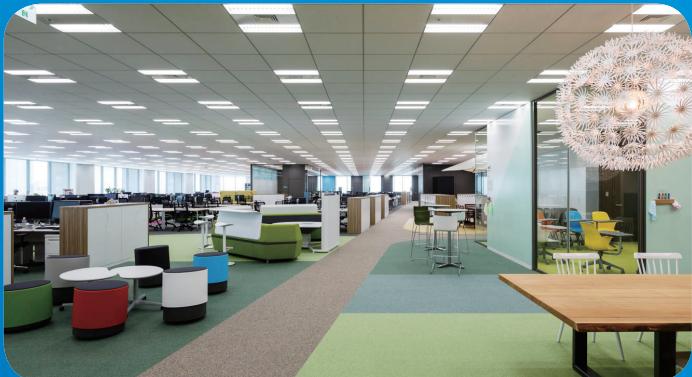


Cisco Collaboration Solutions **Case Study**

Cybozu, Inc.

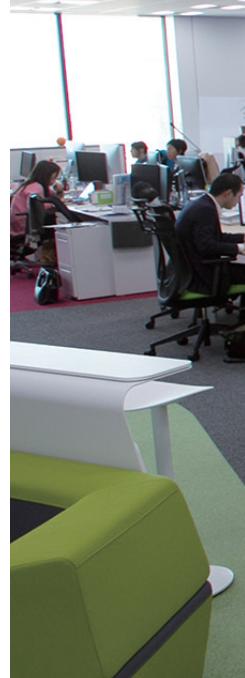
Implement an “Easy to Work Office”
Supporting a variety of working styles and a new foundation
for teamwork



Interview

"Easy to Work Environment" that promotes diversity and innovation

Cybozu, Inc. offers a range of tools to support teamwork and collaboration that go beyond time and location. The company's tools are used across a diverse customer base of 6.3 million users. From large teams with global reach, to small teams servicing the local community, their solution's are focused on bringing increased value to customers in both the private and public sectors. Cybozu believes that it is important to facilitate an environment in which employees can work comfortably and confidentially to develop world class solutions while delivering the highest levels of customer service. The new office in Nihombashi, Tokyo, relocated in 2015, embodies this belief. As well as including Cybozu's unique ideas, many of Cisco's collaboration solutions are deployed in the new office to support its operations.



A pleasant work environment by reducing turnover. Change in mindset of senior executives

"Around 2005, when I took up the office of president, we were rapidly growing by expanding the business. On the other hand, our work environment had not been prepared to manage the balance of work and childcare, with a 28% turnover rate, which is high. So, we started to prepare our internal systems, and to explore diverse working styles. As a result, our turnover drastically reduced to 4%, and we gained a better understanding of telecommuting. Our working styles have become diverse in accordance with the variety of personal situations and needs of our employees. For example, if an employee leaves Tokyo and returns to their home town, we open an office there. It was also about expanding our business territory. Over the past few years, there has been a growing sentiment that it is important for each employee to be satisfied in order to continue working, and it seems that our initiative has attracted interest."



"Our new office is part of our infrastructure, along with the Cisco solutions that we deployed. We view the various measures taken when relocating an office as an investment in infrastructure. Preparing a more pleasant work environment means that we will get help from many

people, not only our employees but also from our partners. A more pleasant work environment will create diversity from which innovation can easily occur. To achieve this, it is important to create a pleasant work environment by removing stress. I think it is also important that there is a shift in the mindsets of senior executives, so that they don't push the traditional idea of cost reductions or satisfying employees with an increase in pay or a promotion."



It is essential to respond to diverse working styles in order to retain personnel and expand the business

"I think that top executives are beginning to realise that they would be forced to downsize their business unless they can retain personnel as we have entered an era of declining birth rate. In these times, we need to recruit a variety of people, which is why we need to accommodate diverse working styles. I think it is only recently that the attitudes of senior executives have started to change. That is, we need to take action to move towards diversification instead of a more traditional uniform working style. Once again, I feel that it is important to think about what a company needs to do to change its working styles, and not just about simply deploying a video conference system, or choosing and using a tool."



"Even if working styles change, team work will remain unchanged, and it is a basic human desire. Even how we live and how we get involved with society differ. Sharing information is a universal goal, and so we must take steps towards one vision while making the best use of the skills that each of us possess. With this new office serving as a hub, I hope that many different people will gather together, new visions will be created, and people who align with it will create a new team. We now plan to expand our business overseas, and the same practices will apply there. With the synergy of groupware, the services we offer and the real-time collaboration solutions of Cisco, I would like to realise further advantages."



