

# Cisco helps DHL Ireland form a single operation out of six separate businesses

EXECUTIVE SUMMARY
<b>CUSTOMER NAME</b> · DHL Ireland
<b>LOCATION</b> · Dublin, Ireland
<b>INDUSTRY</b> · Business Services
<b>COMPANY SIZE</b> · 1,100 employees
<b>BUSINESS CHALLENGE</b> · Integrate six separate businesses · Develop more efficient and cost effective communication across 36 business locations · Make new services and applications easy to introduce
<b>SOLUTION</b> · Cisco foundation network including integrated wireless and security · Cisco Unified Communications system
<b>BUSINESS RESULTS</b> · Delivers 18-month return on investment · Reduces the cost of fixed and mobile phone call charges · Improves customer service and communications · Improves network management and maintenance · Provides a foundation to deploy additional advanced services and technologies

**Cisco Unified Communications system delivers 18-month ROI.**

## Business Challenge

DHL Ireland is the country’s leading international express, overland transport and air freight business. Headquartered in Dublin, the company has around 1,100 staff in 36 locations. DHL Ireland was formed out of five separate freight businesses DHL, Securicor, Danzas, Sameday and DDAO, each with its own data and voice communication systems. When these companies merged to become DHL Ireland, the plan was to create a single, country-wide network to enable more efficient and cost effective communication around the business. The network would also provide the platform for deploying a range of business services and applications.

One of the main problems with merging the business was the legacy of multiple telephone systems which made inter-location communication costly, complex and time consuming.

Cisco has been a worldwide partner of DHL for a number of years and works with Cisco to manage its business transformation. A worldwide Cisco network infrastructure supports several global business applications, such as package tracking systems and email, hosted in three Data Centres and distributed to each DHL location. Regional applications, such as DHL Ireland’s own customer database, are hosted locally.

For the local network infrastructure in Ireland, DHL also chose Cisco. Derek Monahan, DHL Ireland’s IT director, says, “Cisco has been a DHL global partner for a number of years and we’ve found that the reliability of Cisco, its support response levels and the R&D capabilities have very much impressed us. Also, when we came to deploy our voice solution, the Cisco Unified Communications system meant there was very little additional cost, so Cisco was the ideal choice.”

## Network Solution

DHL Ireland has adopted Cisco’s Service Oriented Network Architecture (SONA) and uses Cisco foundation technologies for its IP network of local area networks (LANs) and a wide area network (WAN) around Ireland. SONA helps to provide consistent services across the entire infrastructure regardless of location. DHL Ireland has also begun to deploy a number of services and applications that maximise the network to deliver operational efficiency and cost savings. The first such application is a Cisco Unified Communications system with 1,000 Cisco Unified IP phones, which provide access to a company-wide employee directory.



Each DHL Ireland's location uses Cisco wireless technology. Warehouses have 30 wireless Cisco Unified IP phones to enable staff to move around the warehouses and remain connected to the company-wide telephone system. The wireless network also supports wireless scanners used to identify packages in and out of depots.

Another example of the benefits of Cisco's SONA architecture is adopting a systems approach which ensures that the entire infrastructure is working together. For example, using Cisco Network Access Control (NAC) to provide enhanced security for user access to the network. With around 190 mobile



users and key customers having remote access to the network, Cisco's network security technology, such as NAC, is used to protect DHL Ireland's network. Other Cisco security technologies that DHL Ireland is testing include intrusion detection to help the company manage and control security across branch locations.

The Cisco solution at DHL Ireland has been implemented by Cable and Wireless, a Cisco Gold Certified Partner.

### Business Results

The Cisco solution has enabled DHL Ireland to significantly improve communications and improve operations such as telephone system management and maintenance.

By creating a single network and communications infrastructure, Cisco has helped DHL Ireland improve communications across multiple sites and helped the company unify its previously

separate businesses. For example, staff can now call any office location and any other member of staff simply using an extension versus an outbound call. Features like the corporate directory, accessible from every handset, also make communication much faster and more efficient.

