



Connected Workplace in Brazil

How Cisco Uses IP Telephony
and Wireless Technologies in
Brazilian Office



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

The Cisco São Paulo office grew rapidly, from 20 people in 1997 to 132 people today. Workplace Resources group struggled with the options for housing its employees.

- Solution:

The Cisco field office in São Paulo, Brazil adopted an innovative workplace environment, combining Cisco technology and real estate solutions to meet business and financial goals.

- Results

Cisco São Paulo Office saved one million dollars in Corporate real estate costs over three years.

Overview (Contd.)

- Next Steps

Evaluating the São Paulo office model for deployment in other locations worldwide.

Challenge: Rapid Growth Forces Innovation

- Limited real estate vacancies which the office could expand:

It became clear that the traditional office environment was not flexible enough for the demands of the burgeoning São Paulo office.

- New workplace solutions needed to be implemented to improve flexibility and mobility, supported by leading edge technology.

Solution: Workplace and Tech Changes

- Implement innovative workplace solutions to address the changing needs of the office:

Site leaders believed that people should not be bound to their cubicles or offices.

Account managers were encouraged to spend little time in the office, and devote the majority of their time with their customers at customer sites.

Solution: Workplace and Tech Changes (Contd.)

- **Technology Solutions Implemented:**

Everyone in the office received a cell phone and high speed internet access to their homes. This gave employees freedom to work easily from home with remote access.

By using the Cisco Secure VPN Client software on their laptop computers employees are able to access corporate applications quickly and securely as if they were in the office.

Solution: Cubicles – Changes and Shared

- Physical Changes Made to the Office:

Cubicle sizes were reduced and partitions between the cubes were lowered.

Collaboration occurred more easily in this new design.

People began sharing cubicles and reducing their personal storage to just one small rolling file cabinet per person.

- The office became paperless, eliminating the need for almost all the file cabinets.



Solution: Unassigned Manager Offices

- Managers gave up their assigned offices and today share their offices at a 2:1 ratio. When a manager is not occupying an office, employees use it as a conference room.



Solution: IP Telephony

- Extension Mobility feature of Cisco Call Manager:

Allows employees to easily program the phones to receive their personal extensions in any work area they selected.
- Cisco Personal Assistant software:

Employees can direct callers to their cell or home numbers.
- Cisco Conference Connection software

Employees can schedule conferences or conduct conferences immediately with colleagues working from home or other locations.
- Wireless LAN Technology

The use of Cisco Aironet® products and Cisco IP Softphone on laptop computers removed the need to provide costly cabling to the shared tables and conference rooms.

Results: Summary

- The Cisco São Paulo office has moved from a traditional environment with assigned offices to one that is almost completely virtual.
- By reducing space needs, Cisco avoided \$1.2 million in profit and loss expenses and \$1M in expenditures (cash flow) over 3 years.
- Productivity Increased by 9% in the São Paulo office.

It became easier to find space for customer meetings or team collaboration because offices can be used as meeting rooms.



Next Steps: Summary

- The Cisco Workplace Resources group is evaluating the São Paulo office model for deployment in other locations worldwide.

Innovative Workplace

- Though skeptical at first about losing their individual workspaces, employees now agree that the environment improves their effectiveness in the office.
- The wireless network and IP phones are significant enablers of this new more productive atmosphere.



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