with a consistent worldwide communication environment that is centrally controllable by the Technology Team.

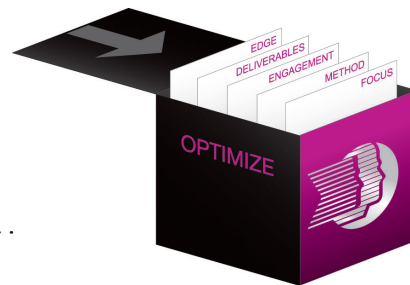
In order to provide its business with the opportunity within this collaborative environment, the Technology Company uses Touchbase's OPTIMIZE service world-wide providing support and further tools to ensure that the environment is achieving its potential to deliver business outcomes on an ongoing basis.



"The Technology Company uses Touchbase's OPTIMIZE service world-wide providing support and further tools to ensure that the environment is achieving its potential to deliver business outcomes on an ongoing basis"

# OPTIMIZE SERVICE

## GLOBAL TECHNOLOGY COMPANY



### FOCUS

Touchbase's client is a company with innovation at its heart. Central to this innovation is the fluid exchange of ideas, knowledge and information. The focus of OPTIMIZE is to provide with the ongoing optimization of its communication environment so as to enable this.

Touchbase interacts closely with its client's support team to ensure the smooth running of the system. To help with the experience of this for the people of the company Touchbase installed their helpdesk with Cisco Unified Contact Center Express (UCCX) to help the flow of queries and incidents throughout the company.

Touchbase accesses its client's systems remotely via the centralized cluster across four USA locations and in the rare instance when a site visit is needed Touchbase engineers are on hand, in any location, to quickly resolve incidents.



### THE METHOD

The Technology Company benefits from *Support* to ensure any issues or changes are resolved promptly, and *Manage+* to ensure technology is optimally aligned to the ever-changing business environment.

#### OPTIMIZE Support

Touchbase support encompasses 24 x 7 coverage, across fifteen locations in USA, Europe, Asia and Australia for over 1000 users –

- Cisco Catalysts and ISRs
- Cisco SRST
- Cisco Unified Unity
- Masergy WAN
- Cisco Communication Manager
- Cisco UCCX

“Important issues and opportunities are discussed and actioned through the Client Engagement Manager's quarterly value review”

#### INCIDENT MANAGEMENT

- Incident detection and recording
- Classification (determine urgency and impact) and initial support
- Implement escalation process if there is a danger of failing to meet the agreed service levels
- Investigation and diagnosis
- Resolution and recovery
- Incident closure
- Incident ownership, monitoring, tracking and communication

#### PROBLEM MANAGEMENT

- Minimizes the adverse impact of incidents and problems that are caused by errors within the Technology Company's IT infrastructure; and prevents the reoccurrence of incidents related to these errors.

#### TECHNICAL SYSTEM ADVICE

- From time-to-time, the client requires technical information on the products that Touchbase supports for it.

#### ON-SITE RESOLUTION

- On occasion support engineers visit the company's locations to resolve an incident or problem.

#### ADVANCE REPLACEMENT PARTS

- Through partnership with its strategic vendors, Touchbase is able to leverage the provision of parts for the infrastructure. These parts are reserved for maintenance, and allow for the quick resolution of possible hardware failures.

#### VENDOR ESCALATION MANAGEMENT

- The Touchbase partnerships that are in place ensure that its client has Level 3 and Level 4 assistance in the event an incident or problem requires escalation to the vendor.

#### MOVES, ADDITIONS AND CHANGES (AND SOFTWARE MACs)

- MACs are organized and completed in a short timeframe by certified Touchbase engineers. These are carried out in accordance with the Change Management process.

