

# OPTIMIZE CLIENT STORY

## GLOBAL COMMUNICATIONS COMPANY



## DEDICATED TOUCHBASE TEAM STRENGTHENS EXISTING SYSTEMS AND BUILDS FOR THE FUTURE

<b>INDUSTRY:</b>	<b>Communications</b>
<b>EMPLOYEES:</b>	<b>over 5,000</b>
<b>LOCATIONS:</b>	<b>over 50 sites in Europe, Asia and North America</b>

Touchbase's client is an international communications company headquartered in North America.

The company operates one of the world's largest communications and internet backbones over an IP-optimized network. Part of this

is the delivery of data, video and voice services for open IP telephony capabilities to businesses and carriers. The Communications Company counts among its customers many of the world's largest telecom, ISP, wireless and cable companies.

Touchbase's engagement with its client began in 2002 with the support of its US Avaya voice technology. Following Touchbase's move away from legacy technology to embrace the emerging unified communications leader Cisco, Touchbase has been working closely with the company to design, deliver and optimize its Cisco estate across the USA and Europe, and ensure its legacy communications technology continues to support the telephony needs where it is in place.

Into the future the Communications Company looks to use communication technology as a method of gaining competitive advantage. With a globally dispersed workforce and a focus on it delivering to its customers the best service, fluid communication is integral.

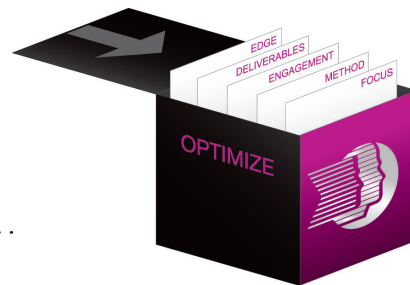
Touchbase is supporting and managing the company's move to a consistent technology platform from which further productivity and efficient applications can be run.



"Touchbase provides its client with the support and management of its communication environment to strengthen its position as one of the world's leading providers of communication services"

# OPTIMIZE SERVICE

## GLOBAL COMMUNICATIONS COMPANY



### FOCUS

The Communications Company is benefiting from the OPTIMIZE service's focus on flexibility and service excellence. Its communication technology is currently composed of Avaya technology and, more recently implemented, Cisco unified communications and contact center technology. The company is confident in Touchbase's capability in supporting this mix and managing the ongoing migration to advanced communication technology and the ultimate goal of a consistent technology landscape world-wide running collaboration, mobility and customer contact enhancing applications.

### THE METHOD

Touchbase's client benefits from a team of dedicated support engineers who are focused solely on its business. In practice this dedicated team receive over 1,000 service requests (tickets) per month and handle these ostensibly as representatives of the Communications Company.

### OPTIMIZE Support

Touchbase Support encompasses 24 x 7 x 365 coverage for over 5,000 people on the following technology –

- Cisco Call Manager
- Cisco Unified Unity
- Cisco Cluster Management Suite
- Cisco Gateways
- Cisco IP IVR
- Avaya S8700
- Avaya G3SI
- Avaya Prologix
- Avaya Octel
- Avaya Intuity
- Advatel Agent Board
- Proteus CDR

#### 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 IT infrastructure; and prevents the reoccurrence of incidents related to these errors.

#### TECHNICAL SYSTEM ADVICE

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

#### ON-SITE RESOLUTION

- On occasion support engineers visit client 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 client'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 Communications Company has Tier 3 and Tier 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.

Touchbase supports the Communications Company primarily through its North American service desk located in Denver. When necessary service requests are allocated to the European service desk located in London.

