



# The Egg cuts telephone costs by almost a half

In its new building, The Egg has opted for Cisco's technology ranging from unified presence to even voice-over-IP on the iPhones of the company.

## COMPANY

The Egg, the "communication nest", is a group of various media associations. The organisation mainly offers its members technical services. In 2002 The Egg moved into a renovated building close to Brussels Zuid/Midi station. In The Egg members have access to office space, a staff restaurant, meeting and conference rooms. There are 60 people working at The Egg.

## BUSINESS BENEFITS

- fewer costs thanks to network visualisation
- easier to telework with Cisco Virtual Office
- wireless network with IP telephony on iPhones
- no more spam thanks to Cisco's Spam & Virus Blocker

## CHALLENGE

In its new offices The Egg immediately opted for new and more professional communication systems. "The functions of our previous switchboard were limited," says Michel Siklosi, whose responsibilities at one of the media associations include IT. "Any changes we made had to happen in MS-DOS. Who still has this software on their computer? We couldn't add any more telephone lines and the telephones themselves were gradually becoming outdated. So we looked for a new hardware partner and IT service provider."

## SOLUTION

Olileo suggested installing technology from Cisco. "Since we can share the IT costs, the price tag was also very reasonable," according to Siklosi. Olileo installed a Cisco CallManager Business Edition, six Power-over-Ethernet switches, 12 7975 IP telephones, 2 7937 conference call models and 50 7931 IP telephones. "The installation wasn't easy because each member wanted a different configuration," says Fabian Geurts of Olileo. "But Cisco's systems allow it."

The Egg also had three wireless AP521 access points installed with a Cisco 526 controller. Thanks to virtualisation, each company has its own wireless network as well as a guest net-

work. "It may seem surprising that three access points are enough, but Olileo did a complete site survey for the installation. We can easily offer up to 200 users wireless Internet access during conferences," says Siklosi.

## USER BENEFITS

The telephone users can set up their shortcuts on a personal Intranet page. Thanks to the Outlook connector, one can start a telephone call by just clicking on the contact person. For even greater ease of use Olileo also installed the IP Communicator with 'presence' and 'instant messaging' functions for certain users.

The Egg has also cut its costs significantly. "We have more lines and communication's cheaper. And soon we will switch over to SIP trunking, where the switchboard is also connected to the IP telephony operator via the internet. We expect to cut our costs by 40 to 60% in this way."

The Egg's teleworkers received the Cisco Virtual Office package with a router and an IP telephone to communicate securely and efficiently from their mobile or home office. And it is not just about telephony and networking: The Egg also installed the Cisco Spam & Virus Blocker. "Even though we had



case study

**"The smartphone users can also download the application 'Cisco Mobile' for iPhone or BlackBerry. Thanks to this app and the wi-fi signal in the building they can use VoIP on their mobile and call via the Cisco CallManager ."**

Michel Siklosi, marketing manager at Les Journaux Francophones Belges and member of The Egg Corporation's technical committee .

antispam software from a major supplier, we used to have to cope with 90% spam in our inboxes. Since using this equipment from Cisco we have managed to eliminate this problem without slowing down the network speed," concludes Siklosi.

## PARTNER PROFILE

Olileo is a recent Cisco partner but it has already completely mastered the technologies. "We can confidently say that the project at The Egg was a success," says Geurts with pride. "The Egg is a smart customer. They don't just look at the material costs, but also at the savings that they will make through targeted investments. We were for instance able to do virtualise optimally to reduce hardware. This pushes down costs."