



THE POWER OF INTEGRATED
BUSINESS COMMUNICATIONS

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According to market analysis by AMR Research, companies using virtual contact centers increase productivity by 15% and save an estimated US\$1 million per 100 call-center agents. Annual agent turnover also decreases from 60% to 5%.

ENTER BUSINESS EFFICIENCY.

Early adopters of IP Communications solutions have realized substantial savings in toll charges, maintenance, and support costs. But recent studies reveal that the principal reason for adopting IP Communications isn't just cost savings, it's the potential for deploying new business applications that transform communications and build competitive advantage. Many experts believe that unprecedented business agility will be delivered when advanced data applications—such as customer relationship management (CRM), enterprise resource planning (ERP), and supply chain management (SCM)—are transparently integrated with IP Communications solutions such as IP telephony, unified messaging, contact centers, and rich media (voice, data, and video) conferencing. When both networked applications and IP Communications solutions use the same intelligent network infrastructure, organizations will transcend *individual* productivity improvements and enjoy *enterprisewide* efficiency. Read further to see why different industries have deployed IP Communications solutions from Cisco Systems®. Find out how top companies are taking advantage of the integrated network intelligence that a Cisco® solution can deliver.

SOUTHERN U.S. BANK CUTS COSTS AS THEY IMPROVE CUSTOMER SERVICES

With more than 10,000 Cisco IP phones, Birmingham, Alabama-based SouthTrust Bank—which recently merged with Wachovia Bank—has one of the largest deployments of IP telephony worldwide. As a result of an integrated data and telephony solution, the bank will save more than US\$5M through reductions in long distance costs, conference call charges, local and Frame Relay circuits, and more cost-effective moves, adds, and changes. Those savings will continue to grow as the bank more fully utilizes its Cisco IP Communications system. The bank recently began deployment of virtual contact centers that allow agents to flexibly work from home or remote offices. With Assisted Service capabilities such as Voice over IP, text messaging, and advanced browser and forms sharing, agents provide immediate, personalized assistance to customers to complete complex transactions without ever leaving the Web site.

CANADIAN AIRPORT INTEGRATES TERMINAL OPERATIONS

The Greater Toronto Airport Authority (GTAA) recently finished construction of a new terminal that accommodates 65 airlines. The terminal integrates more than 14 separate communications networks and 11 information silos into one intelligent voice, video, and

With IP Communications from Cisco, the cost and time to move an employee's phone, add a staff member to the phone network, or change phone numbers for personnel takes minutes instead of days. When you consider that the estimated cost to companies for each move, add, or change can be as much as US\$150 and that, on average, large companies move almost 25 percent of their employees each year, the savings can be significant. (Source: The Yankee Group)



data network. Terminal workers can now access any information from any gate, service counter or kiosk using any IP-enabled device. Thanks to advanced IP Communications solutions from Cisco Systems, GTAA is transforming communications between airlines with unique capabilities such as automated boarding reminders, passenger information kiosks, emergency gate alerts and access to public and private wireless services.

EUROPEAN SPORTS RETAILER SCORES WITH CUSTOMER SATISFACTION

The checkout counter clerks at Sports Soccer, a leading sport retail chain in the United Kingdom and Belgium, use Cisco IP phones to quickly and cost-effectively locate inventory items for customers. The Cisco IP Communications solution, which is based on an intelligent Cisco network, allows staff to search all stores in the area, automatically initiates a call to the store that has the item in stock, and presents a picture of the item on the phone display. Within seconds, clerks have information that used to take much longer to obtain and customers can immediately indicate whether the item should be shipped or held for pickup.

NORTHEASTERN U.S. COLLEGE ENABLES LEARNING WITHOUT BOUNDARIES

Bowdoin College, a nationally renowned liberal arts college in Brunswick, Maine, uses Cisco IP Communications to address the needs of its nontraditional students (those pursuing lifelong learning and continuing education, and those interested in executive and professional development). The solution enables personalized, video-driven distance learning that has allowed the college to create a "virtual campus" where faculty and students worldwide interact as if there is no distance between them.

MEDICAL CENTER IMPROVES PATIENT CARE WITH WIRELESS IP TELEPHONY

The Pocono Medical Center, part of the Pocono Health System located in Pennsylvania, has created a highly efficient clinical environment in which clinicians wirelessly collect and share patient information. Paper records—that could previously only be viewed by one person at a time—have been replaced by virtual patient records that all caregivers can access simultaneously. Prior to deployment of this system, clinicians had to page each other and wait for a response. Now, caregivers use Cisco wireless IP phones over a secure wireless network to communicate quickly and access up-to-the-minute patient information in an instant. The Center reports that the deployment of its IP Communications system has resulted in a major improvement in the quality of patient care. Patients receive treatment in a shorter time because physicians can obtain patients' laboratory test results and other critical data from anywhere at any time.

CISCO IP COMMUNICATIONS

All of these organizations are enjoying the transformative benefits of Cisco IP Communications powered by an intelligent Cisco network. According to Sage Research, a market research and consulting firm with an exclusive focus on technology and service providers, IP Communications-enabled networks generate productivity gains of between one and a half to four hours per employee per week. Most companies realize these benefits within six months of deployment. And 85 percent of the enterprises surveyed by Sage reported that productivity benefits *increased* since their initial deployment of IP Communications. These enterprises indicated that IP Communications' greatest contribution to productivity centers on efficiently managed mobility; specifically decreased costs associated with moves, adds and changes in companies' telecommunications systems. (Sage Research, IPC Productivity Report, March 2005)

Ingersoll-Rand's Corporate Technology Center has embraced IP Communications. And its CIO has identified five key business factors that were critical to making their decision to adopt Cisco IP Communications. "Cost reduction; the improved capabilities that come from integrated unified messaging; ease of use from setting up our own conference calls, configuring our own telephones, and simplifying adds, moves, and changes; the ability to integrate the Cisco IP Communications system with our contact center; and the fact that in Cisco, we have a single partner that we can count on to support our needs in both data communications and telephony."

Liz Claiborne Inc. reported similar benefits. Since the deployment of Cisco IP Communications, intra-company communications are enhanced because busy executives now take their extensions with them. Users also spend less time playing "phone tag" and complete more calls with the help of calendaring tools, organization wide dialing plans, collaborative conferencing, and unified messaging integration with Microsoft Exchange and Outlook. Liz Claiborne was also able to cost-effectively extend advanced services to remote sites and teleworkers. The company is currently testing video telephony on their Cisco IP phones so they can reduce the number of trips their executives make while still enjoying "face-to-face" conversations.

A study done by Sage Research found that when companies choose a primary network vendor strategy and a systems approach when deploying IP Communications, they achieve a 47% savings in both network and telephony costs.

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With the largest number of IP Communications installations in the industry, Cisco is a recognized leader in IP voice and data communications. The experience Cisco brings to the design, production, optimization, and deployment of large, scalable IP Communications installations is unmatched. Most significant, however, is Cisco's *systems approach*, which combines the strengths of intelligent networking with security, open application programming interfaces (APIs), and self-service business applications such as IP telephony, unified messaging, contact center technology, and rich media conferencing abilities. And because a converged Cisco network offers intelligence that's "built in" across the entire network infrastructure instead of "bolted on", enterprises enjoy network-wide security, enhanced business resiliency, simplified network management, lower Total Cost of Ownership, and accelerated time-to-value for IP Communications solutions.

For more information please visit <http://www.cisco.com/go/intelligentnetworking>.



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