Searching for Profit and Performance

Unified communications fuels high-speed growth for online business

CISCO

CUSTOMER NAME:	**Greenlight**
INDUSTRY:	**New Media and Marketing**
LOCATION:	**London, UK**
COMPANY SIZE:	**88 employees**

BUSINESS IMPACT

Benefits delivered by the Cisco Solution include:

- **Improved call handling with 34% reduction in cost**
- **24x7 availability of critical data and hosting systems**
- **100% connectivity supports 50% year-on-year growth**

BUSINESS CHALLENGE

Being noticed online wins business. Websites placed first in Google's search listings attract over 40% of internet traffic. Award-winning independent search marketing agency Greenlight specialises in search engine optimisation and pay per click consulting for blue chip clients including Vodafone, British Gas and Monarch Airlines.

Greenlight's business depends on fast, reliable access to the market data it gathers and aggregates into dedicated sector reports. Every second of system downtime affects Greenlight's reputation for providing timely information – and costs money.

"A few years ago, our systems went down for a day," recalls Technical Director, Chris Dunn. "It cost us £30,000 – and we were much smaller then."

With the business growing 50% year-on-year, Greenlight's voice and data systems were fast approaching capacity. It decided to upgrade using Cisco Unified Communications to grow its 50-user phone system. It also wanted to add bandwidth to allow client hosting without compromising network speed. Most importantly, it needed to guarantee 24x7 availability of its data.

SOLUTION AND RESULTS

"Our data is like gold to us. It's the life blood of our business. We needed a network infrastructure we could trust to never let us down and Cisco has delivered that," says Chris Dunn.

Greenlight's expanded voice and data system is robust, fully integrated and has capacity to spare. Customers have already noted an enhanced quality of service, while Greenlight's network availability has been 100%:

- Cisco Communications Manager Express has improved call handling efficiency and reduced call costs by 34%.
- 65 new Cisco IP telephones and upgraded Interactive Voice Response system have given customer service a boost.
- Cisco Catalyst 500 units combine Power over Ethernet, gigabit and data switching for fast desktop connectivity with ample redundancy.
- Greenlight now hosts client websites at the Telecity Group's datacentre in London's Docklands. Cisco's 3825 Integrated Services Router connects Telecity to Greenlight's high availability Storage Area Network.

> "Other data networking products we've used in the past have let us down and cost us money. We've had zero downtime with Cisco and network performance is exceptional. Our clients are impressed and we can get on with what we do best."

Chris Dunn, Technical Director, Greenlight Marketing Limited

Greenlight's Cisco network infrastructure and Cisco Unified Communications system was implemented by Piran Technologies, a Cisco Premium Certified Partner.

For more details please visit www.cisco.com/uk/smb
For more details please visit www.greenlightsearch.com