



Improving Business Communications



Tim Stone
Unified Communications Marketing Manager
European Markets
tstone@cisco.com

Agenda

Market Overview

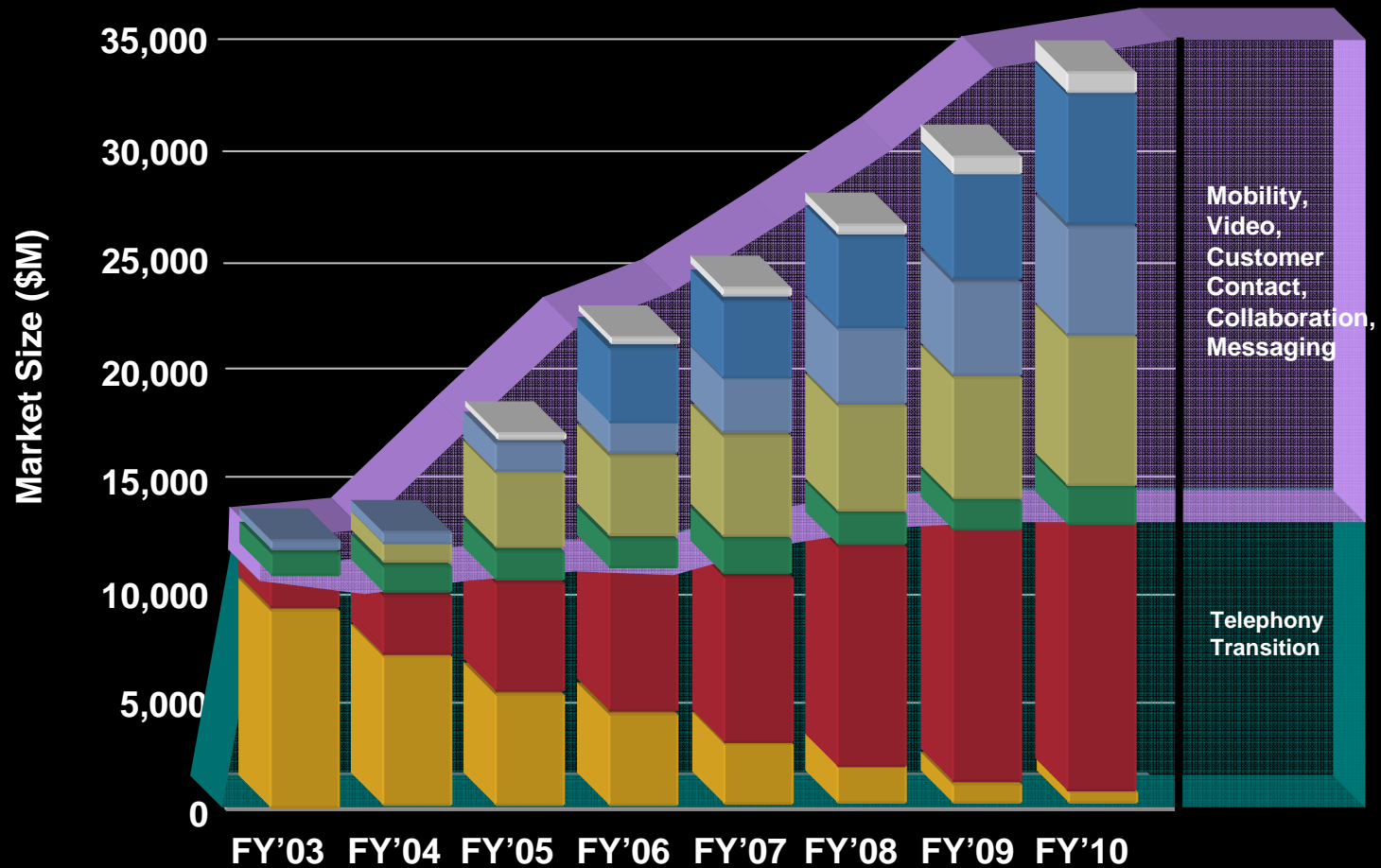
Business Challenges

Business Case

Cisco Unified Communications

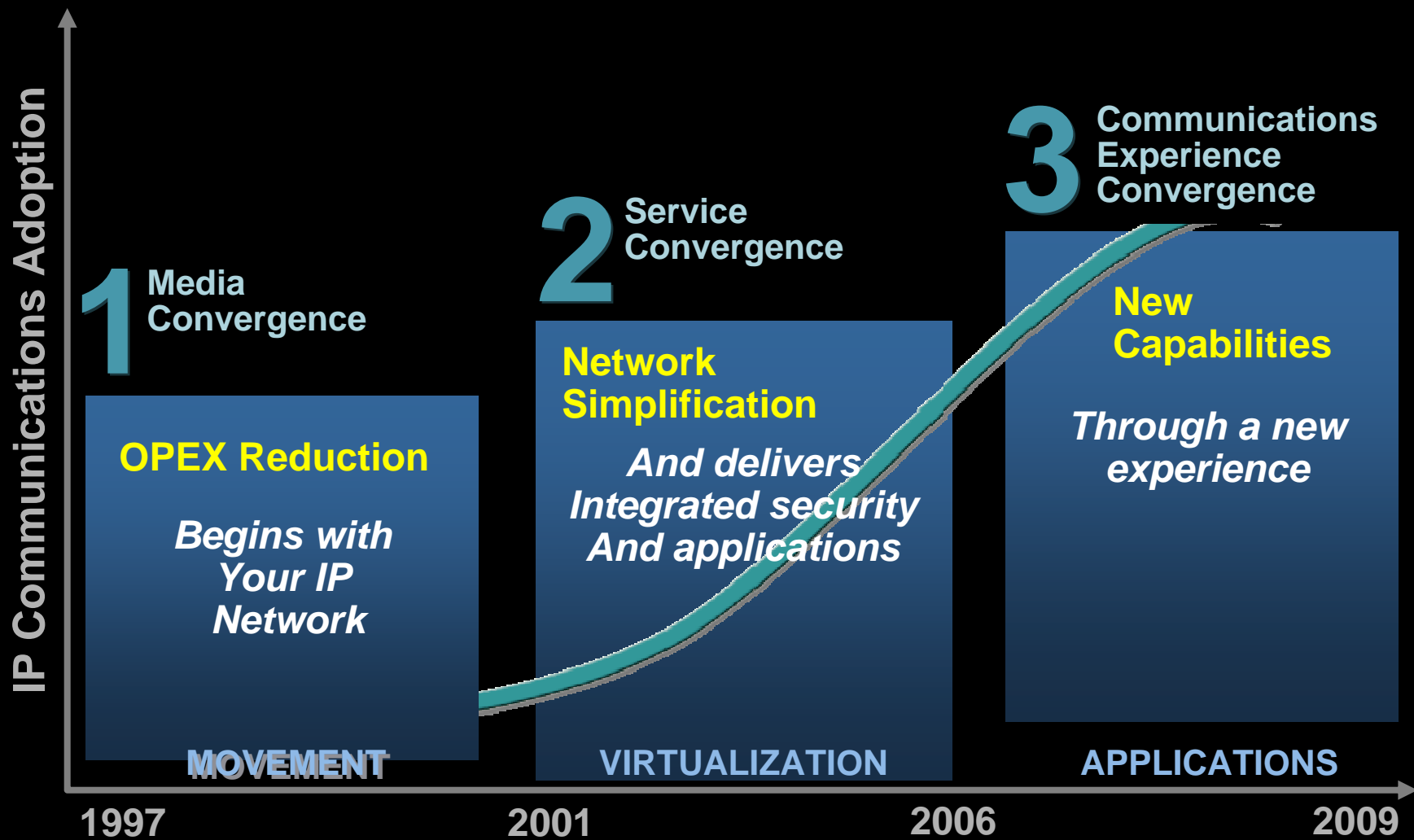


Transition from PBX to Unified Communications

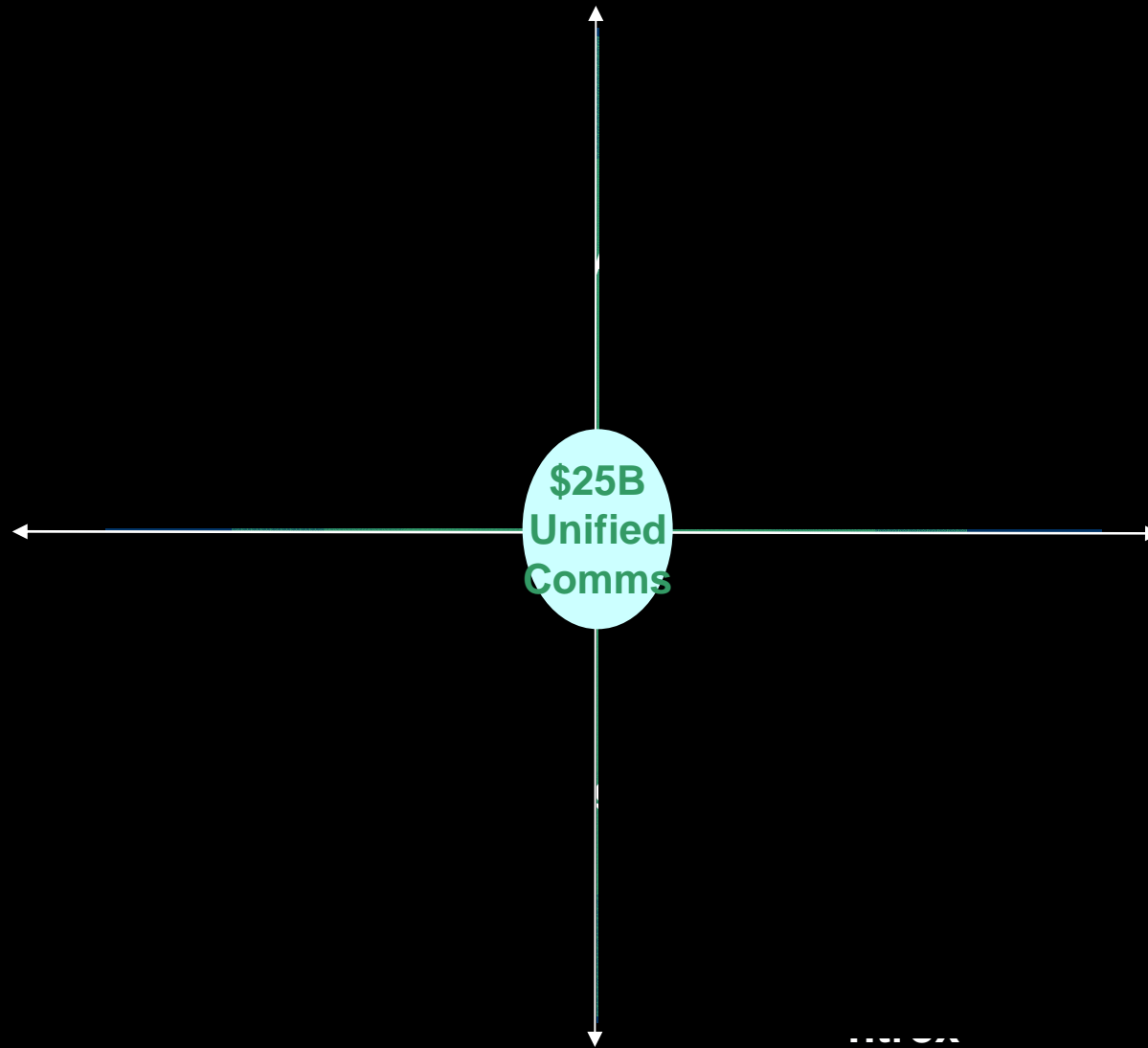


Source: Synergy, Wainhouse, Datamonitor, Ovum, Cisco

Market Evolution



Collaboration and integrations in Unified Communications



Cisco Unified Communications Customers



IPCC Enterprise
155 agents, Denmark



22,000 IP Phones
Germany



50,000 IP Phones,
Global



12,000 IP Phones,
France



2,500 IP Phones IPCC Express,
UK



