

Natural Health Company Improves Workflow with Collaboration



Executive Summary

- **Customer Name:** Genuine Health
- **Industry:** Natural Health Products
- **Location:** Toronto, Canada
- **Number of Employees:** 60

Challenge

- Give employees rich collaboration options and increased flexibility
- Provide best possible customer service
- Limit business travel to align with company culture of minimizing impact on people, profits, and the planet

Solution

- Deployed business-class IP voice and video telephony with easy-to-use, consolidated platform
- Equipped employees with integrated collaboration tools to improve efficiency

Results

- Enabled greater staff productivity and better work/life balance for mobile employees
- Expanded customer service options by using latest technology tools
- Projected 30 percent reduction in business travel, minimizing costs and environmental footprint

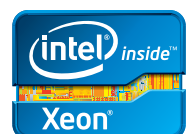
Genuine Health adopts Cisco communication and collaboration solutions to stay connected while reducing business travel.

Challenge

Genuine Health is a privately owned, research-driven natural health company, offering innovative, nutrient-rich formulas that improve nutrition and wellness. Popular products include its greens+ line of superfood supplements, omega3 line of fish oils, multi+ vitamins, as well as sports nutrition supplements, skin care, and healthy weight-loss products. Genuine Health strives to promote a healthy lifestyle among its workforce in keeping with the company's core values. Genuine Health is committed to environmental and social sustainability. The company was the first nutritional supplements company to meet the rigorous standards of social and environmental performance, accountability, and transparency required for certification as a B Corporation.

With 60 employees in the United States and Canada, Genuine Health must maintain a connected workforce to operate efficiently and provide the best customer service. More than one-third of the company's employees are mobile or home-office workers who spend long periods away from their desks. Faced with an end-of-life, outdated phone system, Genuine Health was looking to adopt new collaboration strategies while minimizing business travel.

"We wanted an infrastructure that would allow the company to take business communications to the next level, both internally and with our customers," says Sandro Ragogna, director of finance and IT at Genuine Health. "Our CEO believes strongly in face-to-face interaction for sales meetings and customer interactions, and we wanted to deploy voice and video capabilities across multiple devices to support his vision." The solution had to be simple to deploy and manage so as to reduce operations complexity and cost. At the same time, it had to meet all of Genuine Health's functionality requirements, including



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– **Sandro Ragogna**
Director of Finance and IT
Genuine Health

instant messaging (IM) and integrated, high-quality voice and video.

Solution

Advanced Collaboration, Out of the Box

After a thorough market evaluation, Genuine Health engaged Infinite IT, a Cisco partner, to deploy Cisco® Business Edition 6000 at Genuine Health’s data center in Toronto. Based on Cisco Unified Communications Manager, the Business Edition 6000 is consolidated into a single, virtualized platform with added redundancy for all core unified communications applications. “We looked at all the top-tier unified communications and collaboration solutions on the market, and found that Cisco offered everything we needed right out of the box with the Business Edition 6000,” says Jason Smith, IT manager at Genuine Health.

The on-premises solution is simple to manage and easily scalable, enabling Genuine Health to support up to 1000 users on any device, from any location at any time. Services can be added with a straightforward license upgrade on the system, with no downtime. “While installing our Business Edition 6000, Infinite IT helped ensure that our phone service remained completely active throughout the entire cut-over and deployment process, which was impressive,” says Ragogna. “They also provided efficient and knowledgeable training so our users could quickly start experiencing the benefits of the new system.”

Enterprise-Grade Voice and Video

Genuine Health provided Cisco Unified 8945 IP Phones, featuring business-grade voice and video capabilities at the request of many employees, and further deployed Cisco Jabber® to all employees across the entire organization. From their laptops, Jabber users can now access instant messaging, presence, softphone/voice, video, voice messaging, desktop sharing, and conferencing. With Microsoft Office integration, Jabber delivers a collaborative experience that boosts productivity. Users can instantly view their colleagues’ availability and click to initiate communications such as chat, voice or video calls, or multiparty conferences.

