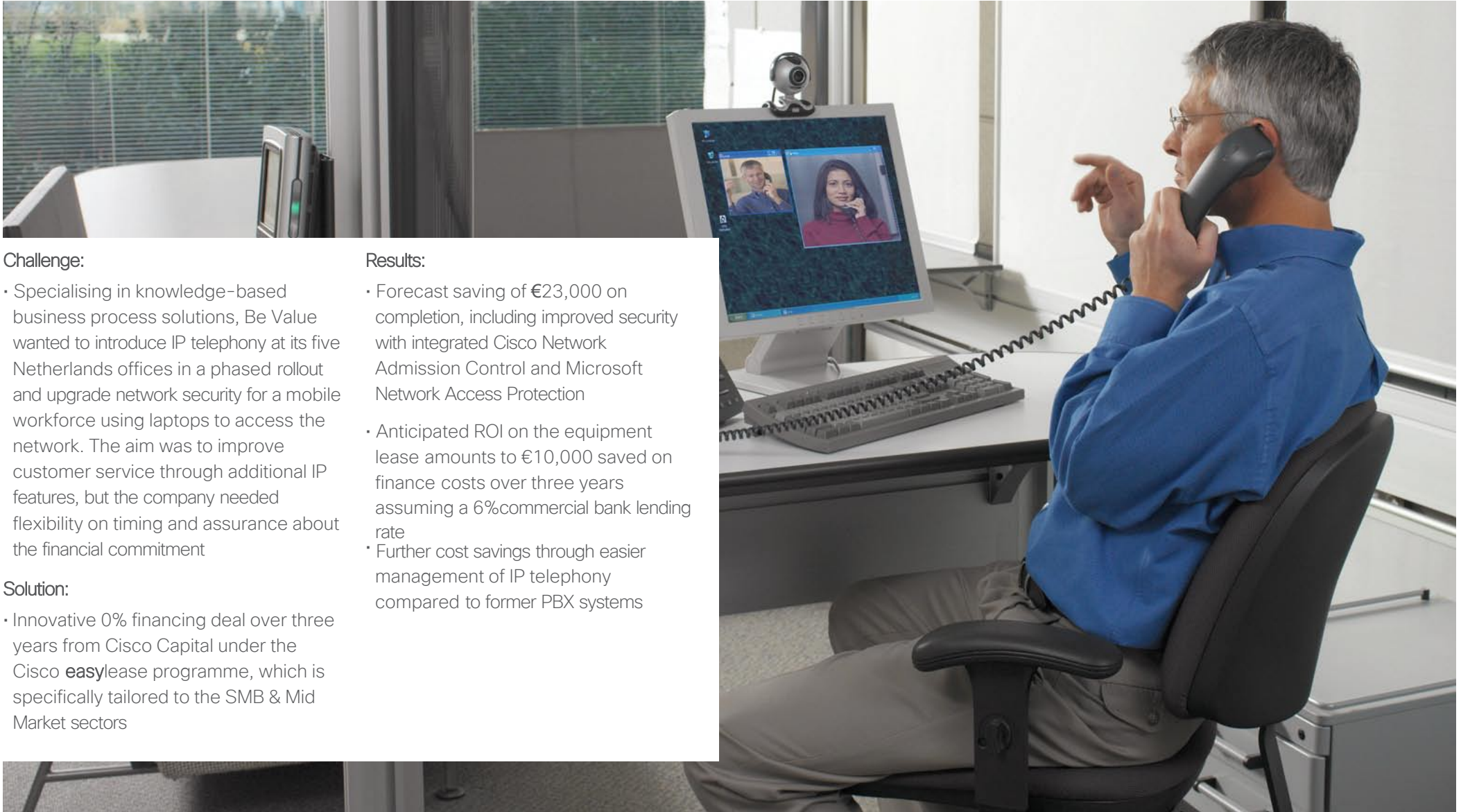


Be Value Anticipates Major Savings on IPTelephony Rollout with 0% Cisco Equipment Leasing Deal



Customer: Be Value

Industry: Service Provider



Challenge:

- Specialising in knowledge-based business process solutions, Be Value wanted to introduce IP telephony at its five Netherlands offices in a phased rollout and upgrade network security for a mobile workforce using laptops to access the network. The aim was to improve customer service through additional IP features, but the company needed flexibility on timing and assurance about the financial commitment

Solution:

- Innovative 0% financing deal over three years from Cisco Capital under the Cisco **easylease** programme, which is specifically tailored to the SMB & Mid Market sectors

Results:

- Forecast saving of €23,000 on completion, including improved security with integrated Cisco Network Admission Control and Microsoft Network Access Protection
- Anticipated ROI on the equipment lease amounts to €10,000 saved on finance costs over three years assuming a 6% commercial bank lending rate
- Further cost savings through easier management of IP telephony compared to former PBX systems

Be Value, a medium-sized Dutch IT company specialising in business process re-engineering, wanted to upgrade its offices to IP telephony and improve network security. It needed flexibility on timing and a low-cost finance package that would not tie up too much precious working capital. The answer was an innovative 0% leasing deal from Cisco Capital, which will save the company €23,000 in three years.

