READY TO GROW

Frost & Sullivan was founded in 1961 in New York City with a specific mission – to publish world-class market consulting information and intelligence on emerging high-technology and industrial markets. Today, it is one of the world's leading companies in growth consulting and corporate training, and has gained a worldwide reputation for publishing high-quality growth consulting and training reports in more than 20 major industries.

In 1996, Frost & Sullivan established its Asia Pacific headquarters in Singapore. Its regional operations have since grown to 10 offices with a 350-strong workforce. In 2004, the Company decided to put in place an IP telephony solution that will scale as its business grows in the future.

THE CHALLENGE

FROST & SULLIVAN TURNS TO IP TELEPHONY TO HELP IMPROVE CLIENT COMMUNICATIONS AND LAY THE FOUNDATION FOR GROWTH.

Frost & Sullivan worldwide has about 1,000 employees, including consultants, market analysts, corporate trainers, account managers and customer support staff. They work together in providing growth consulting and corporate training solutions to clients in more than 50 countries around the world.

In the 1990s, growing client demand propelled Frost & Sullivan's expansion into Asia with research and consulting offices in Singapore, China, India, and Japan. In 2004, it opened new offices in Japan and Korea.

"Our Asia Pacific business is growing very quickly" said Bryan Wang, Industry Analyst, Technology Practice, Asia Pacific. "We need to put in place both the human and technology infrastructure to support this growth. For example, the regional team based in Singapore has grown from 30 last year to 50 today, and we expect to have a 70-person strong team in 2005.

"From a technology perspective, when our office was still quite small, it made sense to outsource our telephony requirements as we didn't have the internal resources to manage it. Once we hit a certain size – and since we are likely to grow some more – it was time to deploy an in-house system.

"As a company focused on technology research, we have been watching the IP telephony market very closely over the past four to five years. The technology has come a long way. IP telephony solutions are now mature, stable and can deliver the functionalities of traditional PBX systems and more. We decided that perhaps IP telephony was the way to go. The timing was just right as we were also moving to a new and larger office."

IP telephony was a sensible solution for Frost & Sullivan as its team of analysts and consultants travel extensively and keeping in regular contact with clients is a major priority. "Even with mobile phones, it isn't always easy for our clients to reach us. IP telephony would address the challenges we were facing and lay a foundation that would be able to grow with us in the future."

CISCO SYSTEMS

THIS IS THE POWER OF THE NETWORK. now.

THE SOLUTION

DESIGNED AND DEPLOYED BY RADIANCE COMMUNICATIONS, THE CISCO IP TELEPHONY SOLUTION DELIVERS ON FROST & SULLIVAN'S EXPECTATIONS.

In April 2004, Frost & Sullivan began looking for an IP telephony solution in earnest. With the office relocation coming up in July, it needed to make a quick and thorough assessment, and decide quickly. "We were working to a very tight and fixed deadline – with only five to six weeks to implement. When we move offices, we have to be up and running from day one. We cannot afford downtime in our business," explained Mr Wang.

Earlier in the year, Frost & Sullivan had tested a mixed telephony solution but were not completely satisfied. They decided to go 100 percent IP. "We approached Cisco and Radiance Communications for help and they came up with a great offer for us. Not only did they design an IP telephony solution that met our business needs, they developed a financing package that lessened the impact on our bottom-line.

"Cisco is our preferred networking partner on a worldwide basis and we are also migrating our network in the Asia Pacific to Cisco. We liked the Cisco IP Telephony Solution because it was purely IP-based. The Cisco CallManager handles everything and maintenance was much easier when combined with our Cisco network."

The Frost & Sullivan IP telephony solution comprises Cisco CallManager, Cisco 7800 Media Convergence Servers, Cisco Unity with 25 voicemail licences, Cisco 2651 Voice Router with Survivable Remote Site Telephony, Cisco Catalyst 3560 Series Switches, 50 Cisco IP Phones – including the Cisco IP Phone 7970 and Cisco IP Phone 7912 – and 15 users of Cisco IP Communicator. The solution comes complete with a one-year warranty and implementation services from Radiance.

The Company is also in the process of introducing Cisco VPN and Cisco PIX 515 Firewalls to interconnect the Singapore and Kuala Lumpur, Malaysia offices with a secure network. This will lay groundwork for the 80-person Malaysian office to benefit from the IP telephony infrastructure in the future.