The Touchbase Client Engagement Manager is responsible for all aspects of the ongoing relationship providing –

- A single point of contact for the escalation of all service related incidents that are business affecting
- A single point of contact for engagement of any project or purchasing activities
- An assessment of Touchbase's performance against any Service Level Agreements
- Control and documentation of Change Management

Important issues and opportunities are discussed and actioned through the Client Engagement Manager's quarterly value review. Some topics covered in a recent value review included –

#### Projects-in-Progress Review

- Call Manager Upgrade - Completed - Touchbase support engineers identified 38 bugs on the attendant console addressed by the upgrade
- Migration of an Australian location into the USA Cluster - Completed

#### Service Level Agreement Review

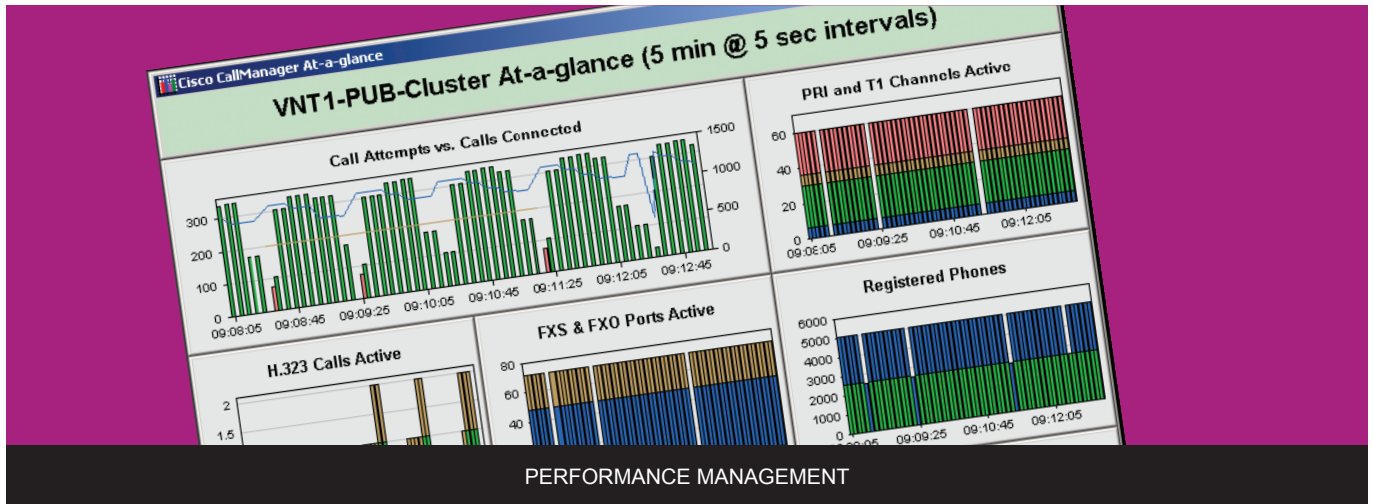
- All incidents responded to and resolved within SLA
- Reduced number of incidents due to preemptive 'fixing' of potential incidents before they occur via real-time monitoring

#### Thresholds Review

- As part of ongoing optimization thresholds for Unified Communications technologies are reviewed and updated to ensure that real-time monitoring is alerting to identified limits.

**OPTIMIZE Manage+**

Touchbase and its client worked together to scope the services necessary to keep an optimum communication environment from the modular options available. The following elements ensure the company is operating with a communication environment that delivers value to its business:



**PERFORMANCE MANAGEMENT**

**Unified Communications**

The Performance Management component (focused on UC technology) addresses the primary challenges of network optimization of the communication environment 24 hours a day, 7 days a week, 365 days a year. It:

- Provides immediate alerting and a comprehensive dashboard view of infrastructure and Unified Communications.
- Pinpoints and resolves potential issues, such as an application using excessive bandwidth or hardware resources – before users are impacted.
- Allows Touchbase to help maintain the 'right size' communication environment.
- Measures service levels and historical business-level reports so that Touchbase can identify when telephony demands begin to exceed capacity.

The real time monitoring capability improves the ability to manage and troubleshoot issues before they occur and in event of a critical failure the historical reporting allows faster route cause analysis and improved time to repair. A large number of metrics are collected and reported at 2-5 second intervals.

