

Indonesian property company enhances productivity with Cisco collaboration technology



“Cisco TelePresence is helping us communicate more efficiently internally and make faster business decisions.”

— **Irvan Yasni,**
Chief Information Officer,
Sinar Mas Land

Established in 1962, Sinar Mas Group is one of Indonesia’s largest conglomerates. It has around 100,000 employees across industries including agribusiness and food, financial services, pulp and paper products, and real estate development. Its subsidiary, Sinar Mas Land, develops properties such as residential accommodation, shopping centres, hotels, office buildings, industrial estates, townships and city areas. It has around 10,000 employees working in its head office near Jakarta and 45 offices across Indonesia.

Critical issue

In mid-2011, Sinar Mas Land began moving its head office from Jakarta to Bumi Serpong Damai, a city approximately one hour’s drive from the capital city. The company used the relocation as an opportunity to centralise and consolidate the information and communications technology deployed across its branch offices and developments throughout the country. It also needed to replace its legacy analog PBX-based phones, which it ran on a Cisco network.

Sinar Mas Land wanted to implement new collaboration technology so that staff in the new head office could communicate with the old head office – where some executives were still located – as well as branch offices and the Sinar Mas Group headquarters.

“We hoped new collaboration technology would reduce business travel and allow staff to work more flexibly and efficiently,” says Irvan Yasni, CIO, Sinar Mas Land.

What the company required

Sinar Mas Land wanted to implement an integrated video conferencing and collaboration platform, and upgrade its analog PBX-based phone system to a converged IP network.



What it implemented

A Cisco customer for more than 10 years, Sinar Mas Land was confident in selecting Cisco to provide its collaboration tools. In mid-2011, the company installed more than 3,000 Cisco Unified IP Phones (9971 and 6921) in its new and old head offices, and across 20 branch offices. In mid-2012, Sinar Mas Land deployed a Cisco TelePresence Profile 65-inch Dual Screen running the Cisco TelePresence System Integrator C Series, and a Cisco TelePresence System EX90 at its new head office in Bumi Serpong Damai.

In early 2012, Sinar Mas Land introduced a new data centre at its Bumi Serpong Damai premises, built on Cisco technology including switches, routers and security appliances. The company also implemented Cisco Virtualization Experience Client as part of a virtual desktop initiative, together with Cisco Unified Computing System and Cisco Nexus 7010 Series Switches.

In October 2012, Sinar Mas Land deployed Cisco Jabber for 5,000 employees. The company also purchased 25 licences for Cisco WebEx Enterprise Edition and deployed Cisco Agent Desktop for Cisco Unified Contact Center Express – a computer telephony integration solution – in its national contact centre in Bumi Serpong Damai.

Outcomes for the company

Improved company-wide communication

Cisco TelePresence and IP video phones are helping Sinar Mas Land communicate more efficiently internally and make faster business decisions. In future, the company plans to deploy Cisco TelePresence and IP video phones in a more number of sites its in Indonesian developments including hotels and office complexes.

Reduced costs

According to Yasni, using Cisco TelePresence has reduced the need for staff to travel to meetings. This is saving time and money while cutting carbon emissions.

The Cisco Unified IP Phones have also helped Sinar Mas Land lower costs. By making calls over its own IP network between its numerous offices and development sites, Sinar Mas Land has cut call costs by 50 percent.

Enhanced productivity and flexibility

With less travel required and new ways to communicate, employees are more productive. Executives who previously had to travel between the new and old head offices can now choose to work from one office and still easily collaborate with colleagues in the other.

“Having TelePresence in our old and new head offices gives executives the flexibility to work from whichever location is most convenient for them,” says Yasni.

Mobile employees are using Cisco Jabber on their mobile devices, which enables them to communicate with colleagues from everywhere.

“Cisco Jabber for mobile devices has been particularly beneficial for our engineering staff who frequently work from various sites across Indonesia,” Yasni adds.

Products and services

Cisco Agent Desktop
Cisco Unified Contact Center Express
Cisco Cius
Cisco Unified Communications Manager
Cisco Integrated Services Router 2900 and 3900 Series
Cisco Unified IP Phone 9971
Cisco Unified IP Phone 8941
Cisco Unified IP Phone 8945
Cisco Unified IP Phone 6921
Cisco Unified SIP Phone 3951
Cisco Jabber
Cisco Network Devices 3700, 3500, and 2900 Series
Cisco Nexus 7010 Series Switches
Cisco TelePresence Profile 65-inch Dual Screen
Cisco TelePresence System EX90
Cisco TelePresence System Integrator C Series
Cisco Unified Computing System
Cisco WebEx Enterprise Edition
Cisco Virtualization Experience Client
Cisco Zero Client 2200 Series

This customer story is based on information provided by Sinar Mas Land and describes how that particular organisation benefits from the deployment of Cisco products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

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