600 IP Phones, Italy



3,400 IP Phones,
Switzerland



39,000 IP Phones,
Germany



IPCC Enterprise
9000 agents, UK



Cisco IP Video Camera and Screens,
Spain



400 IP Phones, 100 Wireless IP Phones,
France



3200 IP Phones
Cisco IP Fax, Video Conferencing and Video Surveillance, Spain



Cisco Unified Personal Communicator, IP Communicator & CM5,
UK



12,000 IP Phones,
Denmark



1,200 IP Phones
Cisco Unified VideoConference & XML applications, Italy



3,000 Agents, UK and India



Cisco Medical-Grade Network,
Sweden



3000 IP Phones, IPCC Express,
UK

Agenda

Market Overview

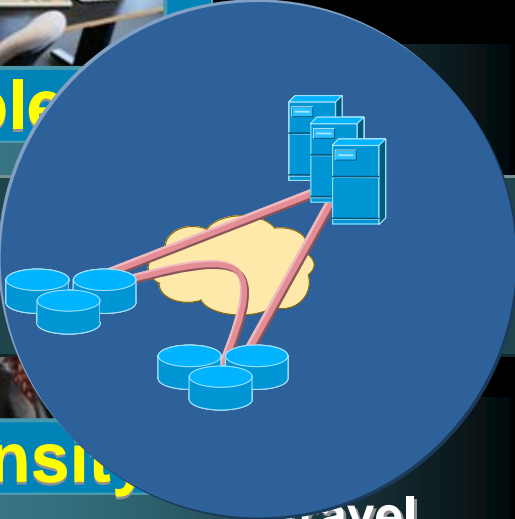
Business Challenges

Business Case

Cisco Unified Communications



Global Trends Driving Major Business Changes.