"Because of the tight timeline, we didn't have a lot of time to come up with a detailed deployment plan or all the functionalities we wanted. In the interest of getting a working system up and running in time for our relocation, we went with a system with basic functions and will add new features as we go along," said Mr Wang. "Thanks to Radiance engineers, we got it all implemented in time. They were very helpful to us, working through weekends and evenings to resolve existing and potential issues, so as to minimize disruptions to our business."

Established in 1999 through a joint venture of Singapore's two dominant telecommunications players – Keppel Telecommunications & Transportation and Singapore Telecommunications – Radiance Communications is one of Singapore's largest communications solutions provider with a customer base of more than 1,000 enterprise customers in the region. It offers a wide range of offerings, from traditional PBXs to IP Telephony solutions and customised applications such as CRM, Multi-media Contact Centre, IVR, Unified & Voice Messaging, Networking, Mobility and Wireless.

Mr Ng Kheng Ghee, CEO, Radiance Communications, said, "Frost & Sullivan are experts in the telecommunications and technology business. Their decision to deploy a Cisco IP Telephony Solution, designed and maintained by Radiance, is a powerful testimony to the maturity of the platform and the quality of our services."

"WE APPROACHED CISCO AND RADIANCE COMMUNICATIONS FOR HELP AND THEY CAME UP WITH A GREAT OFFER FOR US."

THE RESULTS

FROST & SULLIVAN WILL BENEFIT FROM REDUCED TELECOMMUNICATIONS CHARGES AND IMPROVED COMMUNICATIONS WITH CLIENTS AND STAFF.

The Asia Pacific IP telephony implementation in Singapore is the first in the Frost & Sullivan global network. "The good news that is we had the strong support of our management team in Asia Pacific. They felt that Singapore with its solid infrastructure and services environment would be a good place to pilot IP telephony for the Company as a whole. Once it rolls out here and is working properly, we can look at extending it to our regional and even global offices," said Mr Wang.

With significant revenue growth every year, Frost & Sullivan knew that building an IT infrastructure that can scale quickly and reliably would be critical. "We are very dependent on our IT system and therefore commit serious time to planning for growth and migration. Any downtime translates into lost revenue.

"THE BEAUTY OF CISCO IP TELEPHONY SOLUTION IS THAT IT CAN BE EASILY REPLICATED ACROSS MULTIPLE LOCATIONS, AND THE BENEFITS TO THE ORGANIZATION – IN REDUCED TELECOMMUNICATIONS CHARGES AND EASE OF MANAGEMENT – WILL GROW WITH EACH LOCATION WE ADD."

"Our IP telephony solution is going to be an important part of our IT strategy going forward. The beauty of Cisco IP telephony Solution is that it can be easily replicated across multiple locations, and the benefits to the organization – in reduced telecommunications charges and ease of management – will grow with each location we add."

The financing option provided by Radiance helps Frost & Sullivan keep its bottom-line healthy by avoiding a massive upfront capital expenditure, and keeping total cost of ownership under control. "We expect our ongoing cost per line to fall and IDD charges to come down 10 to 20 percent as we add more offices."

The IP telephony solution will also improve client coverage and internal communications within the organization. With the Cisco IP Telephony Solution, once an employee logs in to any of the Company's offices networks connected to the IP telephony system, clients will be able to reach him on his regular office extension. The most frequent travellers have been equipped with Cisco IP Softphones so that they can log on to VLAN and clients can reach them wherever they may be.

Moving forward, unified communications is the next killer application for Frost & Sullivan. "Once we introduce unified communications to integrate our Lotus Notes platform to our IP telephony system, we will be able to work more efficiently with our colleagues all over the world."

THE PARTNERSHIP

**FROST & SULLIVAN COMMENDS CISCO AND RADIANCE
FOR THEIR COMMITMENT AND RESPONSIVENESS.**

Mr Wang spoke highly of the
commitment of the Cisco and Radiance
teams in getting things up and running,
as well as post-sales support.

"Radiance did a good job for us and we
will continue to work with them
because they have the expertise we
need. We are currently in discussions
with them about VPN and upgrading
our entire IT system. The Cisco account
manager also followed-up a few
months after the implementation to get
our feedback on the deployment. They
were very helpful in giving us
recommendations on how we can
move forward."

Frost & Sullivan currently has an IT
team of four for the entire Asia Pacific
region. "With our limited IT resources,
we count on our partnership with Cisco
and Radiance to make sure our IT
infrastructure stays relevant and
available for our business."

**"WE COUNT ON OUR PARTNERSHIP WITH CISCO AND
RADIANCE TO MAKE SURE OUR IT INFRASTRUCTURE
STAYS RELEVANT AND AVAILABLE FOR OUR BUSINESS."**

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