

## Digital Domain unifies, simplifies communications on the Cisco Smart Business Communications System.

Local IT solutions provider creates a platform that brings their messaging and voice communications into a simple, flexible system from Cisco, resulting in an agile way to scale with business needs.

EXECUTIVE SUMMARY
<b>DIGITAL DOMAIN</b> <ul style="list-style-type: none"> <li>Industry: IT Solutions Provider</li> <li>Location: Singapore</li> </ul>
<b>BUSINESS CHALLENGE</b> <ul style="list-style-type: none"> <li>To find a flexible and simple solution to their growing business communications needs</li> <li>To ensure their sales and technical personnel be constantly connected to customers</li> </ul>
<b>NETWORK SOLUTION</b> <ul style="list-style-type: none"> <li>Cisco Smart Business Communications System</li> </ul>
<b>BUSINESS VALUE</b> <ul style="list-style-type: none"> <li>Improved business productivity as communications are simplified</li> <li>Increased customer service levels with mobility solutions</li> <li>Achieved business agility with flexible communications system</li> </ul>

### Company Description

Established in 1997, Digital Domain is in the business of providing all-round IT services for Small-To-Medium Sized Businesses (SMBs). As a one stop-shop, they provide end-to-end IT solutions ranging from hardware to network development. Today, they service a wide range of customers in the education, medical, construction and technology industries.

### Business Challenge

Originally a team of five, Digital Domain's position as a total IT solutions provider for SMBs has paid off, leading to steady growth in their client base. However, this also meant that the team were feeling the strain in managing multiple clients at any one time. As workloads grew heavier, Digital Domain had to look for partners and associates to manage new accounts and customers. In growing their sales and engineering teams, Digital Domain faced the challenge of ensuring that all teams had the same level of communication resources available to them, such as email and voice applications.



Paul Heng, Managing Director, Digital Domain

In addition, since many of their projects were outsourced among a pool of talents, some of which worked outside the office, Digital Domain needed a way for them to stay connected to other team members, as well as corporate resources.

"Our sales and engineering personnel are on the road the majority of the day. With the facilities we had at the time, we found it difficult to communicate effectively with each other," said Digital Domain's Managing Director Paul Heng. "When we are on the road, we miss calls from customers who call the office, or miss colleagues' messages. It results in miscommunication and difficulty locating important messages."

Like any other organization, communications and connectivity are major requirements for productivity. However, Digital Domain was in the position of selling communications and connectivity solutions to their customers as well. "As an IT company, we need to be forward looking in terms of technology. Working with SMB customers who require

communications services, we had to test all the communications systems out in the market today," said Heng.

Having heard much about the benefits of unified communications, Heng began to source for a suitable technology that would meet Digital Domain's business needs. His search led him to the Cisco Smart Business Communications System.

### Network Solution

The Cisco Smart Business Communications System is an all-in-one system bringing together data, voice, video and wireless communications tools. Leveraging on VoIP technology, the Cisco Smart Business Communications Systems combines the telephone system with business and data applications and mobility solutions, to allow users to work more efficiently.

"The Cisco Smart Business Communications System offered a very compelling solution to our communications needs. What we liked was that it was expandable to address various channels of communications and could also potentially be integrated with our business applications. We believe it provided us with the best levels of quality, cost, features, reliability and support," said Heng.

"It was a clear choice in the end. Cisco's systems are the industry standard for IP telephony and the quality comes through when we tested it," said Heng. Digital Domain was also particularly impressed with the support from Cisco. Wanting to customize their system to support their business better, they required technical assistance from Cisco. Said Heng, "Cisco were very efficient in sending their technical personnel down to do the necessary. The quick turnaround and strong support was very impressive."

**"The Cisco Smart Business Communications System offered a very compelling solution to our communications needs. What we liked was that it was expandable to address various channels of communications and could also potentially be integrated with our business applications. We believe it provided us with the best levels of quality, cost, features, reliability and support."**

**– Paul Heng, Managing Director, Digital Domain**

Components of the Smart Business Communications System that was deployed for Digital Domain included the Unified Communications 500 series for Small Business, 8 Cisco Unified IP Phones 7911G, a Cisco Unified IP Phone 7940G and a Cisco IP Communicator.