Challenge

Be Value is a Dutch ICT services company offering business process solutions to support knowledge workers, integrate the enterprise and create an agile infrastructure. It has five offices in the Netherlands and employs more than 300 people. In autumn 2006, it was taken over by Ordina, a much larger ICT firm active mainly in the Netherlands and Belgium, but is expected to continue operating with a high degree of autonomy.

Be Value had for some time been considering upgrading its telephone systems from the digital PBXs deployed in each office to IP telephony. It wanted to take advantage of additional features offered by IP telephony in the short term, improve network security, and lay the foundations for future moves into converged IP networking at a later date.

The company explored proposals from three Dutch integrators. Two of the proposals were based on Cisco® equipment, but Be Value was concerned over the comparative cost implications – especially in the light of its need to maintain a flexible implementation timetable that would take due account of likely developments in its own position.

Solution

After negotiating with all three integrators on price, Be Value still had concerns about some costing aspects of its desired shift to IP telephony. Commercial manager Jan Beenen decided to investigate the range of IP communications financing deals available from Cisco Capital®, which aims to provide businesses with the tools they need, quickly and without major capital investment.

Cisco Capital has extended the company's sophisticated partnership model to embrace the financing of small and medium-sized enterprises. In this case, the Cisco Capital easylease 0% offer made the best commercial and financial fit with Be Value's needs and customer base. The result was a leasing deal spread over three years, paying zero interest. This would enable Be Value to proceed with its IP telephony upgrade on a schedule of its choosing, while making the money saved available for other purposes.

"We have the ability to start small and grow bigger.

If you have a 0% deal, normally money costs money, but in this case we had the money basically for free."

Jan Beenen

Commercial Manager, Be Value

Results

So far Be Value, in partnership with systems integrator Axians (formerly Net Link), has implemented IP telephony at two out of its five offices, in Appeldoorn and Groningen. The implementation will thereafter move on to Endhoven and Utrecht and finally reach the company HQ at a second office building in Appeldoorn.

Both offices implemented are running Cisco Unified CallManager Express locally, running on a Cisco 2821 integrated services router. Currently 65 extensions are connected but when the rollout is complete, it will connect about 100 extensions in all. At that point, the company is considering a more powerful, centralised Cisco CallManager solution capable of handling all five offices, to save costs and allow more efficient system management.

At the same time, it plans to activate the integrated security features of Cisco Network Admission Control and Microsoft Network Admission Protection to strengthen its network defences, as many of its mobile workers dip in and out of the network using laptops.

Initially, IP telephony will enable Be Value to run ordinary conference calling, a single number plan and directory, and remote operator functionality. Further ahead, it is looking to integrate the system with other services such as unified messaging, presence-based applications and, eventually, video conferencing.

From a financial perspective, the 0% Cisco Capital deal is set to save the company €23,000 over three years and the ROI on the equipment lease represents a €10,000 saving on the cost of a bank loan at 6% over the same period.



Technology Blueprint

Be Value has two Cisco Unified CallManager Express applications, running locally over a Cisco 2821 integrated services router (ISR), at each office so far implemented. Most people have Cisco Unified 7912 IP phones, with some 7940s for managers, 7960s for secretaries and some 7936 conferencing sets.

Cisco Unified CallManager Express provides call processing for the IP phones, enabling the ISR to deliver a broad set of features commonly used by business customers and a cost-effective unified communications solution for the smaller office. The Cisco 2821 router offers wire-speed performance for services such as security and voice, along with advanced services that the company plans to introduce in future.

When the project is complete, the company intends to replace the separate and localised Unified CallManager solutions with a single, centralised Cisco call handling system, as yet unspecified, to achieve simpler management, easier control and lower costs. Using the Cisco 2821 routers, the upgraded network will support improved security applications, including the fully integrated Cisco Network Access Control system.

The Cisco 2821 router offers wire-speed performance for services such as security and voice, along with advanced services that the company plans to introduce in future.

For More Information

To find out more about Cisco Capital finance solutions, please go to www.ciscocapital.com/emea