



# INTELLIGENCE THROUGHOUT COMMUNICATION TECHNOLOGY CREATES OPTIMUM ENVIRONMENT

<b>INDUSTRY:</b>	<b>Manufacturing</b>
<b>EMPLOYEES:</b>	<b>near to 25,000</b>
<b>LOCATIONS:</b>	<b>over 20 countries</b>

Touchbase's client is one of the world's largest companies in its industry, turning over \$3.5 billion and employing near 25,000 people in more than 20 countries. Its purpose is to bring together its people and its resources in technology

and finance to create an exceptional global organisation. Its objective is to enhance its customer's business performance in order to deliver both sustainable stakeholder value and opportunity for its people.

To achieve this the Manufacturing Company's strategy is to consolidate its presence in a number of carefully selected growth markets, focusing on quality, service, innovation and reliability for its customers and continuous improvement in manufacturing and operational excellence. The company is continuing to focus on the core drivers which have made it successful – the efficiency of operations, the quality of products, the level of service offered and the ability to innovate.

Touchbase currently delivers the OPTIMISE service for the Manufacturing Company's IP Telephony infrastructure across Europe. Prior to this transition Touchbase upgraded this infrastructure to the latest version of Cisco CallManager and its 850 users to Cisco Workspace Licensing in order that they could take advantage of the full suite of collaboration tools available.

Touchbase was selected due to the Manufacturing Company's criteria for a support partner to meet specific characteristics:

- Global coverage & capability
- Flexibility
- Assist the move to a services orientated infrastructure
- Creative solutions that 'add value' at a commercial level
- Configuration management
- Real time monitoring
- Proposition fulfilment in remote parts of the globe
- Partnering approach

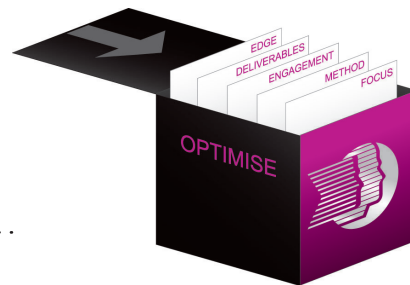
In these respects Touchbase is ideally suited to satisfy the requirements on an ongoing basis.



"With its well designed communication environment Touchbase helps its client to measure and manage much more than was previously possible"

# OPTIMISE SERVICE

## GLOBAL MANUFACTURING COMPANY



### FOCUS

Prior to using Touchbase's OPTIMISE service the Manufacturing Company had Cisco IPT for 850 users across 11 European locations. The incumbent partner at the time was not working with the Manufacturing Company to maximise the potential within this existing environment. Working with Touchbase the company saw the opportunity to integrate 4 new locations into the existing environment (bringing up the number of supported users to over 1000) and to support and manage these locations in a consistent way to deliver specific business outcomes.

### THE METHOD

The Manufacturing 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.

### OPTIMISE Support

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

- Cisco CallManager
- Cisco Unity Connected/Unified
- Cisco Unified Contact Center Express
- Cisco Unified Contact Center Enterprise
- Cisco Personal Communicator
- Cisco VT Advantage
- Cisco Mobility Manager
- Cisco MeetingPlace



“Working with Touchbase the company saw the opportunity to integrate 4 new locations into the existing environment and to support and manage these locations in a consistent way”

The Touchbase Client Engagement Manager is responsible for all aspects of the ongoing relationship with the company 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

- The identification that a wireless and voice recording implementation would deliver further business outcomes
- The arrangement of a features and functionality workshop to further train users on the system in order to maximise the benefits from it.
- Active Directory is being adopted across all locations so that contact details are on other systems and are updatable across these systems.
- Cisco CallManager and Cisco Unified Unity upgrade for all sites

#### Service Level Agreement Review

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

#### System Analysis & Recommendations by Touchbase CCIE Product Specialist (as part of Manage+)

- Voice Quality had average MOS of > 4.0, therefore in the highest bracket; Good.
- Those few calls not within this MOS bracket have instigated a review of the data network and QoS configurations.

#### 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

- Minimises the adverse impact of incidents and problems to the company that are caused by errors within the IT infrastructure; and prevents the recurrence of incidents related to these errors.

