



Banca d'Alba: when tradition meets innovation

The bank interconnected head and branch offices in a single multiservice network for integrated voice and data communication

- **Banca d'Alba, a new Co-operative Bank supporting technological innovation, implemented a complete Cisco Systems IP Communications solution.**
- **The new infrastructure includes CallManager in the head offices, CallManager Express in the branches and Cisco Systems IP Phones for all employees.**
- **This solution provided the best performance and exceeded requirements.**
- **The IP Communications solution, already implemented in 10 branch offices, will soon be extended across the whole company.**

Compared with traditional technology of separate voice and data networks, IP Communications improves the flow of internal communication and employee productivity. The unique structure of banks, with a central office and branches spread all over the country, makes them the ideal candidate for Cisco Systems IP Communications. That is why Banca d'Alba, a Co-operative Bank with strong roots in its local traditions, decided to develop a wide reaching project for the creation of an advanced voice-supported multiservice network. Cisco CallManager, was installed in the head office taking over the function of the traditional switchboard (PBX). Cisco CallManager Express (the "light" version running on Cisco voice-enabled routers) was implemented in the branch offices. And sophisticated Cisco IP phones were adopted for all workstations.





Always ahead

“Banca d’Alba was created in 1998 from a merger of 3 local co-operative banks which had been active for more than one century; one of the three banks, created in 1895 was one of the first rural banks in Italy” says **Giacomo Battaglino**, assistant general manager. *“The merger was far-sighted: Banca d’Alba enlarged its business area and opened new branch offices in the province of Turin and Liguria; the existing branches are in Alba, Asti, in the Langhe and Roero areas. The Italian co-operative bank has the highest number of members (17,000)”*.

Banca d’Alba supports technological innovation to improve processes and drive expansion: the company’s philosophy considers technology as a valuable element that meets precise operational needs. That is what pushed the bank in the past to adopt important IT solutions to optimise banking products and services. Today, many objectives have been reached thanks to Cisco Systems IP Communications solution, such as reducing communication costs, simplifying support and maintenance services and more effective branch office integration. According to IT managers, Cisco IP Telephony provided the greatest performance and the ideal solution to meet the Banca D’Alba’s communications needs.

Branch network

“The main reason for choosing Cisco Systems technology was the need for an easy to manage, flexible tool that could reduce communication costs. The head office is constantly in contact with its 38 branches, situated in 5 provinces in 2 regions. When all operators are interconnected in a single IP infrastructure where branch phones are considered as internal extensions, communications are obviously faster, call management is reduced and, above all, costs decreased”. The project involved the whole telephone infrastructure of the bank: two Cisco CallManagers were implemented in the two head offices in Alba and Vezza d’Alba. The new Express version of Cisco CallManager, the optimised version for branch offices, has already been installed in 10 branches. All employees have Cisco IP Phones 7940 and 7960 while the operator has the Cisco IP Phone Expansion Module 7914 which extends the capabilities of the Cisco IP Phone 7960 with additional buttons and an LCD display and thanks to the openness of this solution and the support of third party applications, Banca d’Alba also implemented Stonevoice unified communications and messaging software.

Ready-for-use technology

Users at the bank immediately noticed the benefits: *“Thanks to menu functions on the display creating a direct connection is easier. In addition, transforming all local and long-distance calls into internal calls reduces costs, as all calls to branch offices are considered as internal calls”*. Another important feature of IP communications is the possibility to modify any workstation without operators or technicians: users can easily change position taking their telephone configuration with them enabling greater mobility.

A single cable network with a single maintenance manager and the possibility to easily change functions (through a simple software program) are other advantages of Cisco Systems IP Communications solution. Devices are very easy to use. The scalability and flexibility provides the ideal solution to meet the expansion needs of companies like Banca d’Alba. The bank is now planning to migrate all the remaining branches: *“We are working to interconnect all the other branch offices to the multiservice network and provide all our employees with the same functionality available at the head office. Though the migration is not yet complete, the level of satisfaction is already considerable”*.





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Giacomo Battaglino, assistant general manager Banca d'Alba.

The Cisco Systems partner, which implemented the solution played an important role in the project. *“SistemiTre, supported Banca d'Alba both during the consulting and planning phases and now for the maintenance phase”*. Collaboration in these phases is very important according to **Bruno Castoldi**, Cisco Systems Account Manager. *“The partner proved to be very efficient and implemented the whole system in a very short timeframe; SistemiTre is now extending IP Communications to the remaining branch offices”*.

Banca d'Alba witnesses once again how more and more companies are choosing network infrastructures based on Cisco Systems IP Communications architecture. Large and small companies report benefits generated by flexibility and cost reduction of IP-based new voice technologies, that provide communications faster than ever while assuring security, performance and reliability.

For further information

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<http://www.cisco.com>

Banca d'Alba:

<http://www.bancadalba.it>

IP Communications:

<http://www.cisco.com/go/ipcommunications>



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