DHL Ireland staff can also use their mobile phones to dial any internal office extension number from anywhere in the country and the call goes straight through to the desk phone. Not only is it very efficient, it also reduces mobile phone charges because part of the call is now carried over the Cisco network. DHL aims to extend this capability globally using its worldwide Cisco network, so that calls from either a desk or a mobile phone are likely to cost just a local call charge because most of the call will be carried over the country and international Cisco network.

The single Cisco infrastructure has also had a significant impact on communication management for staff and customers. When DHL Ireland merged to form a single company it had up to 9 different telephone system vendors and, according to Monahan, "It was a maintenance nightmare". A user from Cork might want a new phone line or simply move desk and so Monahan and his team would have to identify which telephony system was being used in Cork and then contact the supplier to make the change.

**"With the Cisco Unified Communications system we can monitor centrally and if someone requires a change we can do from here within five minutes. It means I've eliminated a lot of downtime for telephony management and reduced time out for the user. From a maintenance point of view I have put a severe dent in what I was paying in maintenance costs."**

**Derek Monahan, IT Director, DHL Ireland**

"With the Cisco Unified Communications system we can see everything centrally and if someone wants something changed we can do from here in Dublin within five minutes. It means I've eliminated a lot of downtime for telephony management and reduced time out for the user," says Monahan. "From a maintenance point of view I have made a significant cut in what I was used to pay in maintenance costs." The reduction of maintenance costs is one factor that has contributed to providing DHL Ireland with an 18-month return on its investment in the Cisco technology.

DHL Ireland has a significant number of regular customers, who send data on movements of collection deliveries directly into DHL Ireland's systems. Some of these customers are high-volume users who send as much 2,000 to 3,000 items every night. Previously, this data came in via a variety of different modems and it was difficult get a clear view of data traffic or if there were any communications problems.

The Cisco networking equipment and network management capabilities give DHL Ireland clear and real-time information on performance. These will flag problems before the customer is aware of a

fault. Monahan says, "We now have a much clearer and immediate view of communications and information from customers. We can see how much data is coming from a customer and what the time lines are. So by using Cisco, we've been able to put all of this into one management system and make controlling and managing communications with customers much simpler."

Cisco's network security helps DHL Ireland provide flexibility to its key customers by allowing links to its parcel handling systems, but also makes sure that the internal network and applications are protected.

"Cisco's responsiveness to support and its breadth and scope of knowledge is excellent – any issues and they are on to them immediately. We even have Cisco staff

on site who are key to transferring knowledge about the network to our own staff," says Monahan. "From an IT director's point of view having one point of contact for all issues related to the network is a great benefit."

Monahan adds that a very useful aspect of working with Cisco is its new solution and product demonstration facilities in the Cisco labs which makes it much easier to see, use and get an idea of application before having to install them.

DHL Ireland is planning to leverage the Cisco SONA framework by using the network to deploy additional business applications. It will extend the Cisco Unified Communications system into homes of key staff so they can work at home and continue to receive and make calls as if from the office. The company is also looking at using the Cisco Unified Communications system to communicate important information via handsets. Flight delays can interrupt package deliveries and alerts to handsets will enable staff to warn customers in advance, thus improving customer service.

In addition, DHL Ireland is testing RFID (Radio Frequency Identification) over the Cisco network to further automate and improve its operations. One innovative use of RFID will be adding tags to vehicle doors so that DHL Ireland can track if a vehicle has been tampered with during transit.

According to Monahan, the combination of the Cisco technology, its support and its ability to deliver business focused solutions means, "Cisco is very switched on to DHL's business needs".

## PRODUCT LIST

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- Cisco Catalyst 4500 Series Switches
- Cisco Catalyst 3560 Series Switches

### Voice and IP Communications

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- Cisco Unified IP phones

### Security

- Cisco Network Access Control (NAC)
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