Cisco Partner, Logicalis Charts Specialty Insurer's Long-Term Growth

Logicalis uses roadmap to help Beazley keep pace with global growth, starting with a reliable, secure network foundation.

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EXECUTIVE SUMMARY

LOGICALIS
- Location: Slough, U.K.
- Number of employees: 1000 worldwide

BUSINESS CHALLENGE
- Support rapid growth and help ensure responsiveness to customers by giving underwriters a reliable network for conducting business
- Design an integrated network that supports rapid growth in staff, markets, international offices, and customers

INFRASTRUCTURE SOLUTION
- Reliable, secure network foundation supports global expansion
- IP telephony, unified messaging, and videoconferencing improve inter-office communication, productivity, and collaboration, and enhance customer satisfaction and responsiveness
- Wireless headquarters gives employees mobility during the workday

BUSINESS RESULTS
- Following the principles of the Cisco Smart Business Roadmap helps IT use technology to manage unexpected as well as planned growth
- Long-term view earns client trust and leads to ongoing projects adding new capabilities to network foundation

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Business Challenge

The Logicalis Group, a division of Datatec Limited, is an international provider of integrated Information and Communication Technology (ICT) solutions. Headquartered in the United Kingdom, Logicalis delivers secure, converged computing and communications infrastructure and services.

Specialty insurer Beazley Group plc, which comprises two Lloyd's syndicates and a U.S. underwriting operation, selected Logicalis to help design and implement a new headquarters LAN. After going public in 2002, Beazley entered a high-velocity growth phase, opening offices in the United States, adding insurance lines, and growing to over 400 employees. Beazley's existing network was wholly inadequate to support this tremendous growth. Every server and user was tied into a single, under-capacity switch, with no redundancy. A security audit highlighted significant vulnerabilities in the IT infrastructure. When underwriters needed data to respond to customers, they could not always retrieve it. E-mail broke down frequently, and auditors looking for e-mail trails could not always

access them. There was so much frustration that employees actually avoided using the network.

"Beazley had grown rapidly from a medium-sized business with a homegrown IT infrastructure to one that needed the fast, reliable, and secure infrastructure of a large organization," says George Georgiou, client director for Logicalis.

Beazley's head of IT Operations and Governance, Dave Boswell, along with infrastructure manager James Wright, chose Logicalis because of its strong Cisco® expertise and ability to support expansion in the United Kingdom, United States, and other parts of the world. Equally important, Logicalis shared Beazley's vision for developing a long-term roadmap, identifying technology solutions to address primary business challenges.

"We quickly identified that their tactical issue was an extremely unstable network," says Georgiou, "but their primary business challenge was sustaining aggressive growth on a global scale. Logicalis

follows the principles of the Cisco Smart Business Roadmap, and our goal was to help Beazley make sound business investments in technology to enable them to sustain their growth."

Network Solution

Implementation began in 2005 with the design of a fully redundant, resilient LAN for Beazley's headquarters. The LAN is based on redundant core Cisco Catalyst® 6500 switches. All users and servers are on Cisco edge switches connected to both core switches with automatic failover, so if there is a failure anywhere in the network, user traffic is rerouted and business continues uninterrupted.

When Logicalis began planning the new LAN, the company was aware that Beazley was running out of office space. "In the back of our minds we knew that, in addition to adding offices internationally, the company would probably be moving into a new headquarters in the future," says Georgiou. The future came quickly—within nine months, Beazley had identified its new location at Plantation Place in the heart of London's financial district.

With a reliable network foundation in place, Logicalis successfully proposed the implementation of a wireless network across all three floors of the new headquarters, allowing underwriters to meet with brokers and consult with colleagues regardless of location, with access to the e-mail, voicemail, and data that they need.

"We next helped Beazley make the decision to move to IP telephony based on Cisco Unified CallManager and Cisco Unified IP Phones," says Georgiou. The move to IP telephony happened to coincide with the company's decision to move to Plantation Place. Beazley worked with Logicalis to deploy the Cisco system alongside the existing analog private branch exchange (PBX) in the old office. They implemented and tested the new system, training employees at the same time, so that when the old PBX was switched off, employees simply started using their Cisco Unified IP Phones.

