



## **CISCO ITES SOLUTIONS**

### **Unisys India experiences Convergence through Cisco's IP**

#### **Overview**

*Unisys is a worldwide information technology services and solutions company. At Unisys, people combine expertise in consulting, systems integration, outsourcing, infrastructure and server technology with precision thinking and relentless execution to help clients, in more than 100 countries, quickly and efficiently achieve competitive advantage.*

Unisys launched its technology development centre in Bangalore in April 2004. In the Bangalore centre, Unisys is focused on providing software development, maintenance, business process outsourcing, and technical help desk services to Unisys global offices and on building core mission critical solutions in the financial, telecom, media, commercial, transportation and public sector verticals.

#### **The Need**

The IT service and help desk industry in India is booming and the competition within it is immense. This means that it is getting harder for a new entrant to differentiate itself from the more established players. For Unisys, the way to create a niche is to maximize efficiency, provide excellent value and best-in-class customer care for its clients, top rung global organisations.

#### **IP Convergence @ Unisys**

Enterprises and help desks today require a complex and reliable IT infrastructure to maintain high levels of customer service. They also require voice infrastructure to handle calls and network infrastructure for client tools. Traditionally, voice and data networks have been separate entities, as used in a call center. Reliability being paramount, help desks build in redundancy for both these networks to allow for any eventuality. This means additional investments in two totally separate networks. It also means that two separate networks need to be maintained, utilizing different skill sets. In general, all operational problems are multiplied by two.

**Unisys India chose to buck the trend by choosing a 100% IP infrastructure for its development and call centre. By doing this, they have been able to effectively eliminate the complexities of maintaining two separate networks by combining voice and data traffic onto a single unified network using Cisco Call Manager.**

Packetized voice, or Voice over IP (VoIP), as it is more commonly known, offers double the **bandwidth efficiency** as compared to traditional TDM networks. This allows Unisys India to maximize return on technology investments, while simultaneously reducing maintenance costs for infrastructure. Using a packetized voice infrastructure, Unisys India has been able to centralize the voice infrastructure. This means support and scalability issues need to be addressed at a single location, thereby speeding up the growth process.

*System Integrator, Network Solutions assisted in the Unisys implementation and the ISP was Tata Teleservices.*

#### **Why IP?**

The decision to invest in IP technology was directly derived from the business plan. Unisys India had two distinct differentiators in its business plan. One, unlike many other services companies, which started as back-end technical support centers, Unisys wanted to provide the entire portfolio of services. And two, the company wanted to build a learning organization that would continuously move up the value chain. Both these point to why the company chose IP. For multi-channel, blended contact centers, IP's superiority is

well established, and also, by investing in a future-proof technology, the company was ensuring that valuable executive time was not spent on petty technical patching issues.

### **Challenges faced by Unisys**

The biggest hurdle for the staff of Unisys India was in understanding and learning the new technology since India facility is the **first Unisys office globally to implement IP**. World over, the Unisys offices run on TDM networks.

### **End Benefits**

Using Cisco's single switched architecture, Unisys India was able to build a 100% IP-converged network for both data and voice. Infrastructure centralization has the twin benefits of easy maintenance and bandwidth savings, thereby making packetized voice a viable choice for reducing costs, while maintaining or improving quality of service.

By opting for one single call manager running both the PSTN and private networks, Unisys India was able to save on costs related to cabling, hardware etc. Taking into account the real-world problems of peak traffic and overheads, savings of 30% are attainable. **On a TDM line capable of accommodating 100 calls, enterprises can squeeze in 130 simultaneous calls by using VoIP**. Figure that into the huge number of calls a typical help desk handles in a single day, and you begin to see the impact.