Mr. Yoshihisa Aono

Cybozu, Inc.
President

Concept

Big Hub for Teamwork

Core base of teamwork to improve a sense of unity in Cybozu team and to continue high performance, including an ecosystem by gathering information and people, and having real-communication lively.

Communicational	Changeable	Sense5 + 1
Eco Expand	Trust&Secure	
Various Concentration	Fast&Easy+Entertain	
High Performance	Show case	

Requirements of change in working styles

Tools Information-sharing cloud, remote conference, BPM, security, real office, etc.	System Telework, employee performance evaluation and payroll, childcare leave, recruitment/resignation, side business, etc.	Corporate culture Diversity-oriented, respecting individuality, fairness, taking the lead in setting good examples, discussion, etc.
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► Is a real office not needed any more? What we noticed by relocating the office

"When we worked on diverse working styles, we took on a variety of challenges to encourage communication between people, rather than just eliminating the restrictions of time and location. Although our corporate system and culture were developed at a relatively early stage, the tools we used for actual operation were insufficient. Even though we offer groupware, it's an asynchronous tool, so we also used video conferencing as a tool to communicate in real-time. But it wasn't used very often as its usability was not that good. Finally, we needed to relocate as we had outgrown the Tokyo office, so we thought that we should take that opportunity to upgrade the tools."

"We started a study committee on how to design the new office by selecting employees from each division who each thoroughly understood the work. Members of the committee included men and women from various age groups to make sure we shared different opinions. There was an option of "no need for an actual office", as we already had a corporate system where we can choose the time and the place of work, such as telecommuting, and each of us should be able to work from anywhere we want.

But the internal employees, particularly the junior employees, were utterly opposed to it. We appreciated again the importance of gathering together and working at a real office after hearing that they wanted to learn the business by watching how senior employees work, and also to work while feeling a sense of unity as part of the Cybozu team. So we decided to have an office that could realise both what we wanted to do and the life style we wanted by combining the advantages of on-site and virtual (IT tools)."

"We decided to open the office in Nihombashi, Tokyo, because we put a value on high accessibility and a location that makes it easy to for not only our employees to gather, but also our customers and partners who visit us. We also felt that we wanted to place the core of our business in a town where a variety of cultures exist since commercial facilities and various sizes of companies, including well-established companies and new companies are located."

Ms. Yuka Nakane

Cybozu, Inc.
Executive Officer
Business Support Manager

► Things brought about by "Space Sharing" realised by Cisco TelePresence

"The video conference system we used to use had poor picture and sound quality, and often had delays. It was hard work to prepare the connection, so we sometimes used up all our energy before being able to actually use it. I participated in conferences from home in the past, but I couldn't hear what they (staff in the office) were talking about very well and felt alienated. I also hesitated to give my opinion. When I saw an actual demonstration of Cisco TelePresence in Cisco's office, I was overwhelmed by the brilliance of the technology, and I thoroughly understood the importance of sharing space and presence. With such wonderful technology in the office, relations between our employees, customers and partner companies will be strengthened further. In addition, barriers between regions, cities, and countries will also be removed. I do believe that it will lead to the resolution of social problems, including vitalization of the local economy and unipolar concentration."

"Both men and women would like to actively use a tool that can quickly respond to their daily working style and small changes in their life, if it was available. It is also important that the company provides a culture that allows them to do so. This relocation of the office improved our infrastructure and our tools, and we now feel that we are catching up with the previous system and culture. I believe that tools and technology will continue to progress, so we would like to produce better results by harmonizing them with our internal system and culture."



Solution

Details and Process of Selecting the System

Integrating a foundation of communication and collaboration by Cisco solutions



Details

Project started with the relocation of a contact centre, the scope changed to relocating the entire headquarters.

