



Convergence - Under One Roof

EXECUTIVE SUMMARY

Customer Name

Deloitte

Industry

Audit, tax, consulting and financial services

Business Challenge

- Consolidate operations in Milan
- Replace ageing technologies in use
- Implement new infrastructure, with the least disruption to employees
- Reduce number of systems in need of management

Network Solution

- Introduction of Cisco Unified Communications in Milan

Business Value

- Improvements in employee productivity due to extension mobility
- Consolidation of real-estate produces financial benefits
- Developments to office management systems
- 100% increase in functionality with Call Centre
- Plans to expand Cisco Unified Communications throughout all Deloitte offices in Italy resulting in further network benefits

Deloitte

More than 150 years ago William Welch Deloitte opened his own accountancy office in London. Now, with combined worldwide income from its member firms, Deloitte's revenues total \$20.0 billion. However, successful companies realise that they must constantly adapt to remain competitive. With this in mind, Italy's head office in Milan decided to transform its operations.

Five into one shouldn't go, but when Deloitte needed to consolidate operations, after being spread across Milan, they had the considerable task of centralising five branches of the same operation into one complex. With foresight, this historic company realised these were the perfect conditions for reviewing and improving their services. The move to Cisco Unified Communications would achieve the company's goals.

The target for Deloitte was to reduce operations whilst improving standards within a single move. However, the number of buildings wasn't the only reduction taking place. Additionally, there was the potentially highly disruptive procedure of decreasing the number of ageing technologies in use. As Adriano Camnasio, Deloitte's CIO explains, the company's staff also had to be considered: "The main goal was to reduce the impact of the new system on the team and I think this goal was achieved." Cisco Unified Communications enabled Deloitte to concentrate their offices in Milan by reducing the number of systems they had to manage.

The Deployment

The new offices in Via Tortona in Milan provided a perfect opportunity to modernise Deloitte's communication network. The technology consisted of:

- Cisco Unified Communications (1200 Lines)
- Cisco IP VideoConference
- Cisco IP TV Broadcast
- 4 x Cisco Unified CallManager
- Cisco Unified CallManager Express
- Cisco Works LAN Manager
- Cisco Works IP Telephony Monitoring
- Cisco Unity
- Cisco Unified Contact Centre Express
- WiFi Cover for all Four Buildings

The new equipment was deployed without any negative impact on the relocated workforce. As the system is controlled centrally the management of the operation is simplified, causing no undue loss of time or profit. The infrastructure is flexible, adaptable and enjoys the benefits of improving operational efficiency, optimising the business processes and reducing communication costs. **Deloitte now experiences a greater control of resources at a much lower cost.**

Instant Communication

The use of Cisco's Video Conferencing has already made an impression on the way Deloitte communicates. Adriano Camnasio explains: "We have used it to make a video broadcast of our CEO, who was explaining modifications to our internal organisation. It was easy to deploy and very useful." Enabling straightforward communication, while enhancing collaboration and cooperation, Cisco's IPTV has been embraced by Deloitte.

Hot-Desks

By including a reservation application, Deloitte's working practices have evolved. All desks at the previous buildings were being reserved whether they were used by personnel who were in the office for eight hours a day, or those who attended for just a few hours a month. The new application could guarantee desks would be available for all those who needed them. However, the application is also used to reserve conference rooms. As Adriano Camnasio explains: "The systems are linked together, so you can call the Cisco Unified CallManager. The system then searches for a free desk and replies with a message or SMS telling you if a desk is available, and if so the number of the desk." The versatility of the system avoids confusion and allows for the efficient management of office-space.



Cisco Connected Real Estate (CCRE)

Considering the building itself as a 'live' entity is at the heart of CCRE. By harnessing the power of Internet Protocol (IP) the traditional perception of the workplace can be overturned. It has the ability to bring enormous financial and operational rewards to institutions. Based on emerging thinking concerning the network's role in creating the next generation of workspace, CCRE's ideology is found in Deloitte's new complex in Milan, enabling them to deliver space differently.