### **Cisco Solutions in use at Unisys India**

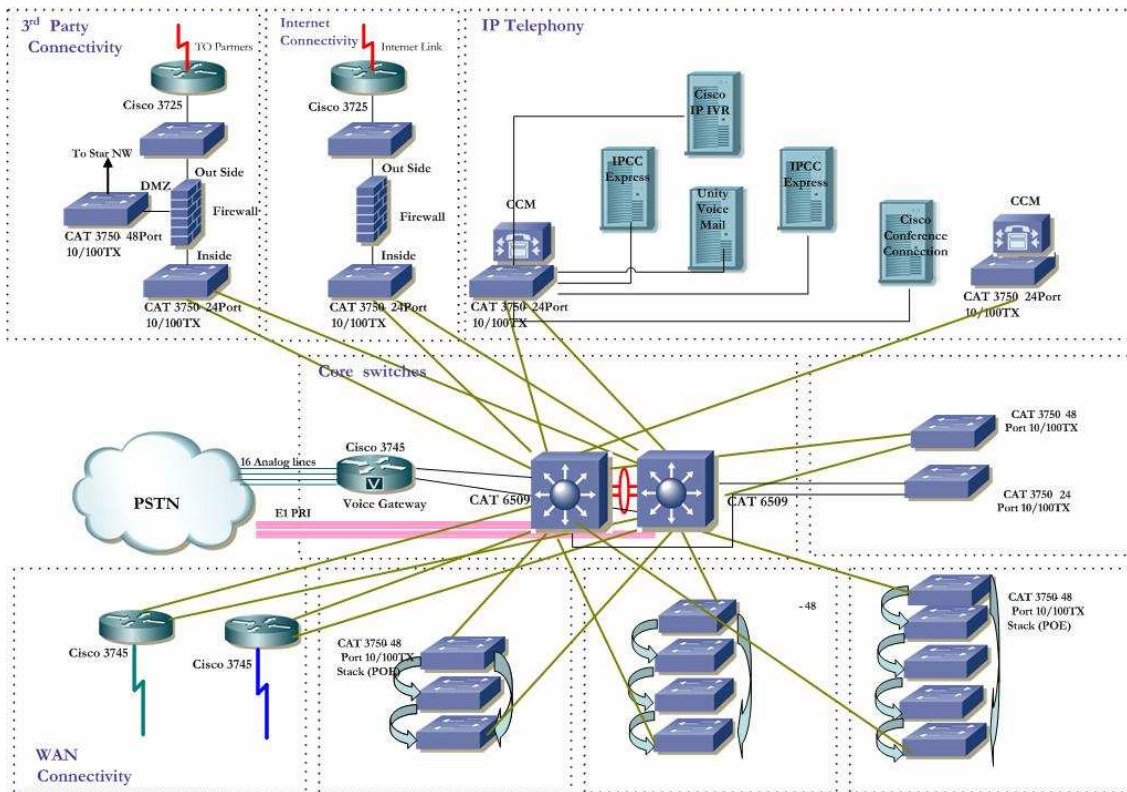
Unisys India's entire network backbone is based on Cisco's AVVID (Architecture for Voice, Video and Integrated Data) which is the intelligent network infrastructure solution for today's businesses. As the industry's only enterprise-wide, standards-based network architecture, Cisco AVVID provides the roadmap for combining business and technology strategies into one cohesive model.

At the heart of the Unisys network is the Cisco Call Manager and multiple Cisco Solutions are built around it, such as:

- Cisco Unity: Voice mail system
- Cisco Conference connection and
- Cisco IPCC Express for the contact centre

The entire implementation **time frame lasted three months** with Unisys installing 1250 Cisco IP phones at its facility. These were a mix of Cisco's 7940 and 7960 models.

## **Unisys Network Connectivity Diagram**



### **Choosing Cisco**

Talking about the decision to go with Cisco Systems, **Mr. Mukul Agrawal, Managing Director, Unisys Global Services India** said, "Choosing Cisco as our technology partner was the culmination of extensive competitive analysis and third party validation. After our thorough assessment, it was clear that Cisco Systems had the technology, was clearly 6-8 months ahead of competition in its thinking and development process and was focused on offering an end-to-end solution that would meet our needs. Cisco consistently displayed the willingness to understand our needs from a business standpoint and custom architect a solution that aligned with those needs."

**Mr. B. Ashok, Sr. Vice-President, Cisco Systems** said, "Unisys was not looking at just another network vendor to fulfill its IT requirements, but a consultant who would be able to offer a secure, scalable and reliable network. Cisco partnered closely with Unisys right from the conceptualization to the successful implementation of the project."

Speaking about the deployment, **Mr. Agrawal said**, "We did have issues with understanding the solution during implementation, but today, I can say that implementing Cisco's IP offerings is definitely a profit making proposition for Unisys. Within four months of using the solution, we are already witnessing cost and efficiency benefits. Additionally, it has also provided a clear roadmap for us to enhance our customer services. Our continued efforts to leverage technology while delivering high-end customized services seemed to find the right fit with Cisco. Looking at our future plans, we envision our association with Cisco to complement Unisys fast paced technology initiatives and customer centric approach".

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