

SOUND DECISION

POKKA CORPORATION SINGAPORE AIMS TO BECOME A NIMBLER, MORE EFFICIENT COMPANY BY USING CISCO'S IP TELEPHONY SOLUTION.

Pokka Corporation (Singapore) is the Asian flagship of Japanese beverage company Pokka Japan. The Company, which has over 300 employees and revenues of S\$130 million, has been listed in Singapore since 1994. Pokka makes popular non-carbonated drinks such as Jasmine Green Tea, Carrot Juice, a range of aloe vera drinks and high quality coffee. It also runs restaurants in Singapore and Hong

Kong. Today, Singapore is the nerve centre for Pokka's operations in Asia. It has one branch and a joint venture manufacturing company in Malaysia and a subsidiary in Hong Kong.

In 2003, when the Company had the opportunity to revamp its old telephone system, it decided to adopt an IP telephony solution from Cisco.

THE CHALLENGE

POKKA BELIEVES IN USING TECHNOLOGY TO GET A COMPETITIVE EDGE. THE ADOPTION OF IP TELEPHONY IS THE LATEST STEP IN THE COMPANY'S EFFORTS TO GET READY FOR THE FUTURE.

Innovation is the cornerstone of its success. Pokka invests in research and development to develop new flavours for the market, using local and international ingredients. The Company also bottles and sells traditional teas such as chrysanthemum tea and green tea. Apart from new flavours, the Company also invests millions of dollars in production facilities to make better PET bottle products.

As one of the leading non-carbonated beverage manufacturers in Asia, Pokka is playing in a very competitive market against heavyweight local competitors as well as well-known multinationals.

Because it operates in such a competitive industry, Pokka has always believed in using technology to gain a competitive advantage. For example, it has an enterprise resource planning system to optimise the management of its manufacturing, financials and inventory.

The Company's decision to invest in a voice over IP telephony solution is an example of its belief that the adoption of key technologies can help it stay ahead of the competition.

According to Mr Shinsuke Yoshida, CEO of Pokka Singapore, "IT is a tool that speeds up research and development. It allows the company to respond to changes in consumer's tastes and makes manufacturing and distribution faster.

"Pokka has an excellent reputation in the food and beverage industry. It is important to maintain this reputation and to keep improving. Whenever possible, we will use technology to do so.

"I stay actively involved in the IT planning and buying process. It is important for me to keep in touch with new technology solutions to improve our internal business processes and productivity."



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THE SOLUTION

CISCO'S IP TELEPHONY SOLUTION PROVIDES POKKA WITH ADVANCED IP PHONES AND SOFTWARE THAT ALLOWS USERS TO TAKE ADVANTAGE OF UNIFIED MESSAGING.

In 2003, as the office was being renovated, the Company decided to seize the opportunity to upgrade its telecommunications infrastructure at the same time.

Pokka's previous system was based on a TDM PABX network but the IT department proposed that this be upgraded to a voice over IP solution. Mr Steve Quay, IT Manager, said, "The old system was limited. It was just a PABX. We wanted to get a modern telecommunications system that was integrated with the data network. This would allow us to take advantage of the convergence of voice and data."

The Company considered options from various vendors but in the end chose to go with Cisco. Mr Quay explained. "We picked Cisco because of its reputation for sound IP telephony solutions which are reliable, scalable and flexible, as well as its track record for providing good post-sales support."

The old TDM PABX system at the Company was completely replaced by the Cisco IP Telephony solution and each employee was given a Cisco IP Phone. In total, the Company purchased 71 Cisco IP Phones, including 58 Cisco IP Phone 7912G, 12 Cisco IP Phone 7940G, and one Cisco IP Conference Station 7935. The new solution was implemented in just two weeks by NEC Solutions Asia Pacific.

The Cisco IP Phone 7912G is a basic IP phone with a pixel display and dynamic soft keys. The Cisco IP Phone 7940G is a more advanced model with high quality, hands-free speakerphone

capability and built-in headset connectivity. It has a large pixel-based display, which provides caller information and access to applications.