"The reason we deployed a communication infrastructure in the first place is that we had outgrown our contact centre in Matsuyama, and the expansion potential of the centre was also poor. We therefore decided to renovate the centre. While we were carrying out investigations by asking each vendor to share their thoughts, the relocation of the headquarters was brought up. It was also decided to upgrade the telephone system and the video conference system at the same time, so the scope of the investigations changed significantly."(Mr. Yamamoto)

"It actually became apparent that they were unhappy with some aspects of the telephones and the video conference system. It was therefore concluded that it would be better to integrate them into one unified communication system, rather than dealing with them individually. Until then, the infrastructure (tool) to establish communication differed depending on the other party's environment, which impaired its usability, and video conferencing was the primary example. When connecting between meeting rooms in the offices, we had many complaints, for example, employees on business trips who cannot join the meeting. That's why we wanted to establish an infrastructure to enable smooth communication wherever we are."(Mr. Tsurumura)



Process

Examine the solutions based on each requirements. The answer was Cisco; smart and with few restrictions

"We carried out interviews with each division that was using the communication tools, and summarized the requirements. We summarized them in a Yes/No style sheet, and sent it to each company as an RFP, then proceeded to screen out the candidates based on their responses. We went through the selection process strictly based on the requirements, and decided to think about the vendor and partner for construction later. At that point, we weren't paying any particular attention to Cisco. Initially, there were 7-8 candidates, and we cut it down to 2-3 candidates."(Mr. Yamamoto)

"Originally, it started with the system reconstruction of the contact centre, so the main candidates at the start were domestic vendors. With the relocation of the office, Cisco became a potential candidate since a system that connected everything was added to the requirements. When we examined the vendors from the perspective of excellence as a solution, we found many restrictions; for example, some tools from other companies required dedicated network lines or could not interconnect between the video conference and telephone systems. Only a few tools were able to smartly implement the environment we wanted."(Mr. Tsurumura)

"Cisco's solution provides excellence in interconnectivity, and the vendor neutrality that allows it to easily link with any vendor's product (terminal) was a good point. We have also been involved with Cisco as a development partner, and I think it meant a lot that we had thorough discussions where we attached importance to the connection with our products and services."(Mr. Yamamoto)

Contact Centre

Flexible call response and recording, tight integration with email.

"Although in principle, different operators are assigned for inbound and outbound calls, enabling the outbound operators to support the inbound operators when inbound calls were overloaded became a new requirement. We needed an improvement because, in the past, other operators could not help when wait times occurred so either a supervisor or a technician took calls. We also decided to deploy a call-recording server in response to a strong request from the call centre who always wants to check the quality of support."(Mr. Yamamoto)



"It was Cisco that could meet our requirements to connect all systems including telephone, video conference and contact centre, and manage the system in the cloud. The system is installed in our data centre, and serves as a cloud for administration.

Past mail history is available to pop up based on the phone number the customer is calling from by linking the contact centre system with "Mailwise", our mail service. This is one of our measures to achieve a more accurate response and keep customer satisfaction levels at No. 1."(Mr. Tsurumura)



Telephone System



Aggregation of the office PBX was the biggest issue Reduce the workload of line construction and configuration

"Aggregating the PBX of each office was the biggest issue as we knew that we were going to move our offices one after another. As well as reducing workloads, such as asking the manufacturer for engineering work to reconfigure the lines each time we relocate, we wanted to change the configuration easily by ourselves by aggregating the system as an IP-PBX. Although the general affairs division usually controls the telephone system and the extension numbers, in our case it is the information systems division which carries out the support since our system shifted into the cloud and was linked with the contact centre."(Mr. Yamamoto)

Communication Tools



Cisco Jabber across the organisation to unify; chat, voice, meetings and messaging and mobility.

"We often use a business chat system internally, and it is essential for the support division. In the past, we did not have any particular chat system, but we unified on Cisco Jabber when we relocated of the office. The tools that we often used before did not provide a good enough link with the telephone system, but that has also improved. It is now easy to participate in a meeting if you are away from the office, and many employees enjoy the benefits."(Mr. Yamamoto)

Video Conference

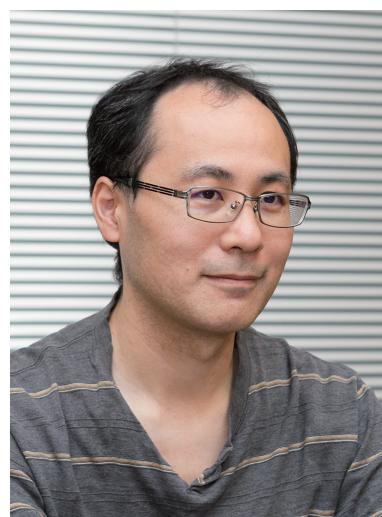


Cisco TelePresence resolved all of the usability and audio quality complaints.

