DESIGN CLIENT STORY GLOBAL SOFTWARE COMPANY





PRODUCTIVITY SET TO RISE & COSTS TO FALL FOR ONE OF THE WORLD'S LEADING SOFTWARE FIRMS

INDUSTRY:	Software
EMPLOYEES:	over 800
LOCATIONS:	over 30 across the world

Touchbase's client is a lead innovator in the provision of software to a number of industries. The Software Company has over 800 employees across 30+ global locations with its headquarters in Europe.

The company's consistent growth has spanned five decades, during which time it has unveiled a number of leading-edge innovations in its industry, formed partnerships with major technology suppliers in specialist fields, and acquired a number of companies that have complemented its core solutions. This has created a communication environment of disparate systems and local autonomy for the control of technology.

Before engaging with Touchbase, the Software Company was running its global operations on a network using a VPN solution and traditional PBX technology. The justification to replace the technology was based on the forecast productivity increases and increased efficiency and the current disparate legacy system's inability to provide these improvements.

The company managed its domain and security policies globally, allowing local autonomy for most other IT services. There was no standardisation and global support was an increasing issue. This had been an effective strategy in the past but was becoming less so as

standardisation and centralisation became key business drivers in order to make integration easier as a consequence of growth and acquisitions.



"The justification to replace the technology was based on the forecast productivity and efficiency increases and the current disparate legacy system's inability to provide these improvements"

DESIGN SERVICE



FOCUS

Prior to Touchbase's engagement, the Software Company was beginning to feel the negative impact of its existing communication environment through a number of issues:

TECHNICAL ISSUES	BUSINESS ISSUES
Network under performing	Unable to meet business demands
Network difficult to manage	Very little analysis available
Internet technology based network	No performance service level agreements available
Disparate telephone systems with legacy technology	High support costs
No integration between telephone system and the company's domain	More complex and duplicative management
No telephone standardisation	No interoperability between sites
Wireless security not current with today's standards	Data not secure
No global wireless solution	Each location is set up differently

The Touchbase team (Solution Analyst, Solution Architect, Client Manager & Project Manager) worked closely with the Executive and Technology team within the Software Company to understand their business strategy and what business outcomes they wished to achieve. This was in order to produce a design that would reflect their current needs and issues and expected future opportunities.

"A centrally managed network and IPT solution running productivity enhancing applications with highly resilient survivable remote site telephony"

THE METHOD

It was fundamental that the design of a communication environment, spanning over thirty locations across the world, was matched exactly to the Software Company's drivers, strategy and desired business outcomes. This was delivered through an in-depth DESIGN engagement which formed the basis for intelligent investment in the right technology at the right time; a further 'low-level' design followed, as part of the implementation of the solution.

There were three major requirements identified to satisfy the Software Company's needs:

- Centrally manageable and standardised global solution
- 2. Increased collaboration for Software Development teams
- Easier mobility for client representatives

Touchbase took these three requirements and designed a 'high-level' communication environment to satisfy them and deliver more options to its client.

DESIGN Concept

In this stage ideas were formed through close interaction between the Software Company and Touchbase, to establish what communication environment would allow them to solve current issues and deliver against specific business outcomes. It was proposed that the foundation be built in the following way:

Global & Europe Hub	15 sites
Asia Regional Hub	14 sites
North America Regional Hub	4 sites

From these hubs the collaboration and mobility applications, designed to deliver against the company's business strategy, would be run.

This model would enable a centrally managed network and IPT solution, running productivity enhancing applications with highly resilient survivable remote site telephony. It would also deliver scalability to easily cope with major growth and be fully integrated with the Software Company's domain.

Having fully understood the business drivers and assessed the technology available, the following communication concepts were proposed:

FOUNDATION

- Private MPLS network with quality of service (QOS) for voice, video and data
- Internet breakouts in Asia, Europe and North America
- Introduction of IP based telephone system
- Full integration with the company's domain
- Private and quest access
- Acquisition friendly (known infrastructure for given size office allows easy integration)

COLLABORATION

- Global Software Development collaboration with integration into the video conferencing equipment
- Presence to enhance contactability
- · Web conferencing with document share

MOBILITY

- · Secure managed wireless solution
- Single Number Reach for deskphone, PC softphone, mobile, home phone and others
- Mobile client to connect consistently with other people and teams
- Global access to phone at desk, any company's office, wireless hotspots, home and on mobile device

BUSINESS INTELLIGENCE

Proactive analysis and reporting of network utilisation / bottleneck

DESIGN Calculate

Taking these general concepts the *Calculate* stage determined what available technology could be brought together to create a communication environment unique to the company's needs. Together with this, a target of expected financial outcomes was presented:

- Improved individual and business unit productivity by a forecast 20%
- Speed to Market & Speed to Customer forecast to increase by 18%
- Reduced travel and associated cost by a forecast 10% 15%
- EQUATING TO: \$1.2M to \$1.8M per annum saving
- ROI estimation Solution pays for itself over 3 years

TECHNOLOGY

Having agreed the concepts and financial return estimates, Touchbase then formulated the specific technology plan for its client. The following technology, once implemented and managed, will give the Software Company a sound communication platform on which they can rely on for the future of their business communication needs.