Mobile employees at Genuine Health, such as Director of Marketing Lisa Jagatia, use Jabber with their Apple iPhones. Cisco Unity® Connection provides speech-activated tools and anytime, anywhere access to voicemail. “The ability to quickly access my corporate voicemail from email or my iPhone is a big benefit when I’m traveling,” says Jagatia.

Genuine Health also uses Cisco solutions in the data center, including Cisco Integrated Services Routers, Cisco Catalyst® Switches, Cisco AnyConnect® Secure Mobility Client, and a Cisco ASA 5500 Series Adaptive Security Appliance. “Our Cisco networking and security solutions have been rock solid, offering excellent performance and protection,” says Smith.

For technical support, Genuine Health purchased a Cisco SMARTnet® Service contract, which includes 24-hour access to expert support engineers, rapid hardware replacement options, proactive alerts, and extensive online tools. “I’ve called on many support organizations in my career, and Cisco has one of the very best,” says Ragogna. “The Cisco team responds quickly and is always able to answer our questions.”

Results

Genuine Health is already seeing the productivity benefits of the new communications and collaboration infrastructure. Employees are able to share ideas more easily and appreciate the ability to use reliable digital tools to communicate face-to-face with their colleagues.

“The use of video is standard on almost every call now,” says Ragogna. “It’s easy for our



employees to escalate an IM conversation to a voice and video conference and share their screen. The presence feature is saving time as well; you can tell immediately if someone is busy. We feel fully connected with the Cisco Business Edition 6000. It's the next logical step for business communications."

Genuine Health also expects that annual travel costs will decrease by a projected 30 percent, helping the company to protect the planet and its profits at the same time. In addition, employees are gaining a better work/life balance. "Now that I'm regularly using Jabber, I am staying more current on work, even when I'm traveling," says Jagatia. "I can be more productive no matter where I am, and I am getting work done on a more regular schedule."

Customer service, already a point of pride for Genuine Health, will improve even further as employees leverage multiple methods of communication to provide faster, more complete responses to customer inquiries. For example, service representatives can use IM to confirm information while a customer is on the line, avoiding the need for follow-up calls. If a challenging call comes in, a supervisor or director can smoothly join the call for coaching purposes.

"Jabber makes mobile and home office workers more accessible," says Jagatia. "Other companies need to know that IM is not a toy for goofing off or communicating with friends. It's a key business tool for us. Jabber has been amazing; it saves a lot of time, and everyone likes it. We're seeing broad adoption of the entire toolset."

An additional benefit of the enhanced Cisco communications and collaboration environment is that employees now rely less on email, relieving pressure on the email server and empowering people to respond faster to important communications. "People are having more complete conversations and they're more engaged in those conversations," says Ragogna. "The Cisco Business Edition 6000 and Jabber are helping us operate and be perceived as a highly responsive, connected organization."

Next Steps

Genuine Health plans to expand its use of Cisco Jabber on mobile devices, and is currently piloting the Jabber iPad client. In the near future, all of the company's mobile workers will have a consistent collaboration experience across three devices, making them instantly accessible from a single extension. The company also plans to discontinue its use of costly third-party conference bridges and deploy Cisco WebEx® Meeting Center for sharing high-definition video, integrated audio, and other real-time content. Users will be able to launch WebEx directly from Jabber.

"We initially went looking for a phone system, but we found a lot more with the Cisco Business Edition 6000," says Ragogna. "We now have the tools we need to truly align business communications with our values of promoting excellent customer service and environmental sustainability, while enhancing employee work experiences."

Product List

Unified Communications

- Cisco Business Edition 6000
- Cisco Unified IP Phone 8945
- Cisco Unity Connection

Collaboration Applications

- Cisco Jabber for Windows, iPhone, and iPad

Routing and Switching

- Cisco 2900 Series Integrated Services Routers
- Cisco Catalyst Switches

Security

- Cisco AnyConnect Secure Mobility Client
- Cisco ASA 5500 Series Adaptive Security Appliance

Security

- Cisco SMARTnet

For More Information

To find out more about Cisco Collaboration Solutions, please visit:

www.cisco.com/go/collaboration.

To find out more about Genuine Health, please visit: <http://genuinehealth.com>.



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