

LEND LEASE REDUCES OPERATIONAL COSTS WITH CISCO IP COMMUNICATIONS

Cisco IP Communications increases staff productivity and lowers the total cost of ownership at Lend Lease Corporation, resulting in a significant return on investment.

EXECUTIVE SUMMARY

When leading real estate company Lend Lease Corporation replaced their ageing PABX system with a new Cisco IP Communications solution, they cut their operational costs associated with adds, moves and changes by approximately 80%.

These savings were achieved through the reduced infrastructure and management costs of a Cisco converged network, which carries voice, video and data over one cable instead of three separate networks. IT staff can now manage the IP phone system themselves, even remotely over the Internet.

The space required to house the Cisco IP Telephony solution has been reduced from 32 square metres to one square metre, providing additional savings in power, cooling and rent.

Staff are also reaping the benefits of productivity-enhancing features such as 'extension mobility', which enables them to log on to any Cisco IP phone with their own PIN and instantly establish it as their own.



MAKING THE RIGHT MOVE

Lend Lease Corporation is a leading real estate company that develops, constructs and manages high-rise office buildings, hospitals, airports, shopping centres, pharmaceutical facilities and residential communities around the world.

The corporation has an annual global turnover of AU\$106 billion and 9,000 staff located in offices throughout Asia Pacific, Europe, Africa, The Middle East and the US.

When the lease on their former headquarters at Australia Square in Sydney was due to expire in 2004, Lend Lease seized the opportunity to improve more than just their physical environment by moving their 875 Sydney staff to brand new offices. They also improved their bottom line by replacing their separate voice and data networks with a converged Cisco network carrying voice, video and data.

This was prompted by a management directive that the corporation save some 25-30% in annual operational costs as a direct result of moving to the new location. Their ageing PABX system was becoming increasingly expensive to maintain and needed replacing with technology that would support new and existing work practices.

Bruce Duyshart, IT Project Director for Lend Lease, comments: "Our analogue telephone system was reaching the end of its life. Logistically it would have been expensive, risky and difficult to relocate the existing PABX to a new building."



“Cisco System’s integrated end-to-end solutions have ensured that data, voice and video conferencing across the network works seamlessly, and is much easier to administer and manage.”

*Bruce Duyshart
Project IT Director, Lend Lease*

“Frequent moves, adds and changes were still relatively simple to perform, but the physical cabling that resulted could take up to two or three days to complete once change requests, patching and physical rewiring were completed. It also cost approximately \$170 every time an engineer repatched the system.

“Before relocating to the new offices in Millers Point, we needed to deploy an integrated system that could grow as our needs changed, and that would contribute to an annual operational saving of 25 to 30% – a required outcome of the move.”

The Lend Lease IT team investigated numerous technologies and vendor products to see which would scale, integrate and best complement the needs of the company. They already had Cisco networking in place for their WAN and VPN services, so it was important to find a communications system that would integrate with their existing Cisco technologies.

A Cisco IP Communications solution was selected because it met all the corporation’s objectives. By installing a Cisco converged IP network capable of transmitting voice, data and video conferencing, Lend Lease could benefit from reduced infrastructure costs and attractive network management and end-user features that would help boost productivity for their staff.

A COMMUNICATION SYSTEM THAT SAVES TIME AND MONEY

Once Lend Lease staff moved into their new offices, the Cisco IP Communications solution delivered immediate financial benefits to the company.

Bruce Duyshart comments: “A key saving has been in the time it takes to organise phone extensions for staff moves, adds and changes. Our IT staff can easily manage the Cisco IP Communications system internally. Using a standard web interface we can make changes in minutes from anywhere, compared to the days it took previously. And because we don’t have to call out an electrical contractor any more, we estimate we will see an annual cost reduction in associated costs of around 80%.

AN INTEGRATED END-TO-END SOLUTION

The Cisco IP Communications system includes 1100 Cisco 7960G IP handsets and 35 Cisco 7935 conference stations.