Managed WAN

Masergy WAN (3 x regional internet breakouts)

Switching & Routing

- Cisco Catalyst Switches
- Cisco Integrated Service Router

IP Telephony

- Cisco Unified Workspace Licensing Pro
- Cisco CallManager Servers (single cluster - diverse locations)
- Cisco IP Phones and Cisco Unified Wireless IP Phones
- 14 additional Survivable Remote Site Telephony (SRST) locations

Security

 Cisco Network Admission Control Appliance (split between regional hubs)

Unified Client

 Cisco Unified Personal Communicator for all users (with Presence)

Conferencing

 Cisco Unified Meeting Place Express

Messaging

 Cisco Unified Unity integrated with Microsoft Exchange for all users (split between regional hubs)

Wireless

- Cisco Catalyst
- Wireless Controllers (split between regional hubs)

Soft Phones

 Functionality within Cisco Unified Personal Communicator

Future Development

- Cisco Unified Mobile Client
- Single Number Reach
- PDA Integration

Advanced Reporting

Prognosis

Integration with:

- Active Directory
- Microsoft CRM (future)
- Microsoft Exchange

"Touchbase's proposed technology plan will give the Software Company a sound communication platform on which they can rely on for the future of their business communication needs"

PRINCIPLES ALIGNED TO SOFTWARE COMPANY

COVERAGE

Touchbase has responsibility worldwide for the Software Company's communication enabling technology and services. Touchbase has locations in Asia, Europe and North America which was critical to meeting and exceeding the company's expectations and requirements.

CAPABILITY

The fact that every
Touchbase region has
the same capability
was key for the global
Software Company.
Touchbase is Cisco
Master Unified
Communication
Specialization accredited
and Managed Services
Cisco Powered; this was
a major comfort for the
company.

CONSISTENCY

The Client Team & Regional Service Hub model, replicated in every region gives the Software Company confidence that there will be consistent DELIVER and OPTIMISE services - the key points now this DESIGN has been confirmed.

CULTURE

Group IT Director at the Software Company stated that "if there is one key factor in why we work with Touchbase it is the exceptional client focus from the entire Touchbase team".

CLIENTS

Touchbase hosted the CEO, CFO & Leadership team from the Software Company at a workshop in Europe. At this event it was demonstrated to them that Touchbase not only can satisfy the technology requirements of clients but proactively seek out how technology can be aligned to business strategy to deliver specific business outcomes.

DELIVERING COMPETITIVE EDGE



"The people of the company will benefit from the ability to communicate with each other any time and any place, on any device"

VISION

The design delivers a sound platform for future business communication requirements, providing alignment of technology to identified business drivers and strategy. The quality of the Software Company's products and services is key to their business. As a global business the company needs to keep this consistent and enable their people and teams to collaborate as closely as possible. The design focused on this and will greatly enhance this key driver.

EXPERIENCE

This design focuses on ease of use for individuals and teams allowing them to concentrate on their roles and projects and to focus on the customer - not technology inhibiting their optimum performance. The customers of the Software Company benefit in two ways; in an immediate way the people of the company will be more easily contactable, and in a more long term way, business communication will help them to innovate and execute more effectively thus providing an enhanced product and service.

INTELLIGENCE

Through productivity and efficiency enhancing collaboration and mobility technologies speed to market and speed to customer could be increased by a forecast 18%. It has the potential to drive up individual and business unit productivity in both sales and software development by a forecast 20%.

CONTROL

The solution will place the entire business communication environment within the control of a central IT team. It will give the Executive team the flexibility to align communication with their business strategy quickly and efficiently. The people of the company will benefit from the ability to communicate with each other any time and any place, on any device. It also allows the Software Company to grow and expand into new locations easily. This is due to the standardised platform, interoperability and applications that can be added on as a global initiative.

COST

By enabling people to collaborate through a variety of methods across their global locations, travel and subsistence spend will decrease by an estimated 10% - 15% equating to \$1.2M to \$1.8M per annum saving. This will mean the solution has paid for itself within 3 years.

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.

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