The Cisco IP Conference Station 7935 is a full-featured, IP-based, full-duplex hands-free conference station for use in small to medium-sized conference rooms. This device attaches to a Cisco Catalyst 10/100 Ethernet switch port with a simple RJ-45 connection. It dynamically configures itself to the IP network via the Dynamic Host Control Protocol (DHCP).

POKKA BETS ON THE RELIABILITY, SCALABILITY AND FLEXIBILITY OF CISCO IP TELEPHONY SOLUTION, AND CISCO'S TRACK RECORD FOR STRONG POST-SALES SUPPORT.

Apart from the IP phones, Pokka is also using Cisco CallManager and Cisco Unity. Cisco CallManager is the software-based call-processing component of the Cisco IP telephony solution. This software extends enterprise telephony features and functions to packet telephony network devices such as IP phones, VoIP gateways, and multimedia applications.

Cisco Unity is a unified communications solution that provides advanced, convergence-based communication services such as voice and unified messaging. With Unity, users can listen to email over the telephone, check voice messages from the Internet or receive faxes into a Microsoft Exchange mailbox.



THE RESULTS

CISCO'S IP TELEPHONY SYSTEM IS EASY TO IMPLEMENT AND MAINTAIN, HAS A LOWER TOTAL COST OF OWNERSHIP AND ALLOWS USERS TO TAKE ADVANTAGE OF THE CONVERGENCE OF DATA AND VOICE.

Mr Yoshida said, "The investment in the Cisco IP Telephony solution is a good one. The new system was easy to implement and much simpler to maintain than our PABX. It also allows us to develop new applications for the future."

By converging its voice and data networks, Pokka has reduced its total cost of ownership (TCO) significantly. Under the old system, the IT department managed the data network while the administration department managed the voice network.

POKKA EMPLOYEES BENEFIT FROM CISCO IP TELEPHONY SOLUTIONS' HIGH QUALITY VOICE COMMUNICATION, ACCESS TO COMPANY DIRECTORY, AND CALLER ID FUNCTIONS.

Mr Quay added, "With the new Cisco IP Telephony solution, Pokka enjoys an estimated 15 percent savings in maintenance costs as a result of the convergence. Cabling costs have also gone down approximately 50 percent because no re-cabling is required if new phones are required. It doesn't add too much to my workload either!"

The Cisco IP Phones have been well-received by Pokka employees. He explained why. "The voice quality of the

Cisco IP Telephony solution has been excellent. Now our employees can look up the company directory on the Cisco IP Phone's display, making it easier to look up other users or transfer calls. The Cisco IP Phones also utilise the display and directory to provide deeper caller ID functions. If a call is received from a number within the Company, the phone displays the name of the person who is registered to the phone, and not just the number calling."

"With the integration of data and the phone functions, our managers can also initiate phone calls using their Microsoft Outlook Contacts Manager."

Mr Quay is now busy implementing a fax server to enable users to send and receive faxes with their Microsoft Exchange mailbox. He is also planning to roll out the IP telephony solution to another 15 users at subsidiary Pokka Food, which operates a chain of restaurants and a food-processing factory in Singapore.

Moving forward, the Company aims to implement the Cisco IP Telephony solution in its Malaysian office, which will further reduce the Company's overall telecommunications bill.



THE PARTNERSHIP

THE RELIABILITY OF CISCO'S IP TELEPHONY SOLUTIONS AND THE EXPERTISE OF NEC SOLUTIONS MAKE A STRONG COMBINATION.

The combination of reliable and scalable Cisco equipment, together with the expertise of NEC Solutions ensured that the installation at Pokka was a smooth one.

"NEC Solutions Asia Pacific has a good reputation for systems integration. We were pleased with the implementation process. There were no hitches with the implementation. We started the implementation in December 2003 and had our new system up and running in time for the new year," said Mr Quay.

"By investing in Cisco IP Telephony equipment and software, we also knew that we had one of the industry's finest IP telephony solutions. We've had the system in place for a few months now and we are very satisfied with the network."

POKKA COMMENDS CISCO AND NEC FOR JOB WELL DONE, AND EXPRESSES SATISFACTION WITH THE PERFORMANCE OF THE CISCO IP TELEPHONY SOLUTION.



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