Some 200 managers and staff on the road will be provided with Cisco IP SoftPhones. All of the phone systems are centrally managed by the IT team using Cisco CallManager and PSL Vision Voicemail on IBM servers.

Three Cisco Catalyst 6500 switches at the core of the network were expanded to include three Cisco Supervisor Engines, two Cisco 8-port Voice E1 services and 48 Cisco Fibre Gigabit Interface converters, providing a fully

redundant hierarchical network that ensured resilience and failover capability.

This also provided Lend Lease with a platform for growth. Bruce explains, “It is ten times faster than our previous infrastructure and capable of a further ten-fold increase in capacity to the desktop without re-cabling.”

On each floor Cisco Catalyst 4500 and Cisco Catalyst 4000 Supervisors monitor and manage the flow of data packets ensuring that it travels smoothly through the system.

Further assisting this, Cisco’s Quality of Service (QoS) enables Lend Lease to prioritise their network traffic so that it is allocated appropriate bandwidth.

“The end-to-end Cisco solution aligns with an overall Lend Lease business objective of providing a solid infrastructure for growth, while returning real savings in operational costs and improving the total cost of ownership.”

Bruce Duyshart
Project IT Director, Lend Lease

“Additional reductions in heat emissions have also been realised by using Cisco’s in-line power switches because each IP phone does not require a separate external power pack.

“Another advantage of the Cisco IP handsets is their two switched Ethernet ports. We connect handsets to the network via one Ethernet port, and they connect their laptop or PC via the other. With just one cable to the desktop, we’ve further reduced cabling requirements.

“From a support perspective, our options are also significantly improved. With Cisco’s remote management software we can now leverage a range of skills and services offered by a service provider.”

PHONES THAT GO THE DISTANCE

The innovative features of the Cisco IP Telephony system have enabled Lend Lease staff to be more productive and flexible in the way they work. Extension mobility enables staff to enter their extension number and PIN to any IP handset and instantly establish it as their own. They can then pick up their voicemail, use their pre-configured speed dials and other personalised options, enabling them to relocate effortlessly.

Bruce demonstrated the versatility of the Cisco IP Telephony solution to colleagues during a recent visit to the Lend Lease Data Centre in Atlanta, USA where he was able to retrieve his voicemail, access features and make calls as though he was at his desk in Sydney.

Lend Lease staff who travel for work will also be provided with Cisco SoftPhones, which provide telephony access via their laptops and a headset. Lend Lease staff will simply connect to the Internet and they will be able to access the full functions of IP telephony, via their laptop.

The Cisco IP Telephony solution takes advantage of Cisco CallManager and PSL Vision, which provides a suite of tools that Lend Lease have deployed to improve

In addition to the Cisco IP Telephony solution, 62 Cisco Aironet 802.11G wireless access points give Lend Lease staff the freedom to work anywhere in their new headquarters.

A new IBM Storage Area Network (SAN) featuring a Cisco MDS 9000 Series Storage Switch has consolidated the infrastructure and management of Lend Lease’s data and applications.

Due to their compact form, both the SAN and the Cisco IP Communications infrastructure, reduced the spatial and weight load in the new building by more than 70%.

Bruce explains, “The Cisco CallManager requires only one square metre of space compared to the 32 square metres required by the previous PABX system.

“With a 96% reduction in required system storage size, we’ve achieved savings in space, power, cooling and rent.”

The data centre is fully equipped with the latest IP addressable rack infrastructure (APC InfrastruXure), enabling each power outlet in the main data room racks to be network-addressable and capable of remote IP management.



productivity such as online directories, which make it easy for staff to find and update contact details.

The Cisco IP Telephony solution also enables XML-based applications to be deployed to the handsets, which allows Lend Lease to use them for publishing corporate information, directories and other system information. For example, meeting room bookings are now published on the meeting room phones so that staff can quickly find out if a room is booked, for how long and by whom.

“We’ve also added applications such as world-time lookup, an important feature with so many international meetings conducted on a daily basis,” says Bruce Dyshart. “And we provide local temperature and weather feeds through a web service from the Bureau of Meteorology via the local Observatory Hill weather station.

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