The main component of the Cisco Smart Business Communications System is the Cisco Unified Communication 500 series for Small Business, which combines voice, data, voicemail, Automated Attendant, video, security and wireless capabilities while integrating existing desktop applications. Based on enterprise-class, proven unified communications technologies, the Cisco Unified Communications 500 series can be expanded to support up to 50 users and with the flexible deployment models, can be customized to meet the needs of any unique business requirements.

To deliver the communications services throughout the organization, the implementation also included the Cisco Catalyst Express 520 Series Switch. The fixed-configuration, Layer 2 managed Ethernet switches provides a reliable and scalable network switching foundation for SMBs.

Having made their decision, Digital Domain's customized Smart Business Communication System was delivered by December 2007, just in time for the New Year. "We started 2008 on a great communications system," said Heng.



Digital Domain staff enjoys higher productivity with the Cisco Smart Business Communications System

### Business Value

"Our experience with the new system has been very encouraging," said Heng. "Some of the features we particularly like include Automated Attendant, which helps us improve our customer service," Heng revealed. "With Automated Attendant, customers will be able to reach the correct department immediately rather than being transferred all over the place. It really helped give a better impression to our customers, improving customer service."

Additionally, voice mail functions were extremely useful as Digital Domain consolidates all their business communications online. "We can check our voicemail anywhere, online if we are at our desks, or outside, if we happen to be away from the office. For our sales personnel, this is a great time saver," said Heng.

Phone conferencing with partners and customers were also improved. The new Cisco phones provided Digital Domain much clearer voice and sound features. Additionally, all call conferencing details were automatically generated, making it easier and more convenient for employees to set up calls.

With the system, Digital Domain received voice, security and wireless services all in one box. The simplicity of execution was a point of note Heng brought up. "We only needed one box for all our communications needs, including teleworkers who can remotely gain secure access into our systems."

Since installing the Smart Business Communications System, Digital Domain has seen a big improvement in their daily communications. "We immediately saw the difference in the way we communicate. While in the past we would haphazardly leave messages, now we get all our messages in one consolidated system," revealed Heng, "it saves us a tremendous amount of time." In doing so, it leaves sales and engineering personnel more time to do more value added activities.



### PRODUCT LIST

- Unified Communications 500 series for Small Business
- 6 Cisco Unified IP Phones 7911G
- 2 Cisco Unified IP Phone 7940G
- Cisco IP Communicator
- Cisco Catalyst Express 520 series switches

The addition of the system also allowed Digital Domain to build a more flexible business environment. Growing their business is now greatly simplified. Previously, adding a new user to the network required a lot of work. "In the past we had to add cables and go through a lot of issues just to add one user. Today, it is as simple as creating another account to add another user to the network," said Heng. And with a growing number of associates and teleworkers, this saved Digital Domain a lot of time and improved business agility.

When asked about his return on investment, Heng was confident the new system would be rewarding. "The mobility allows me connect to my office phone anytime, anywhere. This means no customers are left waiting for answers to their queries. It means better service and more deals closed. And that is of utmost importance for our business," added Heng.

### Future Plans

Digital Domain's next steps will be to create an even more extensive communications system. In the pipeline are plans for even more remote teleworker access, a Video Advantage setup, and wireless IP phones. In the long run, Digital Domain would ideally like to create a full suite of communications tools for all their employees and teleworkers, drawing on services such as voice and web conferencing, unified mobility for remote workers, and secure VPN access to all.

Said Heng, "As a SMB Solutions Provider, we have to stay in the forefront of technology on a SMB's scale. Cisco's Smart Business Communications System was crucial to our business success."

### For more information

To find out more about Cisco Smart Business Communications System, go to:

[www.cisco.com/web/SG/solutions/smb/sbcs.html](http://www.cisco.com/web/SG/solutions/smb/sbcs.html)

To find out more about Digital Domain, go to: [www.digitaldomain.com.sg](http://www.digitaldomain.com.sg)



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV  
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

CCDE, CCENT, Cisco Eos, Cisco StadiumVision, the Cisco logo, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn is a service mark; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0803R)