Workers are mobile; laptops, mobile phones, and wireless networks allow freedom of movement while increasing productivity. Each floor in Deloitte's Milan office now offers wireless connectivity; as a result all of the laptops are now purchased with integrated wireless. Combining with Cisco's IP technologies allows Deloitte to create flexible and adaptable real estate. Deployment of a single IP platform for communications means Deloitte are able to connect the buildings and systems, creating a method of reducing the operating expenses of the building.

CCRE realises that working trends are changing as technology and communication are the key enablers of the 21st century. There is growing evidence that workplace design has a tremendous impact on an organisation's productivity and ability to reduce real-estate costs. Already agents in the building recognise that space is now much easier to manage; however, changes are already taking place regarding working practices.

Remote working

Cisco Unified Communications is allowing Deloitte's employees to enjoy greater flexibility of workplace. With Cisco IP SoftPhone running on a laptop, users can take their extension and receive calls wherever they are, while still connected to the corporate network. **Professionals can now receive calls on their own number when they are at home or in a remote office.** This capability has seen a rise in the number of people working remotely, therefore reducing travelling, costs and unproductive time. Conversely, **this situation increases employee satisfaction and mobility.**

Cisco Unified Contact Centre (CUCC)

As part of the solution in Milan, CUCC with Interactive Voice Response (IVR) capabilities delivers intelligent call routing and multimedia contact management to contact centre agents over the IP network. Adriano Camnasio explains how the system has been integrated: "We are using CUCC for the IT Helpdesk so we have six team members that receive the calls from our internal users, not only for Milan but the rest of Italy. So we are using CUCC to manage the calls related to hardware and software. We have created two levels of response, one is purely inbound, and the second level is only outbound and can also deal with issues concerning the phone and the remote control of the client's PC. If the problem cannot be solved it is escalated to the third, more technical support."

The call centre solution has dynamic reporting that enables the organisation to receive timely and accurate information. This has been extremely useful at Deloitte as Adriano Camnasio suggests: "I would say it is very easy compared to what we have had in the past as it is much more flexible and can provide a lot more data. **Compared to the past we have 100% more functionality.** In terms of size the help desk is very small, but we are receiving somewhere between 70,000 and 80,000 calls a year."

The previous technology would not have allowed such intelligent management of the queue, as it would have been impossible to understand how many callers were waiting or the duration of their stay. However, **Cisco's CUCC has given Deloitte a vastly improved supply of information and the ability to manage and improve their customers' helpline experience.**



Billing Application

The consolidation of different legal entities under one roof in Milan has led to the need for differentiation between the entities and their respective service costs. The billing application enables this by taking the information from Cisco's Unified CallManager and then producing reports. Currently the total costs are absorbed by one of the units, while the others are given a percentage of the total fee to pay. Therefore, the billing application simplifies what could potentially have been a challenging situation by correctly identifying which entity the cost belongs to. Those costs are then correlated to the correct location.

The Future

Other Deloitte locations in Italy will soon be reaping the benefits of Cisco's Unified Communications. Although Milan was the first placement, it will not be the last. Work is already under way to deploy in Parma, and at the end of 2005 a new deployment began in Treviso, as Adriano Camnasio predicts: "By the end of the year 78% of the Italian offices of Deloitte will be using converged networks." This amounts to around 2,500 people who will be enjoying the benefits of Cisco Unified Communications.

In Italy Deloitte realised, and then acted upon, the benefits of Cisco technology. Initially they faced a choice: retain a more traditional approach to voice and data or change to a converged network. They are now enjoying the advantages, through speed of integration and ease of migration after installation. By also optimising the wireless solution, there has been a notable increase in collaborative working and improvements to the organisational structure.

They are now an example to other Deloitte centres and act as a reference point for other offices. As Adriano Camnasio, Deloitte's CIO states: "This is how we would like to work in the future."



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