



## Fairwood Deploys IP-based End-to-End Cisco Unified Communications System for Swift Response to Customer Needs



C. K. Ng, Executive Director,  
Fairwood Holdings Limited.

### BENEFITS

#### Swift Response to Customer Needs

The Cisco Unified Communications system enables Fairwood's IT team to add applications such as a customer catering hotline before and during festive seasons easily and rapidly, without the need to rely on external service providers. This helps Fairwood respond to customers' needs more swiftly.

#### Tight Integration of Voice, Fax and Data Applications

Unlike PBX, which is a pure voice solution, the Cisco Unified Communications system allows tight integration of voice, fax and data applications on a converged network. This not only makes network operation easier and maintenance simpler, but also means a lower TCO.

#### Increased Staff Productivity

The Cisco Unified Communications system helps Fairwood increase staff productivity. The Cisco solution allows effective communication and collaboration between employees at different front-ends; between front-ends and headquarters in Hong Kong; and between employees in Hong Kong and those in China. For instance, Hong Kong-based employees only need to key in extension numbers to reach their colleagues in China.

"Fairwood is committed to using the most advanced technologies to enhance business operations and improve efficiencies. Cisco's state-of-the-art Unified Communications system helps improve ROI, lower TCO, increase staff productivity, raise the bar for customer satisfaction and pave the way for further business expansion in China," remarked Mr. Ng.

### NEXT STEPS

Fairwood plans to add the broadcasting feature onto the Cisco IP phones for highly effective internal communications in the company. Broadcast news such as typhoon alerts or major events via the phones is particularly effective for communications with front-end employees because they usually do not rely on email to receive messages.

The company also plans to integrate its existing enterprise resource planning (ERP) system, SAP, with Cisco's IP phones using an XML program.

"As a leader in IP communications, we are delighted to work with a prominent retail food company like Fairwood. Cisco is also proud to be the provider of the first end-to-end IP-based solution to the retail food market in Hong Kong. By building intelligence into an existing network infrastructure, IIN will help organizations like Fairwood realize benefits such as reduced cost and infrastructure complexity," said Mr. Fredy Cheung, managing director of South China for Cisco Systems.

"IIN will also give organizations like Fairwood the enhanced functionality they need to develop enterprise-wide visibility and organizational agility so they can respond rapidly to changing business and market conditions."

**"Cisco's state-of-the-art Unified Communications system helps improve ROI, lower TCO increase staff productivity, raise the bar for customer satisfaction and pave the way for further business expansion in China."**

- Mr. C. K. Ng, Executive Director,  
Fairwood Holdings Limited.

### EXECUTIVE SUMMARY

#### CUSTOMER

- Fairwood Holdings Limited

#### INDUSTRY

- Retail Food

#### BUSINESS CHALLENGES

- Deploy a new, cost-efficient network that would offer advanced features and provide improvements in ROI, TCO, staff productivity and customer satisfaction.

#### Products provided by Cisco

- Cisco 2811 Integrated Services Router
- Cisco Catalyst 3750 Series Switch
- Cisco Catalyst 2950 Series Switch
- Cisco 831 Ethernet Broadband Router
- Cisco Unified CallManager
- Cisco Unity Unified Messaging
- Cisco Unified IP Phone 7940G
- Cisco Unified IP Phone 7960G
- Cisco Unified IP Phone 7912G
- Cisco Unified IP Phone Expansion Module 7914

#### The Benefits

- Swift Response to Customer Needs
- Tight Integration of Voice, Fax and Data Applications
- Increased Staff Productivity

### FIRST DEPLOYMENT IN HONG KONG'S RETAIL FOOD INDUSTRY PROVIDES TIGHT INTEGRATION OF VOICE, FAX AND DATA APPLICATIONS AND INCREASED STAFF PRODUCTIVITY

Fairwood Holdings Limited (HKEx:052) is one of the leading fast food operators in the SAR and in Mainland China. As of April 30, 2006, the Group operated a total of 89 outlets, including 71 fast food outlets, 2 institutional catering outlets, 3 Buddies Cafés and 3 specialty restaurants in Hong Kong, as well as 6 fast food outlets and 4 institutional catering outlets in Mainland China.

### THE BUSINESS CHALLENGES

Having used a PBX system for 10 years, Fairwood knew it was time for the company to make the move to a new, cost-efficient network that would offer advanced features.

Fairwood wanted a new phone system to improve return on investment (ROI), lower total cost of ownership (TCO), increase staff productivity and raise the bar for customer satisfaction.

### THE SOLUTION

After a thorough search for the right solution, the Cisco Unified Communications system was chosen because of Fairwood's confidence gained from using other Cisco technologies and Cisco's leading market position.

Fairwood became the first in the retail food market in Hong Kong to deploy an end-to-end IP-based solution to replace a traditional PBX phone system. The Cisco solution also allows Fairwood to embrace the Intelligent Information Network (IIN) strategy that addresses the evolving role of the network and directly tackles the company's need to align IT resources with business priorities.

The Cisco Unified Communications solution comprises a Cisco Unified Communications backbone with Cisco switches and routers, together with powerful call management and unified messaging software and Cisco Unified IP Phones. The Cisco Unified Communications backbone links Fairwood's headquarters, master kitchen and 79 outlets in Hong Kong, and the ten outlets in Guangdong, China.

### THE FAIRWOOD SOLUTION EMPLOYS A RANGE OF CISCO PRODUCTS WITH ADVANCED FEATURES

#### Cisco 2811 Integrated Services Router

The Cisco 2811 Integrated Services Router is part of the Cisco 2800 Integrated Services Router Series, which complements the Integrated Services Router Portfolio.