Globalization
Mobilization
Virtualization

Mobilization

Virtualization

Complexity

Intensification

travel monthly



Speed

Business Impact ...

Increased Communication Demands



Complexity



Intensity



Speed

Business Impact

52% must use **multiple methods to reach people**

Results in **missed deadlines** 22% on monthly basis

36% **can't reach person on first try**

©Sage Research 2005

But it doesn't solve the whole problem - Enterprise Telephony Trends

- 50-80% of mobile calls made within the enterprise are between employees¹
- 22-40% of mobile calls made within the enterprise are made next to a desktop phone²
- 28% of employees use their cellular phone as the primary work phone³
- On average, wireless spend for US companies exceeded the wireline spend in 2006⁴



“Enterprise shift
to Mobile Phones”

¹ Intel, ²Ovum/BT, ³ IDC, ³In-Stat, ⁴VisionGain

Welcome the Millennials



Social Networkers,
Collaborators



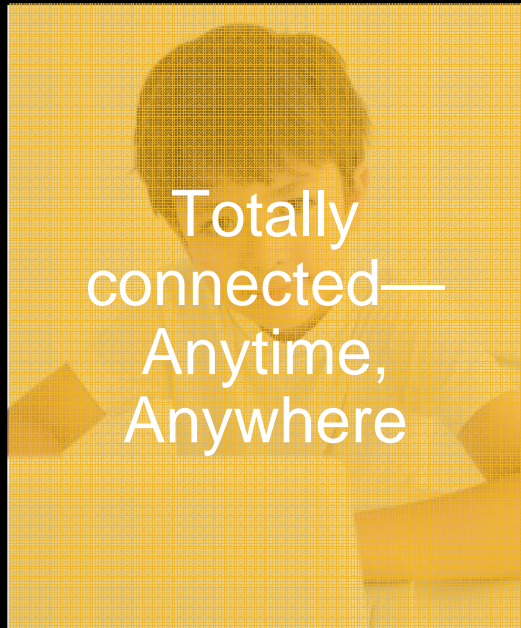
Real-Time
Communicators



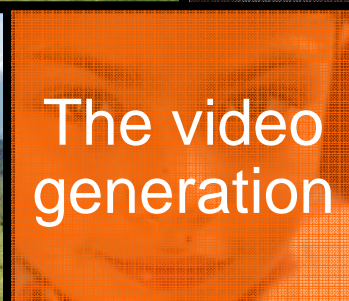
Largest new
workforce since
the baby boom