"We often used to use mobile systems in the past, but the wiring was complicated with the microphone and speakers being external and connected in many places. Problems often arose as users pulled out or inserted cables without permission and we provide support every day. We also received complaints that people in the front could hear the audio but those in the back could not hear at all. Deploying Cisco TelePresence resolved all of this. We no longer receive questions about how to use, or complaints about the video or audio, we now very comfortably use the system."

In the future, we plan to replace our terminals in Vietnam, which is our development centre, and Shanghai, where we have a sales office, with Cisco TelePresence."(Mr. Yamamoto)

"We welcome our customers to our office on the 27th floor, and have a dedicated space to communicate with people from outside our company, and so we plan to deploy Cisco TelePresence there. We hope to use Cisco TelePresence to transmit information from this office externally by enabling connections to the video conference systems of our external customers and partners."(Mr. Tsurumura)



Hirotaka Yamamoto

Cybozu, Inc.
Executive officer
Management Manager

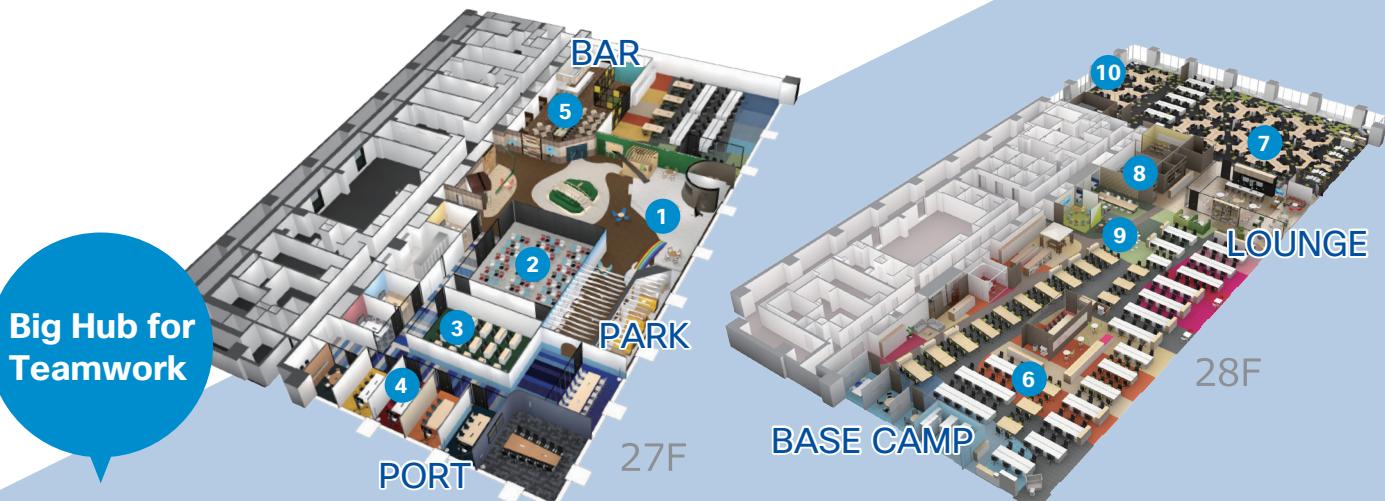
Shuji Tsurumura

Cybozu, Inc.
Management Division
Information System Department



Office

Introducing the Office



User's voice

Head of Customer Support Centre
Work location: Home
Main tools to use: Cisco Jabber

Effective use of time using telework
Respond to customers regardless of location

"I thought that I could allocate the 3 hours of time I spend commuting to childcare, housework, and work, and so I chose telework. I plan my daily schedule based on the number of hours that we can leave our children at the nursery.

"I have consultations with customers about their deployments from home via telephone and email. If I cannot handle something on my own, I ask my boss or other members of the company for advice through Cisco Jabber. Since most members of the company are logged in, the response time for confirmation is quicker. The video conference functionality has also enabled us to join an internal study meeting quickly. It is an enormous change because, in the past, either I forced myself to go to the office or I gave up.