The Cisco 2811 Integrated Services Router provides all-round support including wire-speed performance for concurrent services such as security and voice, and advanced services to multiple T1/E1/xDSL WAN rates; enhanced investment protection through increased performance and modularity; increased density through High-Speed WAN Interface Card Slots; enhanced Network Module Slots; support for over 90 existing and new modules; support for the majority of existing AIMs, NMs, WICs, VWICs, and VICs; two Integrated 10/100 Fast Ethernet ports; and optional Layer 2 switching support with Power over Ethernet (PoE).



Cisco Catalyst 3750 Series Switch

### Cisco Catalyst 3750 Series Switch

The Cisco Catalyst 3750 Series Switch is an innovative product for midsize organizations and enterprise branch offices. Featuring Cisco StackWise technology, the switch improves LAN operating efficiency by combining ease of use and the highest resiliency available for stackable switches.

Cisco StackWise technology is a revolutionary stacking architecture that brings high levels of resiliency, automation and performance to stackable switches. With Cisco StackWise technology, customers can create a single, 32-Gbps switching unit with up to nine Cisco Catalyst 3750 Series switches.

### Cisco Catalyst 2950 Series Switch

The Cisco Catalyst 2950 Series Switch is a fixed-configuration, stackable standalone switch that provides wire-speed Fast Ethernet and Gigabit Ethernet connectivity. This switch offers two distinct sets of software features and a range of configurations to allow small, midsize, and enterprise branch offices and industrial environments to select the right combination for the network edge.

### Cisco 831 Ethernet Broadband Router

The Cisco 831 Ethernet Broadband Router has an Ethernet WAN port for use with an external DSL or cable modem, making it ideal for providing secure Internet and corporate network connectivity.

It is part of the Cisco 830 Series routers which extend the benefits of embedded network security to small offices and teleworkers with advanced security features and performance, high-quality secure voice and video support, as well as manageability, scalability and reliability features to reduce operational costs.

Cisco Router and Security Device Manager (SDM) is a Web-based device-management tool for Cisco routers that can improve the productivity of network managers, simplify router deployments and help troubleshoot complex network and VPN connectivity issues.

### Cisco Unified CallManager

Cisco Unified CallManager software is the call-processing component of the Cisco Unified Communications system. It is a scalable, distributable and highly available enterprise IP telephony call-processing solution.

Cisco Unified CallManager extends enterprise telephony features and capabilities to packet telephony network devices such as IP phones, media processing devices, voice over IP (VoIP) gateways and multimedia applications. Additional services such as unified messaging, multimedia conferencing, collaborative contact centers and interactive multimedia response systems are made possible through Cisco Unified CallManager open telephony APIs. Cisco Unified CallManager is installed on the Cisco Media Convergence Server 7800 Series of server platforms and selected third-party servers.

### Cisco Unity Unified Messaging

Cisco Unity Unified Messaging – an integral component of the Cisco IP Communications system – is a fundamental element in bringing unified communication solutions to enterprise-scale organizations. It delivers powerful unified messaging (e-mail, voice and fax messages sent to one inbox) and intelligent voice messaging (full-featured voicemail providing advanced functions) to improve communications, boost productivity and enhance customer service capabilities across an organization.



Cisco Unified IP Phone 7940G

## CISCO UNIFIED IP PHONES

### Cisco Unified IP Phone 7940G

The Cisco Unified IP Phone 7940G is well suited for employees in a basic office cubicle environment – such as transaction type workers – who conduct a moderate amount of business by phone.

The Cisco Unified IP Phone 7940G provides:

- Access to at least two telephone lines (or a combination of one line and one direct-access telephony feature such as AutoDial)
- High quality, hands-free speakerphone capability
- Built-in headset connectivity
- A large pixel-based display
- Easy access to caller information, applications and telephone features

### Cisco Unified IP Phone 7960G

The Cisco Unified IP Phone 7960G is designed to meet the communication needs of professional workers in enclosed office environments – employees who experience a high amount of phone traffic in the course of a business day. This IP phone supports access to multiple telephone lines (or a combination of lines and direct access to telephony features) and includes high-quality, hands-free speakerphone capability and built-in headset connectivity. A large pixel-based display provides supplemental information and access to applications, and makes it easy to use telephone features.

### Cisco Unified IP Phone 7912G

The Cisco Unified IP Phone 7912G is a basic IP phone that addresses the voice communication needs of cubicle workers who experience low to medium levels of telephone traffic. A pixel display and dynamic softkeys enable easy access to a core set of business features. This phone supports a maximum of two calls and one directory number along with inline power and an integrated 10/100 Ethernet switch for connecting a PC.

### Cisco Unified IP Phone Expansion Module 7914

The Cisco Unified IP Phone Expansion Module 7914 extends the capabilities of the Cisco Unified IP Phones 796XG/G-GE and 797XG/GE with additional buttons and an LCD display. This expansion module adds 14 buttons to existing Cisco Unified IP Phones 796XG/G-GE and 797XG/G-GE and enterprises may use up to two Cisco Unified IP Phone Expansion Module 7914s per phone.

## IMPLEMENTATION

The implementation of the Cisco Unified Communications backbone in Fairwood's headquarters in Hong Kong and in its Shenzhen office was completed in February 2006.

Following the deployment of Cisco Unified IP Phones in its headquarters, Fairwood has begun to deploy these phones at all of its locations in Hong Kong for improved communications.

“The entire implementation process was exceptionally smooth, thanks to Cisco's proactive help, such as lending us equipment we needed in a timely manner,” said Mr. C. K. Ng, Executive Director, Fairwood Holdings Limited.