Multi-Cultural,
Global



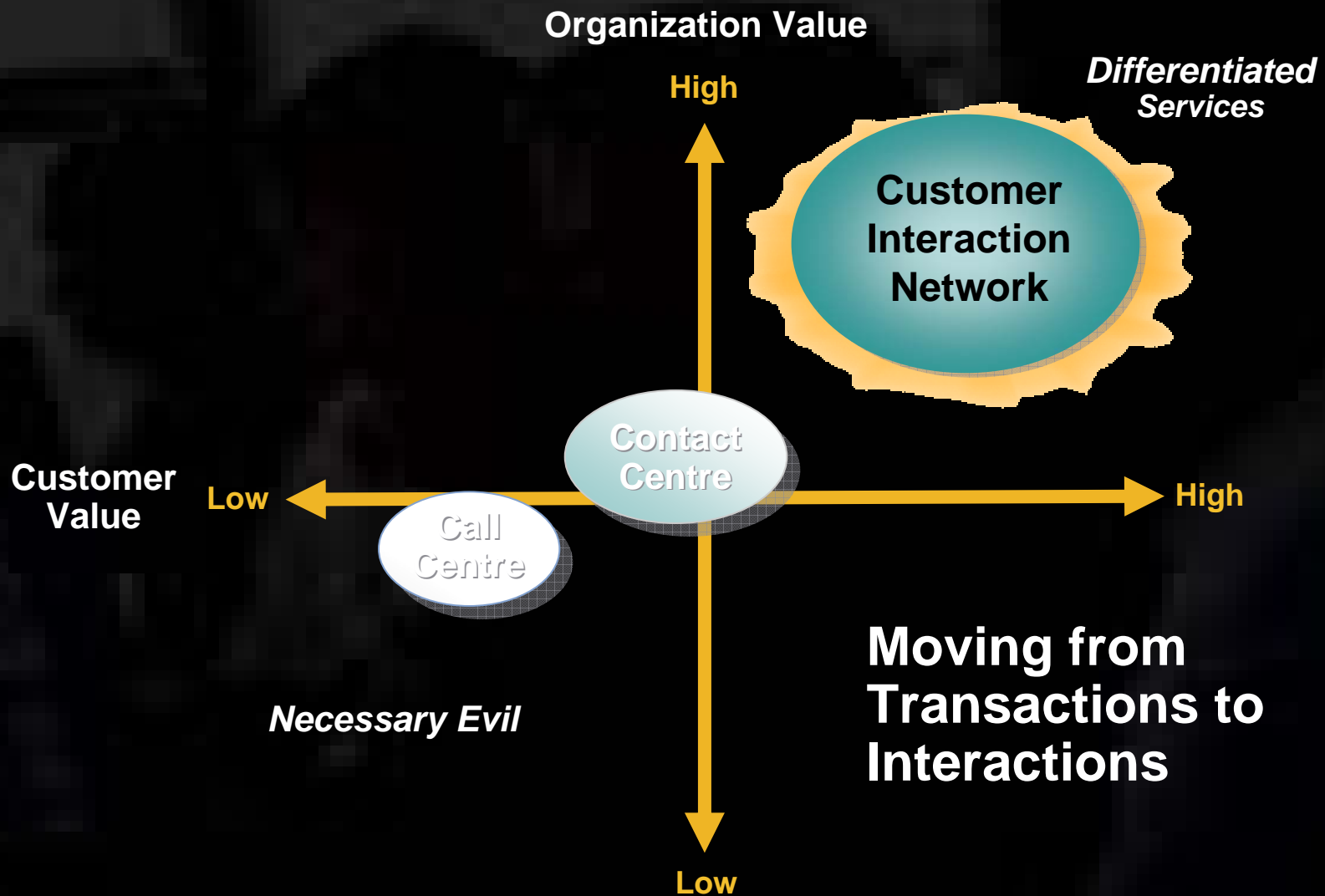
Totally
connected—
Anytime,
Anywhere



The video
generation



Contact Centre Evolution



Agenda

Market Overview

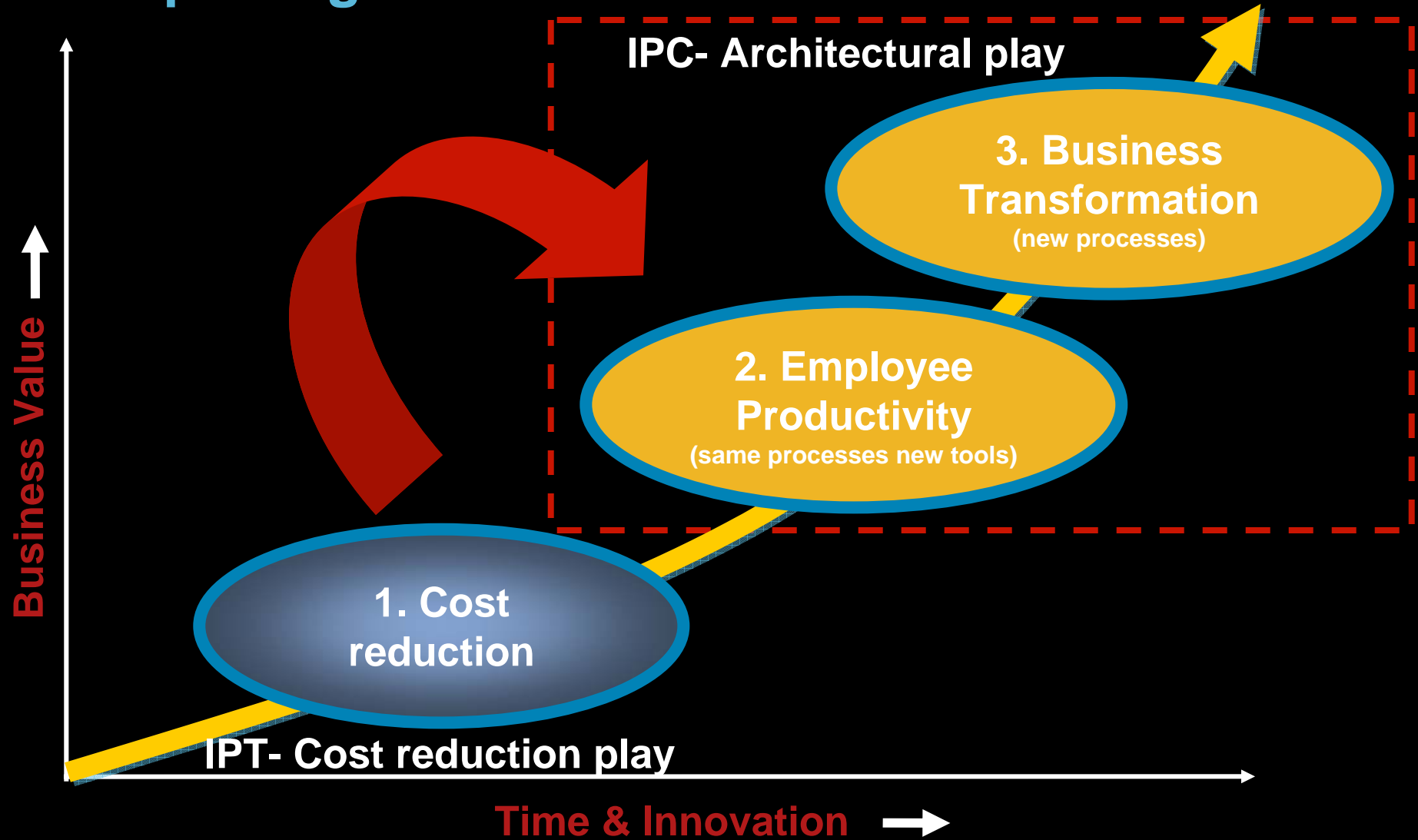
Business Challenges

Business Case

Cisco Unified Communications

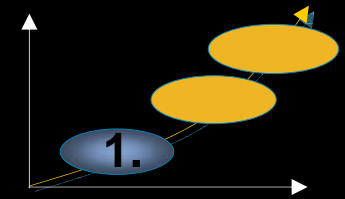


Business benefits: Capturing the full value of IPC solutions

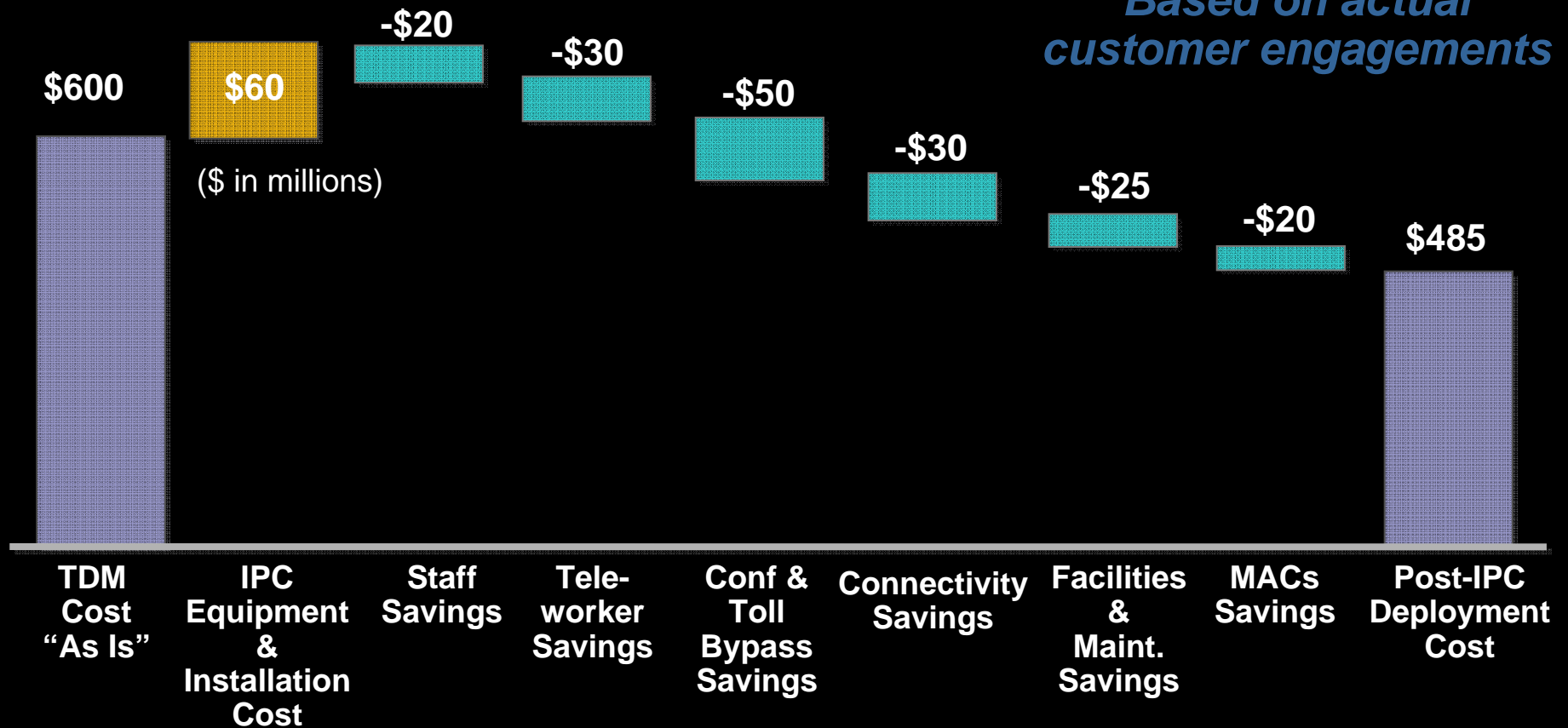


1. Cost reduction potential of 5-30%

Sample Model Output



Based on actual customer engagements



DSB – Denmark

Overview

