

Case Study: Aztecsoft

Company Overview

Aztecsoft is a leading software engineering partner for software product companies. Aztecsoft provides Full Life Cycle Product Engineering, Independent testing, Professional Services and sustained engineering Services. With over 1600+ products developed and tested, Aztecsoft has helped several top tier Enterprise and Consumer software companies ship some of the most complex software in the world! Aztecsoft's passion for technology, excellence and people gives their customers the best combination of expertise, experience and depth of services to make it the technology partner of choice. Their presence is in US, Europe, India and Australia.

Challenges:

Aztecsoft is a 2,200 people strong software engineering services partner for software product companies. It was getting difficult for Aztecsoft to manage such a huge Global workforce. Locating the employees during business needs, assigning tasks and getting deliverables from employees was really tough. This was directly impacting their services. While the customer interaction was going low, the process involved in preparing a sales bid was too high. Discussing the project with the internal team, preparing the project plan to offering the bid to the customer took as much as 56 days as the approvers were based out of different locations. Long telephone calls, huge mails running across employees, travel costs were increasing and so was the communication cost.

Challenges

- Managing Global Workforce
- Improve Customer Interaction and reduction of sales cycle and bid management
- Reduce Communication Costs

Solution offered by Cisco:

Cisco offered Aztecsoft **Cisco Unified MeetingPlace Express** which is an integrated voice, video, and Web conferencing solution that is deployed over internal networks. It supports industry-standard telephony and video protocols to help ensure connectivity with a range of solutions. With Cisco Unified MeetingPlace Express, Aztecsoft could set up and attend meetings quickly and easily from a variety of different interfaces, including Microsoft Outlook calendars. Simple and powerful conferencing functions, including integrated meeting management and control, would enable Aztecsoft to conduct highly productive virtual meetings where they could:

- Collaborate on any document with co-workers
- Demonstrate products and deliver compelling presentations
- Train employees, customers, and partners

Cisco also offered their **Cisco Unified Presence** solution that collects information from multiple sources about user availability and communications capabilities to provide rich presence status and facilitate presence-enabled communications with Cisco Unified Communications and other critical business applications.

This scalable and easy-to-manage solution could help Aztec to:

- **Increase productivity:** Connect with colleagues on the first try by knowing their availability in advance on Cisco Unified IP Phone.
- **Enhance collaboration:** Share availability information and instant messages with coworkers within their business with Cisco Unified Personal Communicator.
- **Streamline communications:** View telephony status of coworkers from Microsoft Office Communicator, and simply click to call them through Cisco Unified Communications Manager.
- **Presence-enabled business applications:** Expose presence information and user communications capabilities in corporate web directories, point of sales applications, or customer relationship management systems through Cisco Unified Application Environment and standards-based APIs on Cisco Unified Presence.
- **Improve customer satisfaction:** Allow experts anywhere in the enterprise to handle calls with presence capabilities delivered with Cisco Unified Presence

Solution

- Cisco Meeting Place Express & IT
- Cisco Unified Presence Server
- Integration with Microsoft OCS
- UC solution for collaboration shortening sales cycle and speeding internal process

Benefits:

- By leveraging the **Cisco Unified MeetingPlace Express** solution and **Cisco Unified Presence** solution Aztecsoft observed 40% reduction in communication costs. Managing the global workforce became very easy. As soon as the RFP were received, bids were put together; refining of plan was real-time. Meetings were automatically created to dial out the key executives and approvers. The meeting Group discussed the bid, made changes to bid and approved final version over desktop Video conferencing in just one meeting. This reduced iterations by leveraging Collaboration tools and increased the **Business value** as it:
 - Improved the Sales Force productivity
 - Enabled faster decision making
 - Reduced the end-to-end bid cycle from 56 days to 15 days

Benefits

- 40% reduction in Communication Costs
- Easy to set up and attend meetings
- Ability to sync voice with Web Conferencing
- More secure than hosted service

“Aztecsoft could significantly reduce domestic and international toll charges whilst enhancing user productivity”

- Nataraj N, Chief Information Officer, Aztecsoft