

UTI transforms its business operations with Cisco Collaboration



Instant, 24x7 connectivity matters for businesses, especially those in the BFSI industry where fortunes can be made or lost in a matter of seconds. UTI, the 60-year-old Government-owned mutual fund (MF), successfully implemented Cisco's game-changing Unified Transport Interface Communication system to enhance business functions, simplify collaboration, and reimagine the way they conduct business.

UTI Mutual Fund, headquartered in Mumbai, India, is an MF pioneer and market leader in the BFSI space. It has over 150 global outlets and offices and manages over Rs 100,000 crore of assets across 10 million investors. UTI is committed to creating high value for unit holders, with its strong R&D, and dedicated risk management.

Business Challenges

- TDM telephony and a dated communications infrastructure resulted in slow communication, especially across geographies
- Caller ID was not available; this meant trading managers wasted precious time taking non-critical calls
- Cost of video conferencing was very high – a 30-minute session cost Rs 60,000 Rs 1 lakh
- Traveling and STD costs were huge; a cheaper and as-good-as F2F communication solution was required.
- Slow connectivity, including call drops, meant slower speed to market and loss of business opportunities; faster decision-making was imperative
- Disparate communications systems operated messaging, voice and video; migration to a faster, integrated, real-time communications system was critical

UTI needed to revitalize its cross-sell and upsell strategies for marketing financial products. Given these challenges UTI was looking to phase out the old TDM-based telephony and lay the basis for a unified communications architecture that could integrate audio, video and web conferencing

“With Cisco’s solution, we had a substantial savings anywhere between 20-40% on long distance telecom expenses”

Says Mr. Raghunatha Reddy
Sr. VP and Head IT, UTI.



Collaboration Solution

UTI sought an integrated collaboration solution to counter disparate systems of voice and messaging and TDM telephony. The company needed a unified platform to discuss product feature, launch and selling strategies and ease forex dealings. UTI also needed faster decision-making to bring agility into the organization. The 24/7 presence of senior management for timely inputs was vital. UTI chose Cisco as a solution partner to implement a unified communication platform.

The Cisco Unified Communication offers

- Instant connectivity across mobile, audio, video and IP telephony platforms
- Dedicated communications architecture for UTI's customer segments, sales force and employees
- Seamless integration with existing dealership infrastructure on a single unified platform
- Cisco provided a unique Meeting Experience that ensured seamless connectivity between partners, dealers and customers
- Physical presence was no longer a constraint; nor was location or device of choice. Users could join the meeting on any device and stay connected at the mere click of button, anytime, anywhere



Business Results

Cisco's solution fast-tracked UTI's marketing initiatives and delivered additional benefits:

- Telephony costs reduced by 40%
- There was 60% savings on calls with unified communications
- STD cost savings rose to 20-40% and costs even dropped to zero at one point
- TCO for Cisco's communications infrastructure dropped to 5% of the traveling cost for a single year; breakeven was achieved within 5 years, by 2013
- 1- 4 hours of seamless video-conferencing was possible; call drops were eliminated

Cisco's scalable, replicable, one-click meeting solution, accessible across multiple devices, has transformed UTI into an agile MF behemoth. Cisco's intuitive, user-friendly solution ensured easy adoption across the MF giant's geographically spread branches and employees, improving decision-making and business agility. It also reduced travel costs significantly. Conference calls became seamless and smooth thanks to this unique meeting experience.



Next Steps

UTI hopes to connect 150 pan-India offices using Cisco's infrastructure. Better supervision and control from the head office will ensue, as UTI envisages a future where issues with customers and distributors are speedily resolved. UTI also aims to extend

this solution to its sales force and partners for increased efficiency. Accelerating the MF giant's growth, Cisco's solution sustains momentum and provides agility in a volatile business landscape.

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