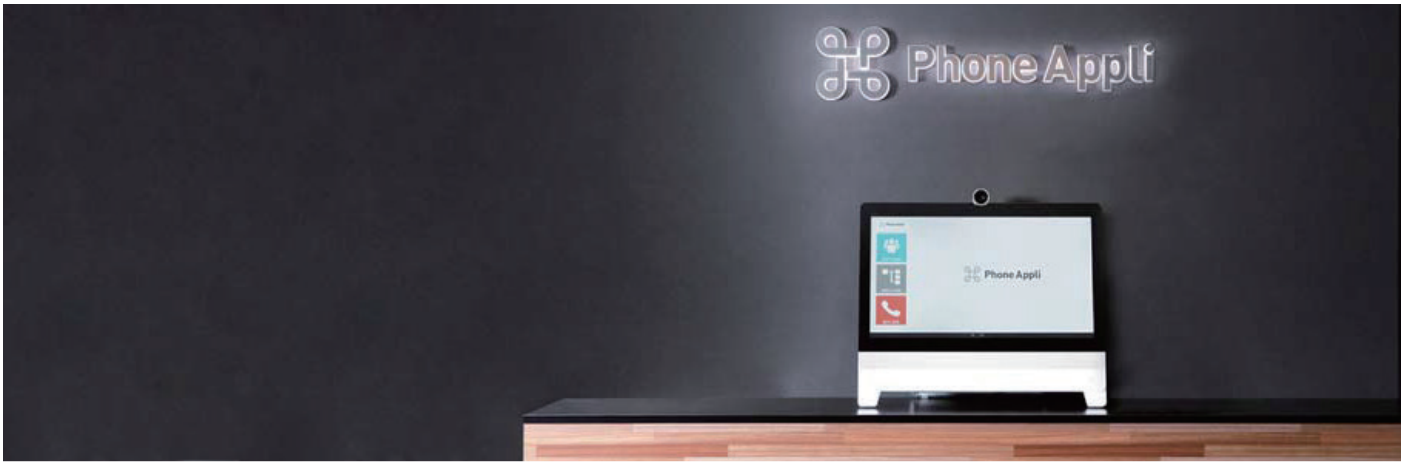
Customer Case Study

Company's web directory implemented using Cisco UCS



EXECUTIVE SUMMARY

Customer Name: PhoneAppli Inc.

Industry: Application development and operation

Location: Isomura building 3 F, 1-1-3 Toranomon, Minato-ku, Tokyo

Number of Employees: 50 employees

Business Challenge

- Investigate migration of PhoneAppli's main product Collaboration Directory (PACD) to the cloud to accelerate implementation of small and midsize businesses.
- Examine the optimal platform with a focus on coordination with the cloud service.

Solution

- Use Cisco UCS® servers to build a cloud service foundation that excels in performance, scalability, and operation management.
- Achieve a smooth transition through Cisco® technician-oriented training.

Business Results

- Accelerate implementation of PACD for domestic businesses and plan for expansion into overseas markets.

High performance servers build infrastructure needed for key product "Web Directory" to join the cloud.

Business Challenge

Until now, PhoneAppli has built and provided on-premises systems such as PACD servers and databases. Starting in June 2015, it began providing the same services in cloud format through its PA Cloud.

Regarding the background and challenges related to providing PA Cloud, Hiroshi Nakagawa, director CBDO, PhoneAppli, says, "Our company's products are compatible with Cisco's solutions. There have been many cases where these products and solutions were implemented simultaneously. Our sales coordination with Cisco is strong , but initial on-premise system construction costs prevent implementation by small and medium sized businesses."

The PA Cloud has an improved business card management function in addition to employee searches, which was the main feature of the conventional web directory. According to sales and marketing, Hitomi Abe, "Customers who have used web directory until now highly value the employee search function, since there are many places with over 1000 employees. However, small and medium-sized businesses generally know employees' contact information, so we wanted to make customer contact information management the focal point of PA Cloud. It is equipped with multiple methods to incorporate and use business cards."

When providing PA Cloud, PhoneAppli explored the potential of the platform. Nakagawa says. "We realized from an early stage that other services and tools, such as video conferencing, web conferencing, and business chats would be linked over the cloud. In addition, the specifications of PA Cloud have also been partially

"Cisco UCS is a platform with superior extensibility and scalability. It is the optimal foundation for providing the company's web directory via the cloud."

Hiroshi Nakagawa
Director CBDO, PhoneAppli Inc.

changed, such as expanding the size of the database beyond than that of on-premises formats. I felt it would preferable to have a platform that emphasizes and smoothly supports things like connections between clouds, flexibility of operation and expansion, as well as scalability."

Network Solution

Cisco UCS with excellent scalability

PhoneAppli uses Cisco Unified Computing System™ (Cisco UCS) as the platform for PA Cloud and has established a foundation for cloud services that not only has excellent performance, but also offers more operability, expandability, and scalability.

The unique strengths of Cisco UCS, such as its ability to correspond to the standard 10 Gigabit Ethernet network, flexibility for building and operating a virtual network with a virtual interface card (VIC), large physical memory capacity, and energy-saving capabilities using operation management tools. These strengths are all attractive features for establishing the foundation of cloud services.

This time, PhoneAppli introduced two Cisco UCS C220 M3 and three Cisco UCS C240 M3 Rack Servers. Going forward, the high degree of scalability of Cisco USC will prove effective when flexibly expanding service in response to the annual increase in customers (accounts).

Cisco Intercloud Fabric Solution

Cisco advocates the Cisco Intercloud Fabric™ solution, which securely and flexibly establishes a mutual connection between cloud environments provided by various businesses and its own data center (private cloud). Cisco UCS already meets these requirements and is becoming the recommended platform. Nakagawa says, "Cisco is gradually putting their collaboration tools and control boards into the cloud. Other companies are also following the same pattern. Our goal is to be able to provide the best communication and collaboration at any time through connections between PA Cloud and other clouds."

Providing training to support implementation

PhoneAppli has made use of the technician-oriented training provided by Cisco. Nakagawa says that the richness of this education system was one reason that Cisco UCS servers are used. "There were still technical personnel within the company who had never used Cisco UCS before, so it is good that we made use of Cisco's education system from an early stage. Using Cisco UCS was an operational decision based on future vision. But it was the onsite technicians who were most concerned, and we were able to support them firmly thanks to Cisco's efforts.

Business Results

Promote expansion into overseas markets

By becoming a cloud service, PA Cloud can be easily expanded not only in domestic markets but also into overseas markets as well. PhoneAppli plans to proactively approach overseas users, as well as expand the PA Cloud as a portal accommodating multiple vendors who say if they can access it here, they can collaborate using the best tools.

PRODUCT LIST
• Cisco UCS C220 M3 Rack Server
• Cisco UCS C240 M3 Rack Server

For More Information

For details about Cisco UCS, visit www.cisco.com/go/ucs.

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