- Rail operator - 9,000 employees

Business Challenge

- Competitive, Deregulated market
- Vision: One Number One System - One Queue

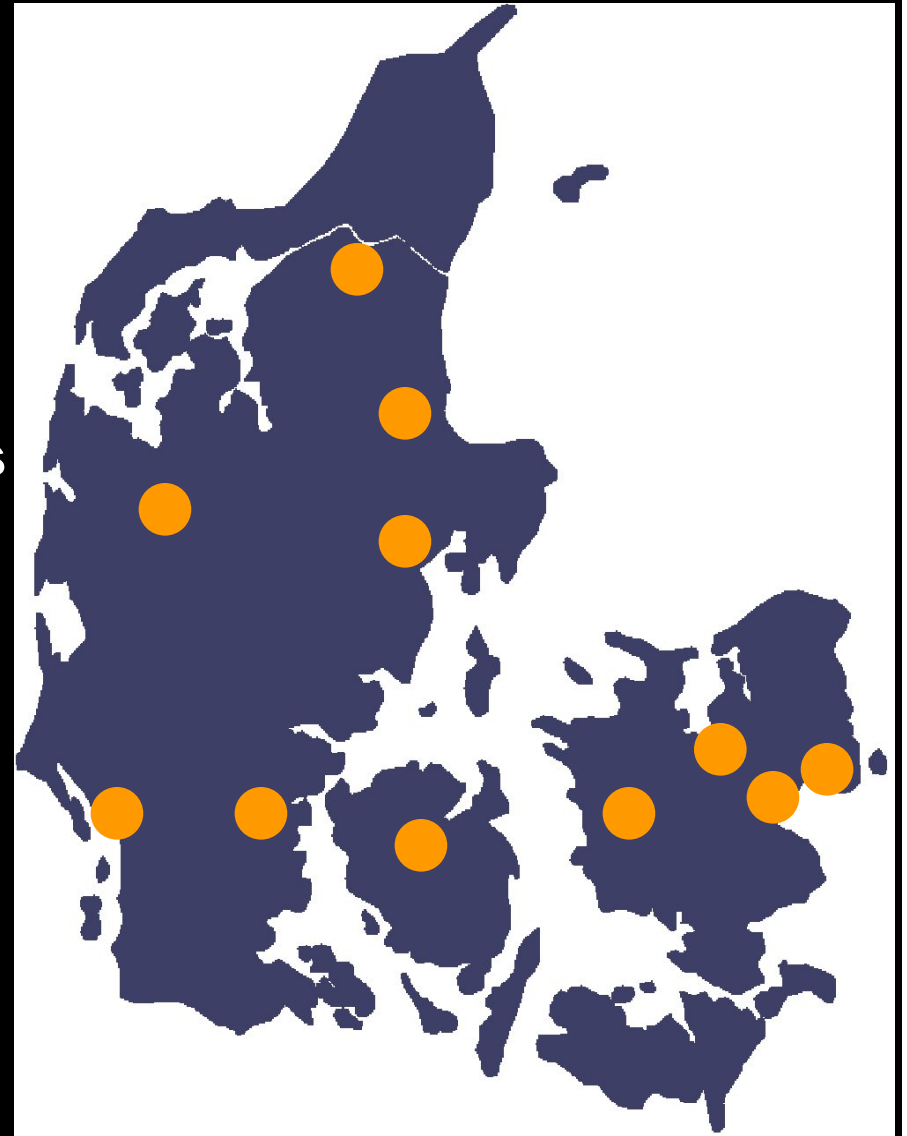
Solution

- 155 agent 11 site Virtual Contact Centre
- IPCC, IVR, Multi channel, CTI



DSB – Business results

- **75% savings in network and line rental costs**
- **Greater agent efficiency**
- **Reduction in the number of lost calls**
- **Achievement of customer service targets such as answering 80% of calls within 60 seconds**
- **Improved first-time call resolution, resulting in 9% drop in call volumes**