#### TECHNICAL SYSTEM ADVICE

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

#### ON-SITE RESOLUTION

- On occasion support engineers visit the Manufacturing 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 Manufacturing Company's infrastructure. These parts are reserved for maintenance, and allow for the quick resolution of possible hardware failures.

#### VENDOR ESCALATION MANAGEMENT

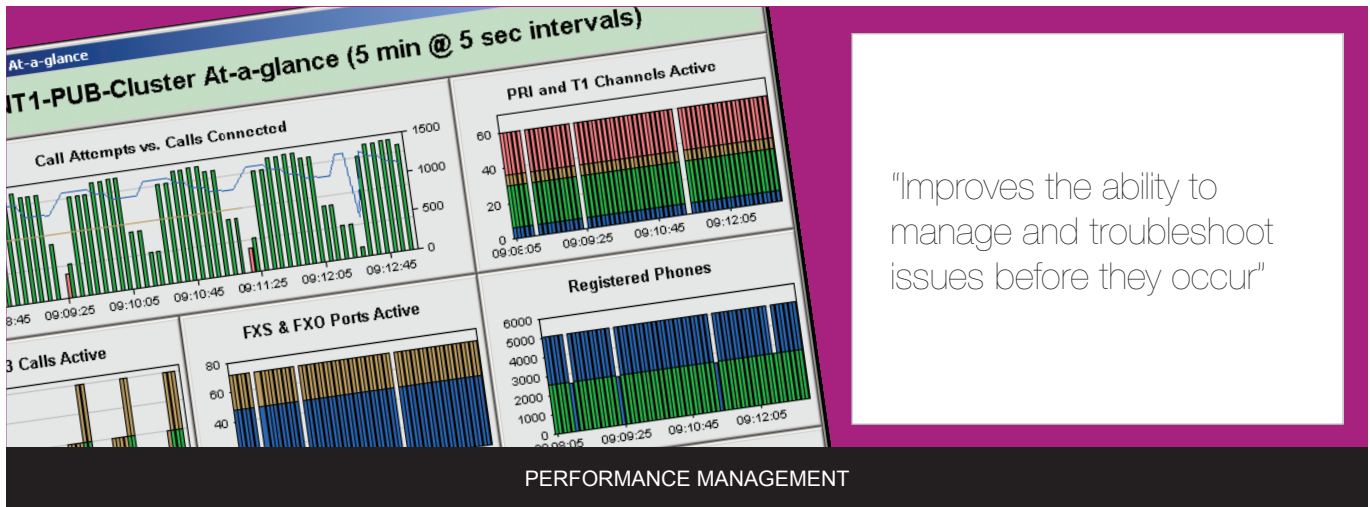
- The Touchbase partnerships that are in place ensure that the Manufacturing Company has Level 3 and Level 4 assistance in the event an incident or problem requires escalation to the vendor.

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

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

**OPTIMISE Manage+**

Touchbase and the Manufacturing Company 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:



Unified Communications	Intelligence	
<p>The Performance Management component (focused on UC technology) addresses the primary challenges of network optimisation of the company's communication environment 24 hours a day, 7 days a week, 365 days a year. It:</p> <ul style="list-style-type: none"> <li>Provides immediate alerting and a comprehensive dashboard view of infrastructure and Unified Communications.</li> <li>Pinpoints and resolves potential issues, such as an application using excessive bandwidth or hardware resources – before users are impacted.</li> <li>Allows Touchbase to help its client maintain the 'right size' communication environment.</li> <li>Measures service levels and historical business-level reports so that Touchbase can identify when telephony demands begin to exceed capacity.</li> </ul> <p>The real time monitoring capability improves the ability to manage and troubleshoot issues before they occur and in the 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.</p>	<p>The Intelligence service option within <i>Manage+</i> gives the Manufacturing Company the following:</p> <ul style="list-style-type: none"> <li>Real time diagnostics and troubleshooting</li> <li>Real time and historical call quality measurement</li> <li>Proactive alerting to designated parties on thresholds</li> <li>Extensive thresholding to match key performance requirements from the system</li> <li>Maximised availability of the Unified Communications systems through improved route cause analysis</li> <li>In-depth systems view for the Executive team in relation to its end use: telephony</li> <li>Web Portal – real time, historical and trends reporting for hardware capacity, route capacity, route availability, call capacity, call details &amp; call quality</li> <li>Systems analysis and recommendations (as part of Value Review)</li> </ul>	<p>Detailed system performance information by Touchbase Product Specialists delivered via quarterly meetings improves planning and gives the Manufacturing Company measurement of service levels. This gives the intelligence to OPTIMISE resource usage of the Unified Communications solution.</p> <ul style="list-style-type: none"> <li>Voice quality</li> <li>Voice quality exception</li> <li>Call failure</li> <li>IP trunk availability</li> <li>IP trunk utilisation</li> <li>Location calls</li> <li>Long duration call</li> <li>Node utilisation</li> <li>PBX call load</li> <li>Phone report</li> <li>PSTN trunk availability</li> <li>PSTN trunk utilisation</li> <li>Route pattern availability</li> <li>Unity port utilisation</li> <li>Unity mailbox size</li> </ul>