AVAYA (PBX & Voicemail)		CISCO	
USA	EUROPE	USA	
27 sites, 23 states	18 sites, 18 countries	Headquarters	Cisco Cluster Management Suite
		Headquarters	Cisco CallManager Servers
CTI GROUP		Headquarters	Cisco Unity Unified
Headquarters	Proteus CDR	Headquarters	Cisco IP IVR
ADVATEL		4 x sites	Cisco Gateway
Headquarters	Advatel Agent Board	3 x sites	Cisco CallManager

The Communications Company benefits from a Touchbase Client Engagement Manager who is responsible for all aspects of the ongoing relationship with the client 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 –

#### Completed Projects Review

- Call Manager upgrades to remedy bugs identified in the existing version
- Virtual interface cutovers to isolate Touchbase support devices from network devices. This is to allow Touchbase to refer to abstract network interface connections and to enable processes to better coordinate the sharing of the network.
- Replacement of existing T-1 trunks with SIP trunks to enable further telephony functionality for users


#### Service Level Agreement Review

- Over 2500 tickets responded to and resolved
- Over 99% of incidents resolved within SLAs

"The Communication Company benefits from a team of dedicated Touchbase support engineers who are focused solely on its business"

**OPTIMIZE Manage+**

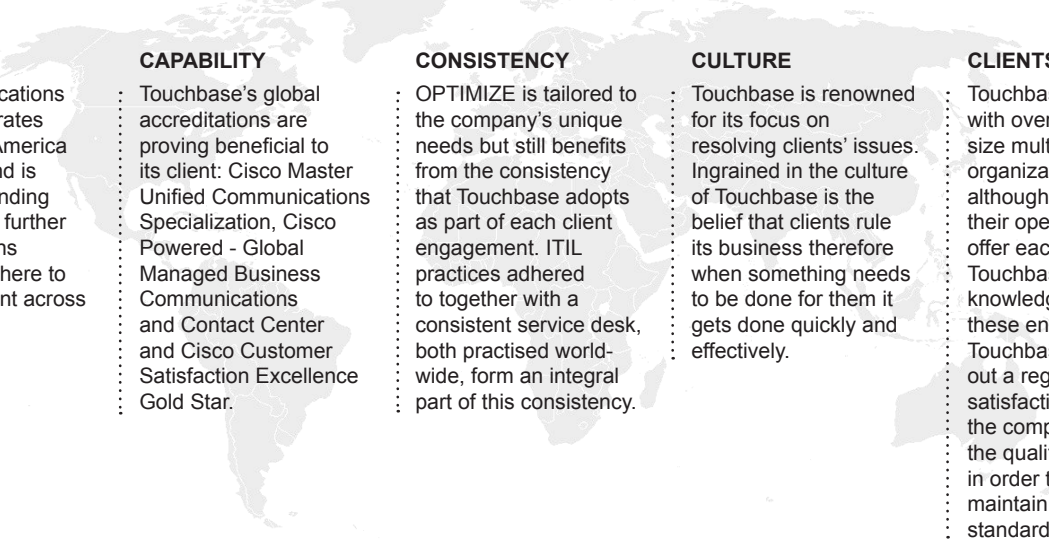
Touchbase and its client worked together to scope the services necessary to keep an optimum communication environment from the modular options available. The following elements ensure the company is operating with a communication environment that delivers value to its business:



"The Communications Company operates across North America and Europe and is currently expanding into Asia. With further expansion plans Touchbase is there to support its client across the globe"

+CONFIGURATION MANAGEMENT	+CLIENT BASED RESOURCE
<p>Touchbase's client is provided with a logical model of the supported systems, through the identification, capture and storage of key configuration items, such as hardware, software, and inventory.</p> <p>The Communications Company benefits from the following components of Configuration Management:</p>	<p>The Communications Company utilizes Touchbase's OPTIMIZE service as an adjunct to its own technology team. A dedicated team within Touchbase serve both the internal technology team within the client, working on longer term technology transformation projects, and the people of the company as their direct support resource.</p> <p>The Communications Company benefits from the following components of Client Based Resource:</p>
<b>+Configuration Audit</b>	<b>+Operational Resource</b>
<ul style="list-style-type: none"> <li>• A quarterly asset audit is delivered as part of the value review</li> </ul>	<ul style="list-style-type: none"> <li>• Day to day support and management of the communication environment through a dedicated Touchbase support engineer</li> </ul>
<b>+Network Schematic</b>	<b>+Service Credits</b>
<ul style="list-style-type: none"> <li>• This visually identifies each site, the systems connectivity and the devices supported</li> </ul>	<ul style="list-style-type: none"> <li>• To meet short-term and immediate business requirements Touchbase's client has units of credit; no need for wasted time on invoicing irregular financial transactions or scheduling of resource.</li> </ul>
<b>+Password Management</b>	
<ul style="list-style-type: none"> <li>• The control documentation and co-ordination of all passwords pertaining to supported systems</li> </ul>	
<b>+Voice Security Analysis</b>	
<ul style="list-style-type: none"> <li>• Regular analysis recommendations incorporating the latest security fraud protection requirements</li> </ul>	
<b>+Software Management</b>	
<ul style="list-style-type: none"> <li>• Providing protection, risk management and future proofing of supported systems.</li> </ul>	