Agenda

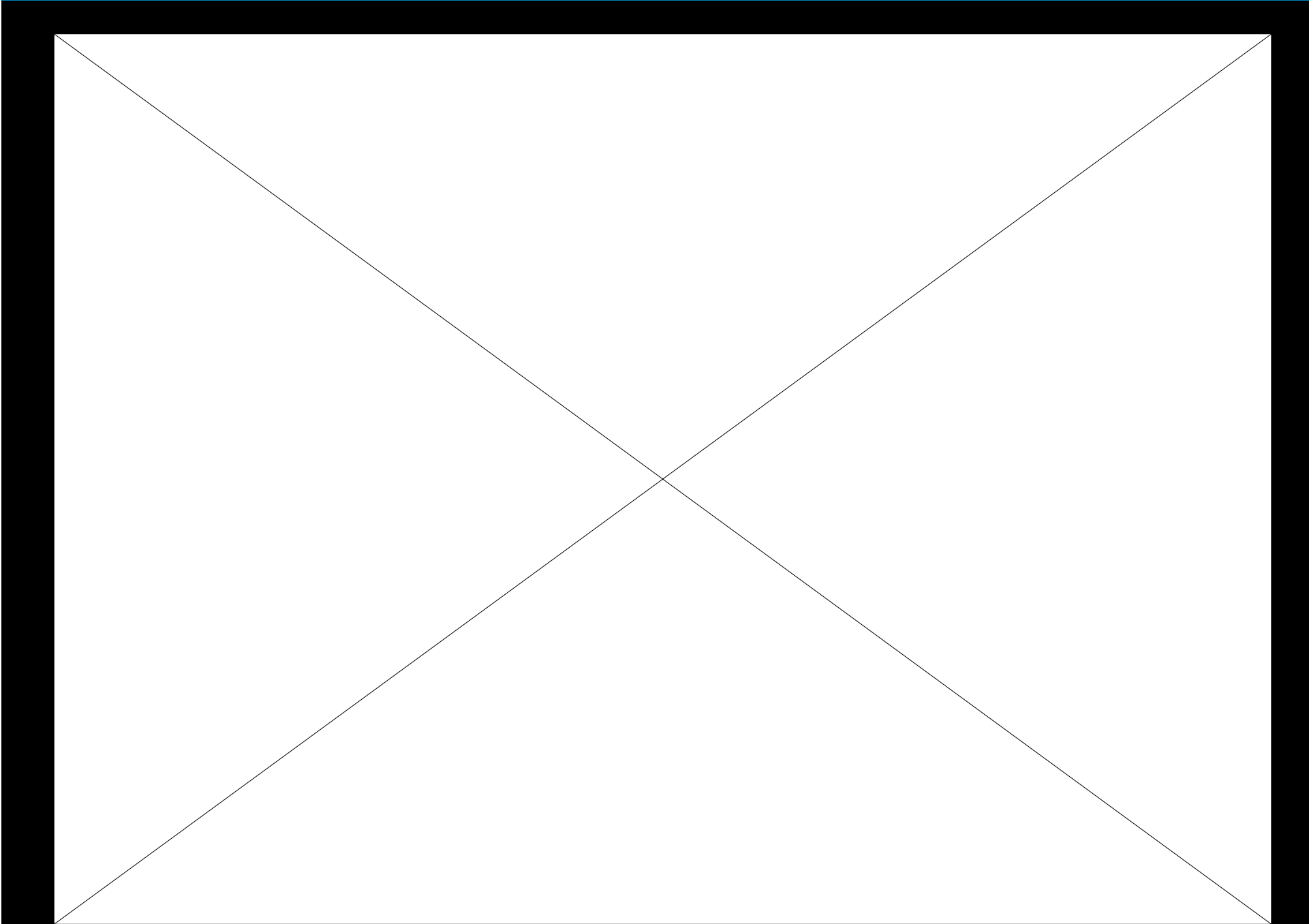
Market Overview

Business Challenges

Business Case

Cisco Unified Communications

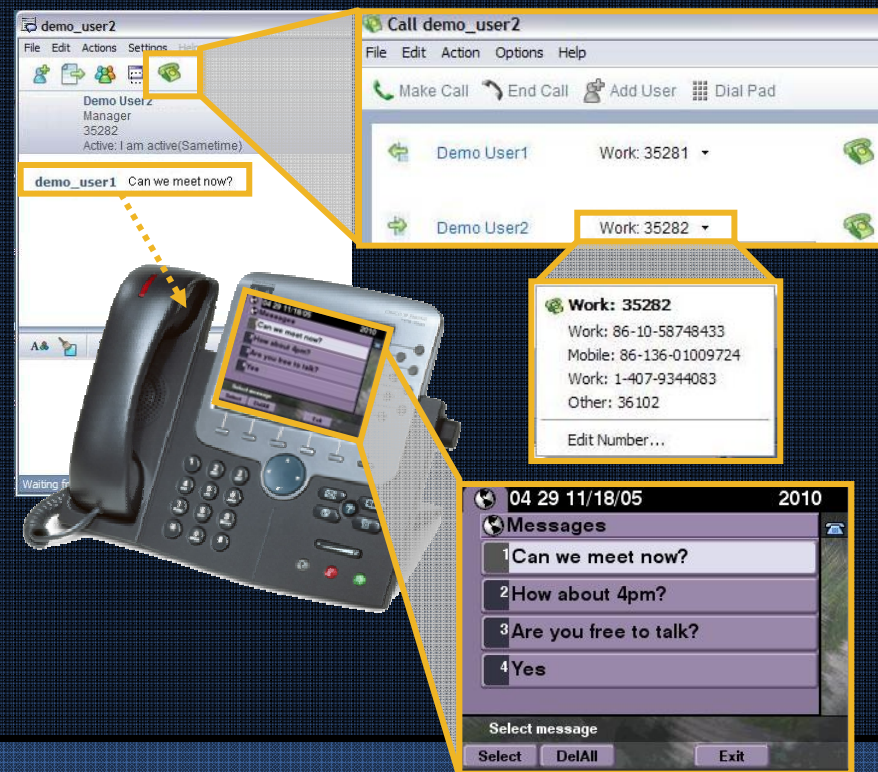
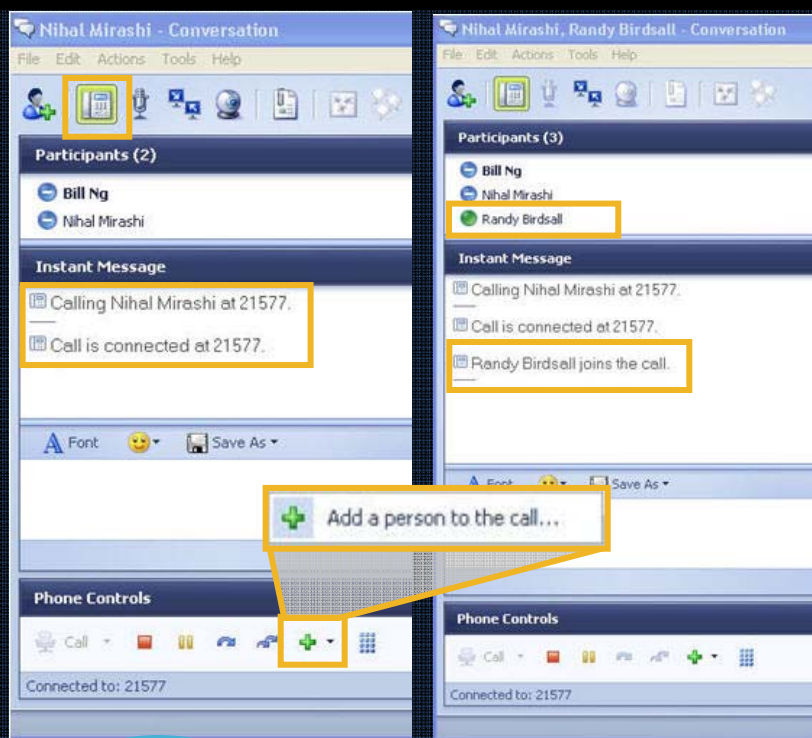