"We tend to hesitate to use a tool if it is difficult to understand, but Cisco Jabber is easy to use and it does not put a burden on others. Thanks to Cisco Jabber, I really feel that the range and approach to my work has broadened.

kintone Development Division
Work location: Osaka (Development centres are in Tokyo, Osaka, Matsuyama, Shanghai)
Main tools to use: Cisco TelePresence, Cisco Jabber

Communication in shared spaces that promote dispersed development and human resource utilization

"The development team has dozens of members in all that includes many small sub-teams. We use different tools for different purposes; for example, we use Cisco Jabber for the sub-team daily morning meeting, and we use Cisco TelePresence for meetings that all members will attend.

My return to my hometown led to the establishment of the Osaka office; however, maintaining good communication was an issue from the start since the development team is geographically-dispersed. We thought that we shouldn't demand any extra effort compared to the other bases and so tried many tools. While trying them, we again understood that it is important to share space for communication to improve mutual understanding.

The previous video conference system was not easy to use, and took time to prepare. Deployment of Cisco TelePresence, however, made it easy to connect, and significantly improved audio and video. Hard-to-talk-to and hard-to-question atmospheres were mostly eliminated. In terms of recruitment, our target area would be broadened if we could increase the actual results of working effectively anywhere. I feel that the foundation of smooth communication has been well prepared.



Cybozu, Inc.
Sales Division
Business Department
In charge of Deployment Consultation
Mrs. Hiroko Takano



Cybozu, Inc.
Global Development Division
Osaka Development Department
Manager
Mr. Yuki Okada



"Meeting Place" for various people including end-users, partners. We welcome many people who are related to Cybozu's business, and have lively communication to expand their business.

2 This conference room can accommodate about 100 people as one room, and about 50 people when the room is divided. This conference room is used for communicating with many customers, such as a product briefing, a seminar hosted by a partner. It can be also used for training by changing the location of chairs.

3 Computers are always available in this seminar room. Seminars certified by Cybozu and hands-on seminars are held here. Using a virtual desktop on the cloud from thin-client terminals enables easy resetting after the seminar, and realises secure management.

4 The concept of the conference rooms with external people is "PORT". These conference rooms are inspired by a port that connects inside and outside Cybozu, and are named after the world's major ports, as well as spaceports.

5 "BAR" provides different faces during the daytime and after work - lunch or a meeting for the daytime, and an event or eating and drinking after the work. "BAR" encourages communications of the inside and outside Cybozu by working on five senses. Kitchen space is also provided.



6 Open-structured office with no pillars and walls provides a sense of unity. Many divisions centre on the same floor that facilitates communication. Table with wheels makes movement easy. It can respond to change in the team.

7 Multiple monitors installed in development section. 120-degree desks, which are excellent in working efficiency, are arranged in a circle for each team, allowing casual meetings.

8 All conference rooms deploy video conference system that connects to other bases (including individual) as the Big Hub. Various sizes of conference rooms, from a large conference room that accommodates around 30 people to an individual booth that accommodates two people, are ready to use depending on the scale of a meeting.

9 Open space provides many spaces for casual discussion. This open space, where discussion may be triggered by a chance meeting with a colleague or where it is open to other members to participate in a discussion, promotes internal communication.

10 A zone, where admission is restricted even for employees, is set by precise classification of security levels. As a cloud service management company, we aim to enhance reliability and performance management for our customers based on advanced security management.

Contact Centre

Work location: Tokyo (Offices are in Tokyo, Matsuyama, Sapporo)
Main tools to use: Cisco Finesse, Cisco MediaSense, Cisco Jabber

Detailed understanding of our call centre operation lead to significant team improvement.

We needed to understand how agents conduct their day-to-day activities in detail in order to maintain and raise the quality level as a team while also fully understanding the operating ratio of the three bases. An advantage of deploying Cisco Finesse is that it clearly demonstrates that. We can immediately understand the agent's status, such as calls to new and prospective customers or responses to existing customers, cancellation prevention, and taking actions which lead more accurately to the next step.

Deployment of Cisco MediaSense which records all calls enabled real-time monitoring, making it easy for us to give accurate advice to any agent who is having difficulty responding to calls. We also use Cisco Jabber for chat to give advice. Our "Mailwise" is also linked to immediately check the information of the customer on the call.

"We would like our customers to be a fan and use our products for a long time. Cisco solutions are a great help for internal assessment as well as external assessment in order to maintain the quality of the contact centre. It can be said that the views of the actual site and the management side have been broadened and the system that can make improvements regularly as a team has become more reliable."