**PRINCIPLES ALIGNED TO COMMUNICATIONS COMPANY**



<p><b>COVERAGE</b></p> <ul style="list-style-type: none"> <li>• The Communications Company operates across North America and Europe and is currently expanding into Asia. With further expansion plans Touchbase is there to support its client across the globe.</li> </ul>	<p><b>CAPABILITY</b></p> <ul style="list-style-type: none"> <li>• Touchbase's global accreditations are proving beneficial to its client: Cisco Master Specialization, Cisco Powered - Global Managed Business Communications and Contact Center and Cisco Customer Satisfaction Excellence Gold Star.</li> </ul>	<p><b>CONSISTENCY</b></p> <ul style="list-style-type: none"> <li>• OPTIMIZE is tailored to the company's unique needs but still benefits from the consistency that Touchbase adopts as part of each client engagement. ITIL practices adhered to together with a consistent service desk, both practised worldwide, form an integral part of this consistency.</li> </ul>	<p><b>CULTURE</b></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>	<p><b>CLIENTS</b></p> <ul style="list-style-type: none"> <li>• Touchbase has worked with over 650 mid-size multi-national 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 for the company to judge the quality of service in order to attain/maintain market leading standards.</li> </ul>
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# DELIVERING COMPETITIVE EDGE

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“With the confidence that Touchbase is handling its systems capably day in day out, the company does not need to spend time and money on superfluous support engineers or short-term solutions which do not form part of the vision for a world-wide standardized system that is being developed by Touchbase and its client”

## VISION

Touchbase provides its client with the support and management of its communication environment to strengthen its position as one of the world's leading providers of fibre based communication services. With a dedicated Touchbase team to enable this, the Communications Company is assured the way it communicates internally and externally is being thought about and acted upon each minute of the day to create for it the optimum technology landscape.

## EXPERIENCE

End users of the communication technology systems within the Communications Company benefit from Touchbase's commitment to service excellence. When there is an issue or query they speak directly to a Touchbase engineer who operates ostensibly as an in-house company engineer. This means users have a great experience of their company's internal support process and benefit directly from Touchbase's accumulated knowledge of advance communication technology.

## INTELLIGENCE

Through configuration management there is total visibility of the technical information and health of the components within the communication environment. This gives Touchbase and its client greater efficiency in pinpointing issues within the equipment and quicker resolution of potentially business damaging incidents. Through Touchbase's intelligent management of the systems the company's people are more productive due to maximized uptime and premium voice quality.

## CONTROL

The technology team within the Communications Company benefits from a single point of contact for its worldwide communication environment. The client is confident in Touchbase taking responsibility for the support and management of many aspects of the system. This also offers the Executive team of the Communications Company tight control of how communication aligns with strategy. Touchbase responds quickly to issues, needs and opportunities, meaning projects – whether tactical or strategic – are carried out promptly and in close alignment to the vision.

## COST

With Touchbase being responsible for much of the communication system's administration the Communications Company is able to allocate its valuable people to strategic projects. With the confidence that Touchbase is handling its systems capably day in day out, the company does not need to spend time and money on superfluous support engineers or short-term solutions which do not form part of the vision for a world-wide standardized system that is being developed by Touchbase and its client.

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