Desktop Integration

Microsoft Communicator

IBM Sametime



Business Value

- Higher productivity: click-to-call, click-to-conference
- See Cisco “network presence” in OC, ST clients
- Lower administration: one directory, one buddy list

Cisco Unified Communications System 6.0



**Enabling
Mobile
Employees**



**Solutions for
Small &
Medium-Sized
Businesses**



**New Ways for
Companies to
Collaborate**

Unified Communications system - March 2007


42 New or Enhanced Products

Applications



Workplace Resources

Enhanced




Cisco Unity Messaging

Enhanced



Emergency Responder

Enhanced



Unified Customer Contact Solutions

Enhanced



Unified MeetingPlace Conferencing

Endpoints

Enhanced



Cisco Unified IP Phones

Enhanced



Wireless IP Phones



Unified IP phone 7985

Enhanced



Unified Personal Communicator

Enhanced



IP Communicator



Unified Video Advantage


Call Control

Enhanced



Cisco Unified Communications Manager

Enhanced



Cisco Unified Communications Manager Express and Cisco Unity Express on Cisco ISR

Infrastructure




Routing



Switching




Availability



Management



QoS



Security



Administration

Cisco Solutions mobilise Unified Communications

Unified Communications

Telephony



Cisco Unified Personal Communicator



IP Communicator



Extension Mobility

Portability

Cisco

Nokia



Cisco 7920/21

SCCP/SIP Client for Dual Mode Phones

Cisco Unified Mobility

Campus Mobility
802.11 a/b/g



Cisco Unified Mobile Communicator



Cisco Unified Mobility

Wide-Area Mobility
GSM/CDMA +
GPRS/Edge/EVDO

Dual Mode Solutions for Enterprise

- In Enterprise WLAN, operates as an IP Phone with Cisco Unified CallManager or Unified CallManager Express features
- In public GSM network, operates as a GSM phone
- Nokia
 - Cisco SCCP client on Nokia dual-mode E-series devices – initial devices E61, E65, E61i
- Other vendors TBD



Mobile Unified Personal Communicator

- Client for Smart and Feature Phones
- Symbian, BREW, Windows Mobile, RIM
- Corporate Directory and Voicemail
- Meeting Place Notifications
- Least cost routing
- Presence

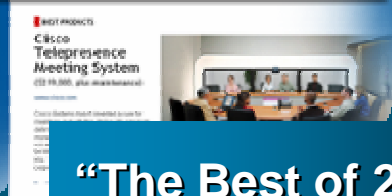


Telepresence: Converging all forms of human expression



Helping Companies Become “Green”

BusinessWeek



“The Best of 2006”

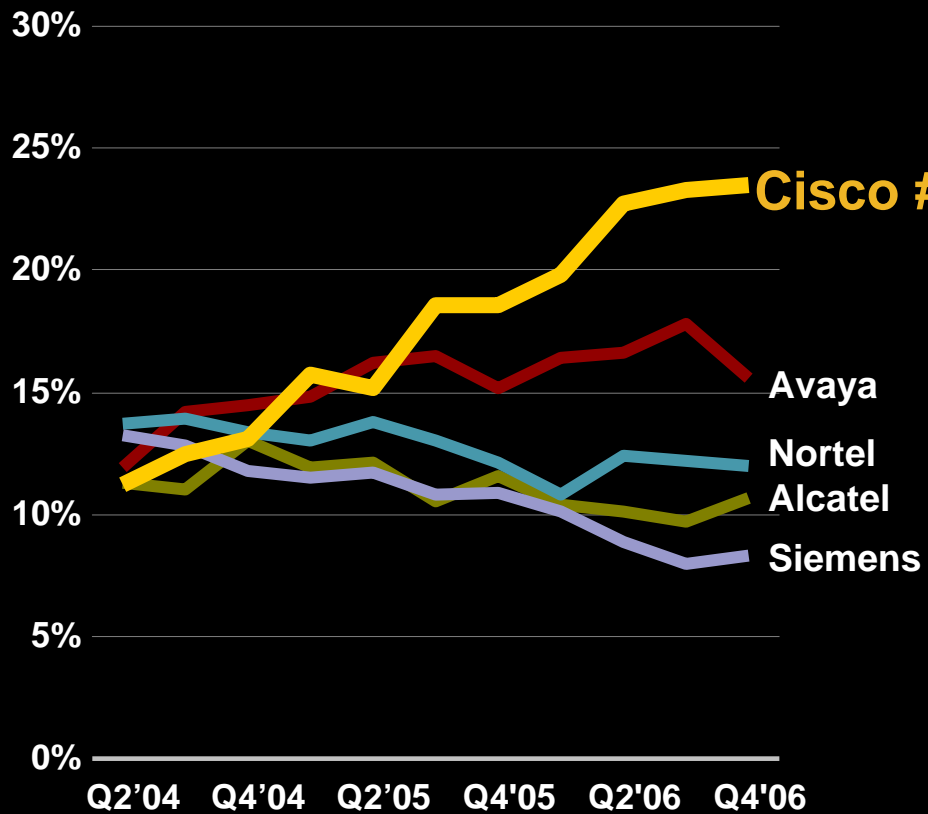
Helped Cisco cut 1B miles of annual air travel by 20%