**PRINCIPLES ALIGNED TO MANUFACTURING COMPANY**

COVERAGE	CAPABILITY	CONSISTENCY	CULTURE	CLIENTS
<p>The company has administrative and manufacturing locations around the world that can be serviced by Touchbase's locations across Asia, Australasia, Europe and North America. The company benefits from the consolidated technology platform across its European operation, managed through the proven OPTIMISE methodology, that sets a benchmark for its global operation.</p>	<p>Touchbase's global accreditations are proving beneficial to the Manufacturing Company: Cisco Master Unified Communications Specialization, Cisco Powered - Global Managed Business Communications and Contact Center and Cisco Customer Satisfaction Excellence Gold Star.</p>	<p>The Manufacturing Company has regular updates with the Touchbase Client Engagement Manager who takes its technology team through a value review of their communication environment. Whether the Manufacturing Company's people speak to an engineer in Sydney, Singapore, London or Denver they are taken through a consistent resolution methodology.</p>	<p>Touchbase is renowned for its focus on resolving clients' issues. Ingrained in the culture of Touchbase is the belief that clients rule its business therefore when something needs to be done for them it gets done quickly and effectively. The Manufacturing Company appreciates this focus.</p>	<p>Touchbase has worked with over 650 mid-size multinational organisations 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 for the Manufacturing Company to judge the quality of service in order to attain/maintain market leading standards.</p>



# DELIVERING COMPETITIVE EDGE

---

"With clear intelligence encompassing how it communicates the Manufacturing Company ensures that its investments in technology are aligned with business strategy, while it keeps spend in line with realistic budgets"

## VISION

In order to help carry out its vision for the future the Manufacturing Company identified essential characteristics in a potential technology support partnership that needed to be satisfied. With important factors such as global coverage and capability, flexibility, real-time systems monitoring and a partnering approach fulfilled by Touchbase, the Manufacturing Company is confident of the future of its business communication capability and its strategic alignment to enhance commercial activities.

## EXPERIENCE

The Manufacturing Company's communication environment in Europe is providing its people with impressive uptime and voice quality. If an incident does occur (which is rare due the real-time monitoring element of the OPTIMISE service) users speak directly to qualified Touchbase engineers every time, whatever the time, who can solve the issue on the spot in most cases.

## INTELLIGENCE

With its well designed communication environment Touchbase helps the Manufacturing Company to measure and manage much more than was previously possible. Each area of communication technology is reported on providing executives with the knowledge to make informed decisions about how to drive better interaction between individuals, teams, customers and partners. By mapping the way in which the Manufacturing Company communicates historically and in real-time, and identifying the issues associated with this, the Manufacturing Company has been able to increase the efficiency of its communication environment which has in turn reduced costs.

## CONTROL

Pre-emptive alerting at the Touchbase service desk ensures potential incidents are dealt with before they even occur. When incidents do happen the technology team at the Manufacturing Company 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 Manufacturing Company 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

With clear intelligence encompassing how its company communicates the Manufacturing Company ensures that its investments in technology are aligned with business strategy, while it keeps spend in line with realistic budgets. 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 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.

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

TOUCHBASE: OPTIMISING BUSINESS COMMUNICATION