

# How Cisco India Simplified VoIP and PSTN calls with Logical Partitioning for Cisco Unified Communications Manager

## BUSINESS BENEFITS

- Reduced costs by eliminating duplicate infrastructure and increasing on-net calling when appropriate.
- Simpler process for employees to place calls.
- Support for new communication services such as Extension Mobility and presence information.
- Simpler system management from fewer call routing patterns.

"We have seen reduced charges of \$1000 per month in a field sales office with 100 users, because employees are no longer sending calls over the PSTN that could have been routed over the internal network. We expect to see savings of \$25,000 per week in the Bangalore campus alone."

—Pranith Neal, unified communications implementation engineer, Cisco IT

New design allows a single phone line for all calls while reducing costs, simplifying dialing, and maintaining regulatory compliance

### To reduce telecom expense, Cisco India wanted to create a merged network design that would comply with local regulations.

These rules specify which calls could be carried over the Cisco network using voice over IP and which calls must be sent to the public switched telephone network (PSTN). A multistep evolution process made a partial merger of the physical voice infrastructure, eliminating the need for separate voicemail systems and two phones (one for internal calls, one for external) on each employee's desks. With these changes, Cisco was able to reclaim equipment with a value of nearly US\$1 million and reduce operational costs.

However, two lines were still configured on the desk phones, which made calling complex for employees. They had to remember which line to use for which type of call, as well as access codes and dialing patterns for each call type. Dual lines also required very

complex call routing, adding up to more than 1000 route patterns across the Cisco®Unified Communications Manager (Cisco UCM) cluster for India because of the different requirements in the connected offices.

To achieve the goal of using one phone line for all calls while meeting regulatory requirements, Cisco IT created a "Logical Partitioning" design for Cisco UCM. This design routes Cisco India calls appropriately, to the Cisco network or to the PSTN, based on the caller's location and the phone number being called. Logical Partitioning also controls which mid-call features, such as conferencing and transfers, can be used on which types of calls to maintain regulatory compliance.

The Logical Partitioning design produces substantial ongoing cost savings of \$1000 monthly in small offices and \$25,000 weekly in Cisco's Bangalore campus. The savings result from more eligible calls being sent over the Cisco network. Employees benefit, because placing calls is simpler, and they can use features such as Extension Mobility, Device Mobility, Cisco WebEx® Connect softphones, and view accurate presence information for colleagues. By reducing the number of call routing patterns from more than 1000 to 11, Cisco IT also benefits from simpler system management and consistent Cisco UCM support worldwide.

## FOR MORE INFORMATION

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 [www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit).

## NOTE

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