Reduced overall company emissions by 10%

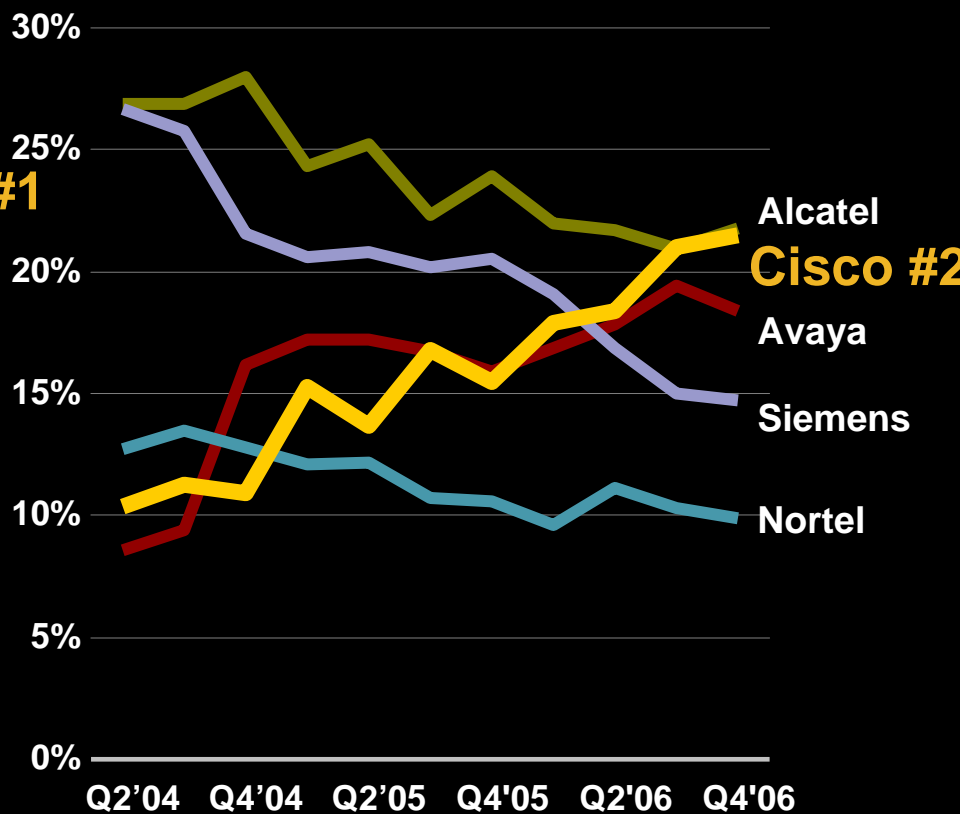
Better customer service, improved quality of life

Cisco Momentum in Unified Communications

WW Voice Market Share



EMEA Voice Market Share



Welcome to a network where there is a new way of communicating...



Cisco Unified Communications

A New way of Communicating



welcome to
the human network.





A New Era of Communications



**Not just cheap phone calls...
transforming business process**

**Accelerate both cost savings
and productivity**

**Requirements changing: new
capabilities, flexibility, agility**

**Industry momentum: 15,000
new users every day**

DSB – Benefits

- Replaced legacy ACDs with a single, centralised contact centre solution
- 75% savings in network and line rental costs
- Increased business competitiveness due to greater agent efficiency and a reduction in the number of lost calls, arising from contact centre virtualisation
- Achievement of customer service targets such as answering 80% of calls within 60 seconds
- Improved first-time call resolution, shown by a 9% drop in call volumes



DSB – Summary

Overview / Challenge

- Largest rail operator in Denmark
- Runs 80% of the country's passenger train services
- 9,000 employees
- Remain the preferred provider of railway transport in an increasingly competitive, deregulated market
- DSB vision: One Phone Number – One System – One Queue

Solution

- Cisco Unified Contact Centre Enterprise. Network-based contact centre application that unites 11 call centres as a 'virtual' customer service operation

Main Features:

- 155 Agents
- Interactive voice response (IVR)
- Intelligent contact routing
- Call treatment
- Network-to-desktop computer telephony integration (CTI)
- Multi-channel contact management

Results / Benefits

- Replaced legacy ACDs with a single, centralised contact centre solution
- 75% savings in network and line rental costs
- Increased business competitiveness due to greater agent efficiency and a reduction in the number of lost calls, arising from contact centre virtualisation
- Achievement of customer service targets such as answering 80% of calls within 60 seconds
- Improved first-time call resolution, shown by a 9% drop in call volumes

Novo Nordisk- Company Information

Overview

- Healthcare company and a world leader in diabetes care
- Broadest worldwide diabetes product portfolio
- Headquarters in Denmark
- Employs approximately 20,250 full-time employees in 78 countries
- Markets in 179 countries

Business Challenge

- Replace old PABX system with a new converged voice and data network



Novo Nordisk- Solution

- **Replace their Ericsson PABX**
- **Working with Cisco and TDC/NetDesign**
- **Scheduled to be fully deployed with around 8,000-9,000 IP phones and 25,000 network ports**
- **Extension mobility, corporate directory searching and availability management integrated with Microsoft Outlook calendar and e-mail applications**
- **Cisco 7900 Series IP phones**
- **Cisco CallManager**
- **Cisco IP Communicator**
- **Call processing software integrated with a third party contact Management solution from Cisco AVVID Partner, Netwise**



“For Novo Nordisk, moving to Cisco IP Telephony was not a question of 'if' but 'when'. The scale of cost savings is expected in the millions and, by working with Cisco and TDC, we have the ability to make a rapid migration to IP telephony.”

Sune Andersen, Vice President
NNIT (Telephony Consultants)

Novo Nordisk- Benefits

- Reduced cost in running telephony with an ROI of just 24 months
- Increased security applications and features
- Higher productivity in managing telephony and LAN (MAC etc) and reduced administration costs
- Increase the availability, mobility and flexibility of voice communications and reduce the use of costly mobile phones
- The network upgrade will increase traffic capacity by up to ten times using Cisco Gigabit Ethernet technology



NovoNordisk-Summary

Challenge

- World leader in diabetes care
- Broadest worldwide diabetes product portfolio
- Headquarters in Denmark
- 20,250 full-time employees in 78 countries.
- Approximately 59% of employees are located in Denmark, 41% in the rest of the world.
- Replace old Ericsson PABX system with a new converged voice and data network

Solution

- Migrate the legacy telephone system to Cisco Unified Communications
- 8,000- 9,000 7900 IP phones and 25,000 network ports
- Extension mobility, directory searching and availability management integrated with Microsoft Outlook
- IP Communicator and CallManager
- Call processing software with a third party contact
- Management solution from Cisco AVVID Partner, Netwise.

Results/ Benefits

- Reduced cost with an ROI of just 24 months
- Increased security, and Higher productivity,
- Reduced administration/ mobile phone costs.
- Mobility and flexibility of communications
- Increase traffic capacity by up to ten times using Cisco Gigabit Ethernet technology.

Bankernes EDB Central (BEC)

BEC

Business Overview/Challenge:

- BEC is a leading Danish technology provider to 78 banks in the country
- Distribution channel demands speedy and higher quality of call response

Solution:

- Deployment of 700 Cisco IP phones to BEC's offices, plus 800 IP phones to two customer locations, Diba and Forstaedernes Bank
- Cisco and NetDesign provide BEC with an Unified Contact Centre for 500 agents, offering BEC customers a hosted contact centre service

Benefits:

- The implementation of Cisco Unified Communications to financial organisations improves process, reduces process costs, optimises resource allocation, and helps to achieve compliance right through the organisation
- BEC's customers to move to IP telephony as a hosted deployment, to benefit from reduced telephony costs through increased efficiencies and lowered maintenance costs