> **"Having a roadmap and a long view for our technology infrastructure has been absolutely invaluable. Without that, we would still be responding to immediate crises. Instead of fixing things every day, we have controlled growth."**
> **– Dave Boswell, Head of IT Operations and Governance, Beazley Group**

"We wanted to architect an international IP telephony solution that would make it faster and easier for Beazley to bring new offices online," says Georgiou. Today all employees in all locations are on a single network using one phone system.

To help employees become even more productive, Logicalis recommended adding unified messaging with Cisco Unity®, giving users secure, unified access to voice, e-mail, and faxes using their IP phones or single Outlook mailbox. Underwriters can also dial directly from their Outlook address books.

When Beazley migrated over to the new IP telephony system, Logicalis implemented quality of service (QoS) to the LAN and WAN to support voice, video, and data. With the converged network in place, and reliable, high-performance connectivity assured, Logicalis was able to demonstrate the low cost per user to bring videoconferencing to the desktop. "We were confident that

videoconferencing would help transform the way that Beazley's specialists work. Instead of walking over to the Lloyds building multiple times a day for brief meetings, underwriters can now press a button on their phone to initiate a videoconference. And they can initiate conferences with colleagues in the United States with equal ease," says Georgiou.

Business Results

The most important business advantage that Beazley has realized from the network foundation is undeniable reliability. "Before we put in our new network, every week was a challenge, and now every day is a joy," says Boswell. The converged network with QoS has also provided free transatlantic calls and improved collaboration between the U.K. and U.S. offices.

Desktop video is also helping to transform the way that employees work. Videoconferencing improves inter-office communication, productivity, and collaboration, and enhances customer satisfaction and responsiveness. And the company can deliver desktop video over the Internet to new offices even before a WAN is deployed.

For Logicalis, the important benefit was creating an infrastructure that would allow Beazley to flourish and grow. Georgiou says, "In the insurance market, if you do not have the right information in place and give people access to it, you can stunt your business very quickly. Beazley knew that they needed a more robust LAN but they had not considered unified messaging, wireless, or videoconferencing. We started with a secure, reliable network and then showed them how they could build on that foundation and the value that they would add to their business."

PRODUCT LIST
Routing and Switching
• Catalyst 3750, 6000, 6500
• Cisco 2651 Modular Router with Cisco IOS Software
Security and VPN
• Cisco PIX 515 Firewall
• Cisco Secure ACS
Video
• Cisco Unified Video Advantage
Voice and IP Communications
• Cisco Unified CallManager
• Cisco Unified IP Phones
• Cisco Unity
• Cisco Conference Connection
Wireless
• Cisco Aironet 1100

Today, the majority of Beazley's users are in London. But Logicalis predicts that executives will probably be flying around the world with greater frequency as the company adds more international offices. "We can give them the ability to walk up to a Cisco IP Phone, anywhere in the world, put in their identification number, and retrieve their unique profiles. We took a strategic, long-term view of the network design that allows Beazley to take advantage of the right technology when they need to without tearing out what they have now. Boswell confirmed that, "So far, with all of the expansion, we have not had to rethink anything in the network and phone system."

Following a strategic roadmap makes better business sense for Logicalis, as well. "If you become more strategically connected to the client, rather than talking about technology alone, your client will look to you as someone who brings value to the business. I believe that we have become a trusted advisor to Beazley, and will be working with them for a long time to come, building on the foundation that we have put in place," says Georgiou.

"Having a roadmap and a long view for our technology infrastructure has been absolutely invaluable," says Boswell. "Without that, we would still be responding to immediate crises. Instead of fixing things every day, we have controlled growth."

Next Steps

This year, Beazley acquired a new office in Singapore and five new offices are being opened in the United States. Offices are also under discussion for Hong Kong and France. "A reliable, secure network foundation was the first thing that we wrote in the grand plan that we put together in 2004," says Boswell. "We did not know about Singapore until a month ago, and now we can quickly and easily connect new offices that are springing up all the time. Our Cisco technology foundation makes it possible and easy. With the right foundation we can support unexpected as well as planned growth."

For More Information

To find out more about Cisco's Smart Business Communications and Smart Business Roadmap, go to http://www.cisco.com/go/smb.

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Printed in USA

C36-380037-00 11/06