

## Cisco Partner Helps Improve Customer Satisfaction

Bell Canada creates new communication platform with the help of PDI Help Desk Services.

### EXECUTIVE SUMMARY

#### BELL CANADA

- **Customer Name:** Gowling Lafleur Henderson
- **Industry:** Telecommunications
- **Location:** Montréal, Canada

#### CHALLENGE

- Upgrading client's Unified Communications Manager solution
- Integrating proprietary case management system with interactive voice response system
- Deploying functionality to meet new business goals

#### SOLUTION

- Cisco Services Plan Design Implement (PDI) Help Desk

#### RESULTS

- Successfully upgraded Unified Communications Manager solution
- Reduced hardware and software costs
- Created platform for rich voice services delivery

### Challenge

Bell is Canada's largest communications company, meeting the needs of consumers with telephone, wireless, high-speed Internet, digital television, and voice over IP services. Bell also offers integrated information and communications technology services to businesses and governments, and serves as a virtual chief information officer to small and medium-sized businesses.

One of Bell Canada's customers is Gowling Lafleur Henderson, a large law firm with eight offices across Canada and locations in London and Moscow. Gowlings is committed to providing clients with highly responsive service from its 700 legal professionals. The firm's lawyers are active in global industries, often traveling extensively between Gowlings' offices and client locations. To enhance productivity and streamline communication, Gowlings worked with Bell to deploy a three-system cluster of Cisco Unified Communications Manager in 2002. The solution was designed to support a customized interactive voice response (IVR) system that integrated with the firm's cost recovery systems. Two years later, the firm deployed a voice over IP

solution to provide cost-effective voice connectivity across its offices.

Fast forward to 2009, and the original Cisco Unified Communications Manager solution was due for upgrading. Hardware was at the end of its useful life and outdated Unified Communications Manager software limited more current IP phone handset functionality. Gowlings' proprietary cost recovery system lacked the flexibility to easily accommodate new features, and it was going to be too costly to modernize for deploying on the current Cisco Unified Communications Manager platform.

"Upgrading Gowlings' deployment was going to require significant redesign to achieve the firm's objectives," says Keri Dunning, Solution Architect, of Bell Canada. "New Unified Communications Manager capabilities enabled us to support advanced functionality while consolidating systems. As we planned the migration from three systems to one, Cisco's expertise would be invaluable."

### Solution

Bell Canada's task was to consolidate the three Unified Communications Manager clusters while enabling the addition of new functionality. To help validate architectural design and functional assumptions, Bell turned to Cisco Services' Plan Design Implement (PDI) Help Desk for Unified Communications and Advanced technology. By accessing the PDI Help Desk, Bell tapped into a dedicated team of engineers for design validation, deployment leading practices, and lessons learned. Help was also available for initial setup, troubleshooting, configuration, and feature integration.

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—Keri Dunning, Solution Architect, Bell Canada

During the first phase of upgrading Gowlings’ Unified Communications Manager solution, Bell developed a migration strategy and worked with the PDI Help Desk to confirm migration leading practices. The Bell team also designed a new configuration to support Cisco Unity Connection voicemail and used the Help Desk to validate its ability to support Gowlings’ needs.

## Results

“The PDI Help Desk accelerated our progress,” says Dunning. “They were able to answer questions and resolve issues within a day or less, enabling us to achieve a stable environment configuration much faster.”

Cisco Services helped Bell Canada deliver a solution that achieved the client’s goals. Gowlings was able to reduce equipment required from three clusters to one and reduce servers by one-third. The new Cisco Unified Communications Manager solution significantly reduced the firm’s hardware costs and support needs.

When Bell works with Cisco Services, it also gains project continuity. The Bell team works with the same Cisco expert who is familiar with its projects and knows the history of each project. The ability to have project continuity accelerates issue resolution and enables Bell to deliver extensive services with access to deep resources. The Bell Canada team added value to Gowlings’ implementation with its ability to deliver consistent communication capabilities with the latest generation of Cisco Unity voicemail and Unified Communications Manager.

For Gowlings, the new Cisco Unified Communications Manager solution creates a modern, stable platform for launching rich voice services to improve client service. Users will be able to easily set up and attend meetings from a variety of different interfaces, including Microsoft Outlook calendars. Lawyers now enjoy transparent mobility between offices and can deliver outstanding client service no matter where they are. With the future implementation of Unified Presence, they will be able to immediately know the availability of staff and other attorneys, instant message, and easily program their phones to enable clients reaching them wherever they are.

### PRODUCT LIST

#### Unified Communications and Collaboration

- Cisco Unified Communications Manager
- Cisco Unity Connection

#### Services

- Plan, Design, Implement Help Desk

Gowlings also enjoys direct access to Cisco for its support needs.

Cisco SMARTnet® support provides access to the Cisco Technical Assistance Center and skilled engineers who can assist with issues as they arise.

## Next Steps

During phase two of Gowlings’ implementation, Bell will implement features such as single-number reach and stronger integration with Gowlings’ computing environment. Plans are also underway to integrate Gowlings’ international offices in Moscow, Russia and London, United Kingdom, into the Cisco Unified Communications Manager system.

“As important as voice communication is to us, it is good to know that Cisco engineers are validating our network design,” says Richard McConnell, director of information technology at Gowlings. “I feel as comfortable calling Cisco as I do calling Bell; the relationships are strong and it is an advantage to us in working with Bell.”

## For More Information

To find out more about Cisco Unified Communications, visit: [www.cisco.com/go/unifiedcommunications](http://www.cisco.com/go/unifiedcommunications)

To find out more about Cisco Services, visit: [www.cisco.com/go/services](http://www.cisco.com/go/services)

To learn more about Bell Canada, visit [www.bell.ca/home](http://www.bell.ca/home)

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