

## CISCO DELIVERS 4-YEAR ROI AND 30% ANNUAL SAVINGS FOR KENT POLICE

Kent Police is challenged with crime reduction and policing an extra 38 million visitors annually in Kent as well as meeting rigorous Best Value performance targets. But the introduction of a Cisco IPT solution – which is expected to pay for itself in four years - has improved the way Kent communicates internally and externally and saved 30 percent of telephony costs every year.

### Telephones essential to police-community communication

Kent Police, which comprises 5,500 police officers and civilian staff, is responsible for policing more than 1,400 square miles and a population of around 1.6 million. The county also has six million visitors every year, is home to the largest retail park in Europe and plays host to 36 million cross-channel passengers each year. This places considerable demands on Kent Police, making the county a unique place to police and presenting a number of challenges such as dealing with the Channel Tunnel, illegal immigration and French ferry port blockades.

Kent Police is also subject to the government’s Best Value initiative which demands that public organisations deliver value for money to the community and more efficient ways of operating. Kent Police has introduced a three year Policing and Best Value Performance Plan effective up to March 2005. The organisation is rigorously measured against this and other performance targets not just for reducing problems like burglary, vehicle and drug-related crime and traffic accidents, but also for improving communication and interaction with the community.

The county is divided into nine policing areas, with specialist units such as Strategic Crime Reduction, the Police Training College and the Information Technology organisation based at the Kent Police headquarters in Maidstone.

### EXECUTIVE SUMMARY

#### CUSTOMER NAME

- Kent Police

#### INDUSTRY

- Public sector

#### BUSINESS CHALLENGE

- Poor and slow communication with the community
- Aging and inefficient telephony system
- Pressure to deliver against government Best Value performance targets

#### NETWORK SOLUTION

- Cisco IP WAN linking 50 locations around Kent
- Cisco IP telephony solution across the data network

#### BUSINESS VALUE

- Return on investment expected within four years
- Annual cost savings in excess of 30 percent
- Communications with community significantly improved
- Use of telephony among staff easier and more efficient

This is also home to the Force Communications Centre, a centralised call handling facility with more than a hundred operators 24x7 fielding emergency calls through to missing dog enquiries. Telephones remain the primary communication medium between the police and the community. Call volumes are rising annually by as much as 50 percent. In 2001-02, the number of 999 calls made to Kent Police was 273,872, an increase of 136,000 on 1998-99 and numbers have risen each year in a similar way since then.

With such reliance on telephone-based communication, it is essential that Kent Police and its 55 police stations across the county have access to a reliable and cost-effective telephony system.

Andy Barker, acting head of the Information Services Directorate (ISD) at Kent Police, says, "The telephone is the way most people in Kent communicate with the police so it is vital that we have an easy-to-use and efficient telephone system. But the existing one was based on an ageing infrastructure, and we were starting to encounter a number of performance problems, such as outages and incompatibility."

When someone called a police station, there were often delays in connecting the caller to the right person, callers could be left hanging on the line and sometimes the line would simply go dead.

#### **Cisco solution imaginative and value for money**

The ISD opted to address these problems by deploying a leading-edge IP-based communications infrastructure. "Some police forces are reticent to embrace new technology, but we believe it is important to be forward-looking to ensure that we attain the best operational and business advantages for Kent Police and the community. Having a technology provider like Cisco Systems significantly reduces the risk of that investment," says Barker. "By converging our data and voice networks and also deploying IP telephony, we wanted to improve the level of service to end users and make significant savings on our communications costs."

Before Kent Police could take advantage of these benefits, however, it had to overcome a number of technical and implementation challenges. Although it was rolling out voice over IP across its network, it still needed to be able to use its existing PBX systems alongside the new IP-based system.

"We needed partners that could deliver a very specific solution," says Mark Williams, Specialist Services Manager at Kent Police. "Some of the bidders for the contract said the different technologies could not be integrated, but Cisco and Computacenter came up with an imaginative solution that also represented good value for money."

The solution was a Cisco WAN connecting the Maidstone head office with local police stations and handling up to 100Mbs of traffic. The IP communications solution is based on a range of state-of-the-art technologies from Cisco, including its AVVID (Architecture for Voice, Video and Integrated

Data) architecture. One of the critical aspects of the network is its capacity to support existing and future data and voice traffic requirements and the Cisco AVVID technology allows new and legacy systems to operate in parallel.

Kent Police has also deployed Cisco's Call Manager software, which enables organisations to extend enterprise telephony features to packet-based network devices, such as IP phones, and provide a range of telephony features such as unified messaging, multimedia conferencing, collaborative contact centers and interactive multimedia call processing capabilities. "Call Manager has helped to reduce the costs of moves and changes, as it provides a very simple and flexible browser-based process for such activities," says Barker.

### **Cisco IPT makes communications efficient and easy**

The Cisco IPT solution has enabled Kent Police to use advanced technology to improve internal and external communications as well helping the organisation to meet strict Best Value performance targets. With the Cisco solution, Kent Police is saving as much as 30 percent every year on telephony costs and it expects to achieve a return on investment on the project within four years.

"As well as savings of more than 30 percent a year, the Cisco solution also gives us a more cost effective and simpler way for us to expand our communications infrastructure to additional sites, such as new community based police stations. Before we would have been looking at an investment of around £30,000 to provide the necessary technology, with the Cisco IPT solution it now costs us only a few thousand pounds."

In addition to cutting costs, Kent Police has also been able to improve its service levels. "Our remote sites used to suffer bandwidth problems and reduced functionality which meant that downloading briefings to the smaller Police Stations often took nearly an hour. With the Cisco IPT systems we can provide a consistent level of service across the county. Briefings, for example, are now communicated in under a minute across both the large and small stations. This and the business benefits have ensured that this project has been heralded an unrivalled success by Kent Police," says Barker.

An independent internal audit judged the roll-out to be a model project, both in terms of project management where a PRINCE2 approach was taken and the project was delivered on time, and in terms of the cost benefits that were ahead of predictions.

Thanks to its visionary approach to IT, Kent Police is already looking to extend the use of IP telephony across the county. Currently around 40 locations are using IP telephony, with larger sites using the legacy PBX systems, and Kent Police plans to provide complete communications mobility to all offices.

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