

IBTC Pensions Managers Limited deploys Unified Communications to enhance internal communications and customer care service.



IBTC PENSION MANAGERS LIMITED

Executive Summary

Customer Name: IBTC Pensions Managers Limited
Industry: Financial Services (Pension Fund Administrator)
Location: 5A, Oko-Awo Street, Victoria Island, Lagos.
Number of Employees: 230

Business Challenge

- ⌘ Improve responsiveness to customer calls
- ⌘ Need for cheaper communication with Annex

Network Solution

- ⌘ Integration of new office Annex
- ⌘ Upgrade of communications solutions

Business Results

- ⌘ Improved internal communication to Annex
- ⌘ Reduced cost of internal communications
- ⌘ Reduced cost of providing network points by 50%

Business Challenge

Mr. Niyi Oladunjoye, Head of IT, IBTC Pension Managers Limited...

"IBTC Pension Managers Limited is one of Nigeria's foremost pension fund administrators (PFAs), which renders pension related services like pension asset management, benefit administration, financial planning education, programmed withdrawal, pension payment and much more. Located in Victoria Island, Lagos, our establishment has a staff strength of about 230 employees and we are still expanding due to our commitment to rendering unparalleled services to meet and even exceed the expectations of our customers.

Consequent upon our expansion, we set up an Annex to our head office at another location. While this helped our administrative and functional activities, communication between both premises became a major challenge. Communication became largely reliant on private telecommunication operators (PTO), making our communication processes subservient to the inadequacies of the PTOs. There was also the issue of the cost incurred in corresponding with our Annex. So we identified a challenge in communicating with our colleagues at the Annex and vice versa. We needed to ensure that both offices were effectively on the same voice and data network.

For a client-servicing organisation such as ours, a smooth-running customer care system is indispensable. Naturally, our customers and intending customers would like to contact our help desk for information on existing accounts or new products. Though the channels for our call centres were up and running, we had fast outgrown the solution and equipment we deployed at that time, and needed a solution that could better accommodate our expansion and growth, as well as provide our enquirers with more efficient customer care services."

Network Solution

Mr. Niyi Oladunjoye...

"We had been working with Bi-traxAxxent Company Limited for about 3years now, in the areas of qualitative training in Cisco courses. So in the light of the challenges we were experiencing, we decided to contact them for a solution."

Mr. Oladele Adedoyin, Account Manager, Bi-TraxAxxent Company Limited...

"We are Cisco Premier Partners who specialise in Network Integrations and ICT solutions. We handle various information technology needs like training, security back up, IP telephony solutions as well as Wide Area Network solutions for banks and similar organisations. Our longstanding patron, IBTC Pension Managers Limited (IPML), contacted us with respect to a solution they intended to deploy in order to meet some challenges they were experiencing in their organisation. However, in the process of installing that solution, we

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were intimated with details of what those challenges were and consequent to our discussions, they consented to going the Cisco way.

We recommended Cisco Unified Communications because Cisco provides the most robust networking solutions in the industry; they provide the backbone for any company that has core networking activities or projects. Another advantage of using this solution is the Support that Cisco provides. Presently, IPML has a SMARTnet (Software Maintenance Advanced Replacement) Support such that if there is any default with the solution, it can be swiftly replaced."

Mr. Niyi Oladunjoye...

"This solution was deployed in March 2007 and came with a whole suite of equipment such as Cisco 2811 Router warehousing, the Call Manager Express and a 48 port Cisco 3560 PPOE (Power over Ethernet) Switch. Cisco 7912 and Cisco 7941 IP Telephone Models were installed at the Annex, while at the Head Office (Oko-Awo) we have a voice gateway Cisco 2821 Integrated Series Router with the necessary modules to allow it interface with the Ericsson MD110 via an E1 line as the Cisco equipment is multi-vendor compliant.

All inbound calls (including the Annex) come into the Ericsson PABX (for now) through our pilot number, 01-2716000. Inbound calls for the Annex are directed to the voice gateway (Cisco 2821 router) routed via the E1 line (between Ericsson PABX and the Voice gateway). The voice gateway forwards the calls to the Annex office via a 2Mbps DSL Link to the Call Manager Express (Cisco 2811 router), which directs them to the required extensions. Callers from the Annex office can dial any desired extension within the Annex office and to our Oko-Awo office. In the event that the 2Mbps DSL Link goes down, the Call Manager Express serves as the local PBX to ensure communication availability within the Annex office thereby maintaining round the clock real time communication. Also, there exists some back up PSTN direct lines. Should the link go down, all external calls are routed through the back up lines provided on the Call Manager Express. The Call Manager Express is intelligent enough to route all outgoing calls through the primary route, the 2Mbps DSL Link, when the Link is available, and also to route the outgoing calls through the direct lines affixed to the Call Manager Express when the link is not available. Bi-traxAxxent also provides us with support in the sense that their engineers are available to attend to the solution should any matters arise.

Our strategy for deploying the IP Telephony project in this manner was to later migrate all other branches of IPML to the Cisco Platform, which is more robust and cost-effective."

Business Results

Mr. Niyi Oladunjoye...

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"Though we have not fully implemented Unified Communications, the most obvious result is that this solution has afforded our numerous clients easier access to the various units for pension enquiries. All enquiries go through a single pilot number 01-2716000, and requests to the desired units are just an extension away. Clients do not have to remember many numbers to dial in order to make enquiries.

Using this solution has drastically reduced the cost of calls to the office next door (Annex). Contrary to the old times of calling the PTO lines or PSTN lines, our Annex is now just an extension away, and calls made within the establishment are free, naturally. This in turn has solved the problem of occasional inaccessibility associated with using private telecommunication operators. Now we can get through when we call, without all the hassles PTOs portend. It has also provided a framework to further enhance our business in the area of deploying a contact centre solution.

Using Cisco Unified Communications has reduced the cost of providing network points by half because voice and data are consolidated and shared in the same network point and it is easy to use and manage."

Mr. Oladele Adedoyin...

"The benefits of using Cisco Unified Communications system are far-reaching. Imagine that they have a branch in South Africa; there would be the need for regular communication between both offices. Ordinarily, they would have had to pay the trunk rate, but due to the Unified Communication software that is the IP Telephony solution, if the South African office is placed on a centralized Wide Area Network, communication would be no different from talking within the same building. It is that efficient. So, a major advantage is that communication anywhere within the Local Area Network and the Wide Area Network using the solution, is practically free."

Next Step

Mr. Niyi Oladunjoye...

"We desire a continued provision of unparalleled service to our esteemed customers; hence we plan to deploy many other secondary solutions to beef up our technological base. We are presently at an advanced stage of deploying Cisco IP telephony solution in the branches across the country, amongst other solutions. We will also be deploying WAAS - Wide Area Application Server Service and Contact Centre Solution, just to mention a few. These and many others are in the pipeline to cater for the present and future data and voice connectivity needs of IBTC Pension Managers Limited. This will enable us provide excellent services that would exceed our customers' expectations."

For More Information

To find out more about Cisco Unified Communications, visit www.cisco.com/web/EA or e-mail, jonwueme@cisco.com

To find out more information about IBTC Pension Managers Limited, visit www.ibtcpension.com

To find out more information about Bi-traxAxxent Company Limited, visit www.bi-traxaxxent.com or call 01-8796514, 08023105747.