Making Video and Unified Communications Count

Pervasive Cisco solution helps global bank improve collaboration, productivity, and agility

EXECUTIVE SUMMARY

Customer Name: DVB Bank

Industry: Financial Services

Location: Germany

Number of Employees: 550

Challenge
- Improve communication across 12 globally distributed sites
- Reduce costs and increase productivity
- Optimize business processes and collaboration

Solution
- Cisco Unified Communications platform built on Cisco Business Edition 6000
- Cisco Collaboration applications including Cisco Jabber, WebEx Meetings, and TelePresence

Results
- Ability to deliver collaboration tools and video to more devices
- Improved contact between widely spread offices
- Greater employee productivity and operational efficiency

Challenge

Based in Frankfurt, DVB Bank is a leading provider of financial and advisory services for the global transportation market, specializing in aviation, shipping, offshore, and land transport. It offers a range of highly customized solutions through 600 employees working in 12 locations across Europe, Asia, and North and South America. This distributed presence enables DVB Bank to take account of both the international dimensions and the local specifics of the markets in which its clients operate. That means efficient and fast communication is essential.

"Although our departments are spread over many locations, we must all work closely together to make decisions," says Andreas Moch, a technology engineer at DVB Bank. "We need to be in regular contact to discuss important, time critical topics. And we also use WebEx for application support and to deliver training."

The bank responded by launching a transformational IT project with the aim of optimizing its business processes and its collaboration capabilities. With only a small team to oversee IT operations worldwide, the bank also needed an open platform that would be low-touch from a management point of view.

Solution

As part of a formal tender, DVB Bank compared a variety of video and unified communications solutions before deciding to partner with Cisco. The bank was also eager to reduce complexity and integration requirements. Having been a Cisco voice customer for many years, it saw the administrative and management advantages of maintaining a homogeneous IT environment.

DVB Bank selected the Cisco® Business Edition 6000 to provide its unified communications and collaboration foundation. Because its software is virtualized on the powerful Cisco Unified Computing System™ (UCS®) C200 Series Rack Server, Business Edition 6000 immediately reduced the bank's hardware footprint and heating and cooling costs with a centrally managed platform that's simple to manage and highly resilient with easy access to major upgrades.

"With the presence status, we can see if an employee is in the office, in a meeting, or on a telephone call. If it's a simple question, we can use IM to get a response in seconds. We no longer have to write a long email, or leave a lengthy voicemail."

Andreas Moch
Technology Engineer
DVB Bank

In addition, DVB Bank implemented a range of Cisco Collaboration applications, video being a principal component, combined with Cisco WebEx® and Jabber™ for extension to videophones, desktops, and mobile devices.

"We primarily use Cisco TelePresence in our video conference rooms. In the last few months we've installed many Cisco videophones so people can take part in video calls, or dial in to telepresence sessions," says Moch. "And with Cisco Jabber they can take part in a video call from their PC when at home or a remote location, making the interaction richer and more personal."

Cisco Jabber has been deployed to 600 users. This unified communications client application delivers a range of services including presence, IM, voice, access to voice messages, video, and desktop sharing.

"Jabber is helpful for everyone," says Moch. "With the presence status, we can see if a colleague is in the office, in a meeting, or on a telephone call. If it's a simple question, we can use IM to get a response in seconds. We no longer have to write a long email, or leave a lengthy voicemail."

The telepresence components include 11 Cisco TelePresence System Quick Set C20 and Codec C40 systems deployed worldwide. Cisco Video Communication Server (VCS) Expressway securely delivers video conferencing with external parties, while Cisco TelePresence® Management Suite provides complete control of multiparty conferencing infrastructure and endpoints. Cisco TelePresence Multipoint Control Unit forms a conferencing bridge and ensures optimal high definition (HD) multimedia experience.

Cisco WebEx Meetings is used company-wide for web conferencing, team meetings, and training sessions. Since participants may be using devices with small screens, DVB Bank prefers to use the solution mainly for meetings where presentations have to be shown onscreen and for desktop sharing, rather than for video. Finally, the integration of Cisco Unified MeetingPlace with WebEx has helped the bank reduce audio conferencing costs.

Finally, the bank decided to purchase its collaboration products using Cisco Unified Workspace Licensing. "With Cisco Unified Workspace Licensing, we now have a scalable, pay-as-you grow strategy approach and access to the solutions we needed to meet our current and future needs," says Moch. "That solution was both financially and technically attractive."

Results
DVB Bank has replaced disparate communication systems with one global communications platform, and introduced new collaboration tools, resulting in smoother business processes and increased efficiency and organizational agility.

The bank has made video pervasive and accessible to more people on more devices. DVB Bank continues to embed video within its business processes and come up with innovative use cases.

With Cisco Jabber, staff can always see the real time status of colleagues and their preferred method of contact (telephone, mobile, IM, and so on) using softphones and click-to-dial features to initiate a call, WebEx Meeting, or video session. No more leaving messages and waiting for people to call back, which means faster and improved decision-making.
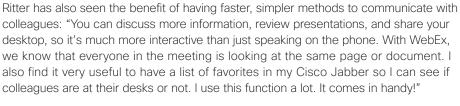
HR specialist Monika Ritter describes her experience: "I use Jabber for quick IMs and for calls using click-to-dial. Cisco TelePresence and WebEx are very useful tools that were tested to deliver presentations from department heads as part of an induction program for new joiners. And we've used WebEx to record and make training available to people who were unable to attend live events."

"With WebEx, we know that everyone in the meeting is looking at the same page or document. I also find it very useful to have a list of favorites in my Cisco Jabber so I can see if colleagues are at their desks or not. I use this function a lot. It comes in handy!"

Monika Ritter
Human Resources Specialist
DVB Bank

Ritter has also seen the benefit of having faster, simpler methods to communicate with colleagues: "You can discuss more information, review presentations, and share your desktop, so it's much more interactive than just speaking on the phone. With WebEx, we know that everyone in the meeting is looking at the same page or document. I also find it very useful to have a list of favorites in my Cisco Jabber so I can see if colleagues are at their desks or not. I use this function a lot. It comes in handy!"

Next Steps

DVB Bank is piloting the use of Cisco Jabber for smartphones and tablets. "Using video to improve external collaboration is part of our vision," concludes Moch. "We have already conducted SIP-enabled video calls over the Internet and will be looking at the best way of integrating this with our Cisco platform."

For More Information

To learn more about the Cisco architectures and solutions described in this case study, please go to:

www.cisco.com/go/collaboration
www.cisco.com/go/video
www.cisco.com/go/unifiedcommunications

Product List

Unified Communications
- Cisco Business Edition 6000
- Cisco Unified IP Phone 9971
- Cisco Unity Connection
- Cisco Unified Workspace Licensing

Collaboration Applications
- Cisco Jabber for Windows 9
- Cisco WebEx Meetings
- Cisco Unified MeetingPlace
- Cisco Unified Presence

Telepresence
- Cisco TelePresence Systems C20 and C40 Codecs
- Cisco TelePresence Management Suite
- Cisco Video Communications Server Control and Expressway

Data Center
- Cisco Unified Communication System C200 M2 Rack Server