Cybozu, Inc.
Customer Division
Direct Marketing Department
Customer Communication Group
Sales Advisor

Mr. Seiji Kayama

Garoon Development Division

Work location: Tokyo (Development bases are in Tokyo, Shanghai, Vietnam)

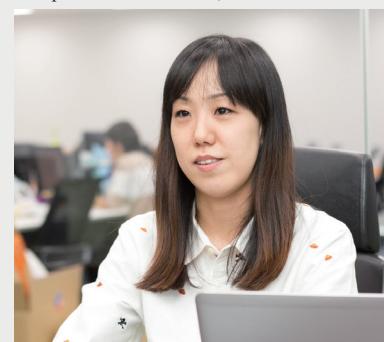
Main tools to use: Cisco TelePresence

The importance of seeing peoples expressions when working with teams across the world.

We promote development by exchanging opinions during a video conference in which a little less than ten of the development members and QA members from each of Tokyo, Shanghai, and Vietnam participate. Since it is difficult to communicate with character-based methods, and impossible to actually visit frequently, we use video conferencing every day.

"Because the previous video conference system was a portable type that used separate cameras and microphones, we needed to connect and adjust them every time we used the system. So it took long time to start a conference. We had to turn the light off as we displayed materials using a projector, so the expressions on people's faces were almost invisible. We are really happy to deploy Cisco TelePresence which enables us to conduct a video conference in a bright room where we can clearly see the people's expressions. If I notice that some of the others looked a little puzzled, I will explain again to make them accurately understand. It is, indeed, important that we can see each other's expressions.

"We had enquiries about a change in specifications from the person in charge of sales through Cisco Jabber's call function. We rarely had that kind of enquiry before, but because we can easily talk as if an extension of a phone and see faces, we feel that we can communicate readily."



Cybozu, Inc.
Global Development Division
Product Marketing Department
Product Manager

Mrs. Mai Furuta

Cybozu, Inc.

<http://cybozu.co.jp/>

Location

Tokyo Office	27th floor, Tokyo Nihombashi Tower 2-7-1 Nihombashi, Chuo-ku, Tokyo
Osaka Office	35th floor, Umeda Hankyu Building Office Tower, 8-1 Tsunoda-cho, Kita-ku, Osaka-shi, Osaka
Matsuyama Office:	Aioi Nissay Dowasonpo Matsuyama Sambancho Building, 3-9-3 Samban-cho, Matsuyama-shi, Ehime
Year Founded	
Capital	8th August, 1997
Business Type	613million Yen (As at 31st December, 2014)
Number of employees	Information system service business, development, sales, and management of groupware 429 (As at 31st December, 2014, consolidated) 313 (As at 31st December, 2014, parent-only)

Developing and offering many tools to support teamwork and collaboration, including the groupware, "Office" and "Garoon", a business application creation platform called "kintone", and an e-mail sharing service called "Mail Wise" that allows more than one person to control e-mail. In recent years, as well as selling software licenses, Cybozu provides a Cloud service that comes with its own operating environment, such as servers and security.



Solutions deployed

■ Conference solutions

● Video conference terminals

- Cisco TelePresence MX700
- Cisco TelePresence MX300 G2
- Cisco TelePresence SX80 Codec
- Cisco TelePresence SX20
- Cisco DX80
- Cisco DX70
- PhoneAppli - EZDX (Reception desk system)

● Web conference/Chat

- Cisco Jabber

● Multi-base connection (infrastructure)

- Cisco TelePresence MCU 5300

■ Contact centre solution

- Cisco Unified Contact Centre Express
- Cisco MediaSense
- Cisco Finesse

■ Unified Communications Solution

● IP Phones

- Cisco Unified IP Phone 9900 Series
- Cisco Unified IP Phone 7900 Series
- Cisco IP Phone 7800 Series

● Control servers (Infrastructure)

- Cisco Business Edition 6000
- Cisco Unified Communications Manager
- Cisco Unity Connection
- Cisco Expressway Series

■ Network Solution

- Cisco Nexus 3000 Series Switches
- Cisco Catalyst 3850 Series Switches
- Cisco Catalyst 2960-X Series Switches
- Cisco 5500 Series Wireless Controllers
- Cisco Aironet 2700 Series Wireless LAN Access Points
- Cisco Identity Services Engine (ISE)
- Cisco Prime Infrastructure (PI)



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Europe Headquarters
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The Netherlands

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