

Delivering Global Collaboration Capabilities

EXECUTIVE SUMMARY

Global Manufacturer

- Location: U.S.
- Number of Employees: 50,000

Challenge

- Separate voice and video infrastructures hindered global collaboration
- Lean IT team lacked resources to aggressively launch and manage global deployment
- Numerous third-party endpoints and gateways complicated integration

Solution

- Cisco Collaboration Optimization Services
- Audited existing deployment and identified strategy for migration and integration of immersive Cisco TelePresence environment with Unified Communications
- Provided engineering support services to implement new configuration

Results

- Made video an essential business enabler
- Earned executive trust from high performance and reliability
- Gained global unified dialing plan supporting any-to-any collaboration for 50,000+ employees

Cisco Collaboration Optimization Services help connect employees around the world.

Challenge

This company is a global developer and manufacturer with more than US\$6 billion in sales and employees located in 300 locations across North America, Latin America, Europe, Asia and the Pacific. To support its employees worldwide, the company wanted to integrate Cisco® Unified Communications capabilities with its existing immersive Cisco TelePresence® environment, deployed in 2008, to make collaboration as transparent and simple as possible. It also wanted to explore the potential for video recording and distributing live events.

The company's existing infrastructure included video deployments with numerous third-party gateways and endpoints, which created significant integration challenges when implementing a global platform. But the scope of the project proved to be daunting for the company's lean IT team. Integration was required to unify a multivendor communications environment and deliver consistent global call center, voicemail, and fax capabilities while meeting business and compliance requirements. The internal IT team lacked enough resources to accelerate a video implementation and needed to augment its expertise on topics such as Tier 1 and Tier 2 video, B2B video exchange, interoperability, and scheduling with multiple system operators (MSOs).

The IT team turned to Cisco Collaboration Optimization Services to help gain the reliability and scalability needed for a global collaboration platform and to provide guidance on video recording and distribution of live events.

Solution

The Cisco Collaboration Services team employs a comprehensive approach to assessment, recommendation, and refinement of collaboration solutions. Cisco takes into account customers' business and operations management, customer interactions, and systems performance to optimize their investment and maximize the benefits from their Cisco collaboration solutions.

The Cisco Collaboration Services team audited the company's existing implementation and developed a strategy to align it with the company's goals. Engineering services then provided optimization support services, such as system reconfiguration and other capabilities to help migrate the existing Cisco TelePresence and video deployment and integrate it with Cisco Unified Communication solutions. Cisco provided expertise on best practices and global standards, helping the company successfully launch its Unified Communication environment worldwide. As a result, this customer views Cisco Services as a trusted advisor.



PRODUCT LIST**Services List**

- Cisco Collaboration Services
- Cisco Collaboration Optimization Services

Product List

- Cisco TelePresence
- Cisco Unified Communications Solution

Result

When the project was completed, the company gained a unified global dial plan integrated with business video to support any-to-any collaboration. All existing third-party endpoints were integrated, and today full interoperability exists between Tier 1, Tier 2, internal, external, polycom, and desktop video endpoints and devices. The company views video as an essential enabler of its business and has 35 Cisco TelePresence rooms installed, with more planned. With high performance of the Cisco TelePresence solution, company executives rely confidently on digital media for global broadcasts and on demand access.

The Cisco Collaboration Services team also provides ongoing knowledge transfer, enhancing the IT team's skills and confidence. When IT team members pick up the phone, they not only speak with their Cisco engineering contact, they have full support and guidance from all Cisco resources. Cisco Collaboration Optimization Services helped this customer bring its video and voice teams together to make everything work right the first time.

For More Information

To learn more about Cisco Collaboration Services, please visit www.cisco.com/go/collaborationservices.



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