

## *SapientRazorfish & Sapient Consulting simplify infrastructure management with Cisco ONE Software*

### *SapientRazorfish & Sapient Consulting:*

Size: 16,500 employees

Industry: Marketing and consulting

Location: Boston, Massachusetts

United States

### *Solutions*

- Cisco ONE™ Software suites makes it easy to deploy, manage, and upgrade
- It offers license portability and services between different generations of Cisco® hardware

### *For More Information*

For more information about Cisco ONE Software, visit: <http://www.cisco.com/go/one>

SapientRazorfish & Sapient Consulting, a part of Publicis.Sapient, are transformation partners to clients looking to reimagine business models and new services. By fusing digital solutions with business and technology consulting expertise, both brands use a unique global delivery model that leverage connected capabilities across all its global locations. It helps clients transform their digital strategies and move their businesses into the future.

### **Challenge: supporting top tech talent**

With 70+ offices around the world, SapientRazorfish & Sapient Consulting needs reliable IT services for its 16,500 employees. With over 60 percent of its workforce based out of India, and a new campus that could house an additional 4,000 people, the company wanted to simplify buying, managing, and upgrading its network and infrastructure software.

“We’re growing quickly and adding more bandwidth and features to support the creative visions of our employees,” says Ankur Gauri, global technical lead for Publicis.Sapient. “We’re doing everything we can to make their lives easier and give them better solutions to provide the best service to our customers.”

In the past, each time the company deployed a new network device, the IT team would then purchase licenses for different software features and configure monitoring. That added time and complexity to deployment.

“Purchasing licenses were subject to budget availability and would sometimes have to be pushed to the next quarters,” said Gauri. “Instead of purchasing hardware, licenses, and monitoring tools separately, we wanted to take a more unified approach.”

### **A better way to buy software**

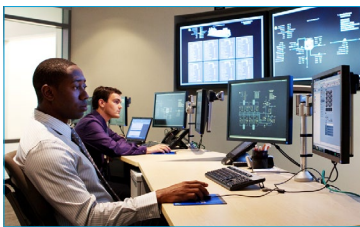
To reduce complexity, SapientRazorfish & Sapient Consulting decided to use Cisco ONE Software. It offered a way to purchase a complete solution that gives Cisco customers flexible licensing options. Cisco Software Support Service provided the services needed so that the company could easily upgrade to new versions of hardware and software to protect their IT investments.

“Instead of a single, perpetual license tied to the lifetime of our hardware, Cisco ONE Software gives us license portability,” says Gauri. “We can migrate existing software licenses to new switches and

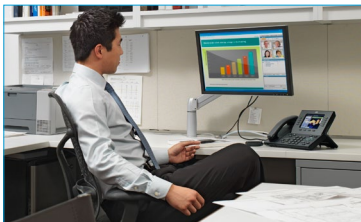
*With Cisco ONE Software and Software Support Service, SapientRazorfish & Sapient Consulting:*



Simplify licensing and lifecycle management



Protect its software investments



Provide faster access to the latest technology

wireless controllers, making it easier to upgrade our network. When we get new inventory, we have licenses on hand. It's a better process that impacts the lifecycle management of every network device."

#### Improved monitoring and management

Cisco ONE Software also offers a suite of software tools, including:

- Cisco Identity Services Engine for security policy management
- Cisco Mobility Services Engine to create personalized mobile experiences
- Cisco Prime® Infrastructure for single pane of glass network management

"With Cisco ONE, as soon as we put a device into production, it's already being managed and monitored," says Gauri. "We're ready to go from day one, and we're getting much more valuable information than we would get from third-party monitoring tools."

#### Providing more proactive service

The SapientRazorfish & Sapient Consulting team uses Cisco ONE Software to monitor its network against Cisco benchmarks. This way, engineers can troubleshoot faster and with greater visibility. By keeping service levels high and giving employees fast access to

the latest technology, the company is helping its clients achieve faster, more sustainable business outcomes.

"Cisco ONE Software is an entire bundle that works well for our business," says Gauri. "It lets us be more proactive in supporting our employees to deliver the best possible service."

#### What's next

Based on its success with Cisco ONE Software in India, SapientRazorfish & Sapient Consulting will start using the software for all its global locations. The company also plans to partner with Cisco to deliver location-based services and network automation.

"We will continue to use Cisco technology to fine-tune service quality, be more agile, and gain a competitive edge," says Gauri.

*“Cisco ONE is an entire bundle that works well for our business. It lets us be more proactive in supporting our employees to deliver the best possible service.”*

**Ankur Gauri**  
Senior Specialist—Global  
Technical Lead, Publicis.Sapient

### Products and Services

#### Software

- Cisco ONE Software
  - Cisco ONE for Access Switching
  - Cisco ONE Foundation for Access Wireless
  - Cisco ONE Foundation for WAN
  - Cisco Prime Infrastructure
  - Cisco Identity Services Engine
  - Cisco Mobility Services Engine

#### Routing and Switching

- Cisco Catalyst® 6800, 4500, 3850, and 2900 Series Switches
- Cisco Nexus® 5000 Series Switches

#### Wireless

- Cisco 5500 Series Wireless Controllers

#### Security

- Cisco ASA 5585-X next-generation firewalls

#### Services

- Cisco Software Support Service
  - Software upgrades protect Cisco ONE Software investments
  - Access to specialized technical support 24 hours a day, 365 days a year
  - Minor release and maintenance updates
  - Extensive online resources and troubleshooting tools
  - License portability for easy upgrades to new hardware and software versions



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