



Laptop-Based IP Telephony

How Cisco IT Deployed a
Laptop-Based IP Telephony
Solution



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge:

 - Find a more efficient, less costly voice alternative to cell phones for mobile employees

- Solution:

 - Provide Cisco IP Communicator software for mobile employees' laptops

- Results

 - Increased productivity by 3-5 hours a week and reduced cell phone usage charges by \$500,000 annually

- Next Steps

 - Make Cisco IP Communicator available to all Cisco employees

Challenge: Improve Voice Services for Mobile Employees

- Improve productivity

Cell phones lack productivity features such as Cisco Unity® Unified Messaging, 5-digit dialing, conferencing, and online directory

- Reduce cell phone costs

Average bill exceeded \$100 month

With >10,000 mobile employees, even a small reduction would create large savings

Solution: Cisco IP Communicator

- Establish VPN connection
- Connect Plantronics headset
- Laptop becomes a Cisco IP phone

Employee can use same productivity features available from their Cisco IP phones, including Cisco Unity® Unified Messaging



Solution: Deployment

- Conducted pilot with 700 previous Cisco Softphone users worldwide
- Distributed software from Cisco SoftTracker Web site
- Displayed FAQ after employee downloaded software
 - Supported headsets and how to order
 - Responding to errors
 - Use with wireless networks
 - Advantages of use at airports and hotels

Results: Increased Productivity

- Enthusiastic acceptance by employees
 - 16,000 users as of August 2005
- Estimated 3-5 hours time savings per week
 - 3-way calling, conferencing, 5-digit dialing, and being reachable at the ordinary number
- Greater security than with cellular phones
 - Voice traffic encrypted end to end

Results: Cost Savings

- Lower cell phone usage bills

\$500,000 annual savings in cell phone bills, based on conservative estimate of five percent reduction in use

- No increase in support costs

Same management interface as for Cisco IP phones
Lower support requirements than previous softphone

Next Steps: More Users, New Features

- Offer Cisco IP Communicator to all employees
 - Available on SoftTracker Web site as of September 2005
- Take advantage of planned new features
 - Interoperability with Cisco VT Advantage
 - New dialing options (drag-and-drop or cut-and-paste)
 - Assigning keys to functions like dialing or hanging up

To read the entire case study, or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT

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