**Assurance**

The Assurance service option within *Manage+* gives Touchbase's client the following:

- Real time diagnostics and troubleshooting
- Real time and historical call quality measurement
- Proactive alerting to designated parties on thresholds.
- Extensive thresholding to match key performance requirements from the system
- Maximized availability of the Unified Communications systems through improved route cause analysis
- In-depth systems view for the Executive team in relation to its end use: telephony
- Web Portal – real time, historical and trends reporting for hardware capacity, route capacity, route availability, call capacity, call details & call quality

*"Manage+ ensures technology is optimally aligned to the ever-changing business environment"*

**PRINCIPLES ALIGNED TO TECHNOLOGY COMPANY**

**COVERAGE**

A technology services partner as one point of contact with the ability to support and manage a global system, utilizing local knowledge, was key. The company was confident Touchbase had the capability to do this world-wide, giving a consistent service to any of its locations.

**CAPABILITY**

Touchbase's global accreditations are proving beneficial: Cisco Master Unified Communications Specialization, Cisco Powered - Global Managed Business Communications and Contact Center and Cisco Customer Satisfaction Excellence Gold Star.

**CONSISTENCY**

The Technology Company has regular updates with the Touchbase Client Engagement Manager who takes their team through a value review of their communication environment. Day to day, whether the Technology Company's people speak to an engineer in Denver, Sydney, Singapore or London they are taken through a consistent resolution methodology.

**CULTURE**

Touchbase and its client have a close working relationship that both companies benefit from. The client appreciates Touchbase's commitment to furthering its innovation through the intelligent design and delivery of a communication environment that brings the Technology Company closer together as a business.

**CLIENTS**

Touchbase has worked with over 650 mid-size multinational organizations that, although unique in their operations, offer each client of Touchbase the collected knowledge gained from these engagements. Touchbase also carries out a regular client satisfaction survey to judge the quality of service in order to attain/maintain market leading standards.



# DELIVERING COMPETITIVE EDGE

---

"Quarterly value reviews enable the communication environment to be constantly adapted to the fluctuations of the business"

## VISION

OPTIMIZE carries on the Technology Company's initiative to unify its globally dispersed people and teams through communications technology. This began with DESIGN and DELIVER services which culminated in a consistent and centrally controllable technology platform with Collaboration tools running on top of this. Touchbase is helping its client strengthen its position as the worldwide leader in its area of technology. By providing support worldwide within service level agreements and the management of the system through real time monitoring the Technology Company is assured of a communication environment that can be quickly aligned to what direction it needs to take in the future.

## EXPERIENCE

The people and teams' experience of the communication environment is positive as OPTIMIZE ensures the smooth running of the system. If an incident does occur (which is rare due the real-time monitoring element of the OPTIMIZE service) it is either resolved promptly by the Technology Company's helpdesk or the helpdesk speak directly to qualified Touchbase engineers every time, whatever the time, who can solve the issue on the spot in most cases. Positive experience is also heightened through the knowledge that the system is consistent and under control at all times allowing confidence both in the technology running smoothly now and being aligned to the company's goals into the future.

## INTELLIGENCE

Efficiency of the system is a key concern of Touchbase. It was designed intelligently to be as efficient as possible without sacrificing productivity. This concern continues with the support and management of the system where quarterly value reviews enable the communication environment to be constantly adapted to the fluctuations of the business. It also highlights where initiatives can be implemented to further improve the intelligent operation of the system.

## CONTROL

Preemptive alerting at the Touchbase service desk ensures potential incidents are dealt with before they even occur. When incidents do happen the client's technology team is capable of supporting the Cisco infrastructure in-house. Touchbase provides the security that if something anomalous occurs it will be resolved through the Touchbase Client Engagement Manager and the 'Follow-the-Sun' Service Desk. The easy-access web view reports, of important performance indicators, allow a constant view of the communication environment. Both the client's technology team and the executive team benefit from *Manage+*, on top of *Support*, by having comprehensive information upon which confident action can take place to control the communication environment.

## COST

The Technology Company's cost of managing its communication environment has decreased by 19%. This cost reduction does not signal any reduction in effectiveness - on the contrary - the support and management is delivering further savings in indirect costs through the improvement in efficiency and productivity. Waste on short-term communication technology solutions, which form no cohesive part of the medium and long term solution, has been eradicated.

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.

[www.touchbaseglobal.com](http://www.touchbaseglobal.com) | [info@touchbaseglobal.com](mailto:info@touchbaseglobal.com)

TOUCHBASE: OPTIMIZING BUSINESS COMMUNICATION