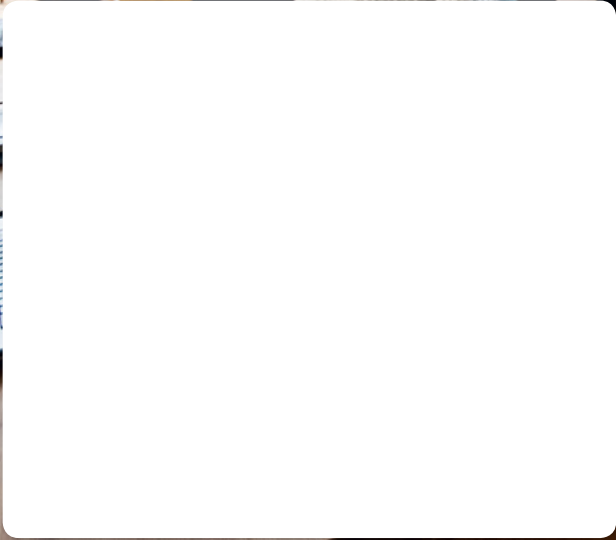




Midsized Organizations Talk About Cisco Cloud Collaboration



Introduction

You're a midsized business. That's big enough to need secure and highly reliable voice, video, and collaboration services. But it's not so big that your IT staff has time to manage on-premises solutions for every business need. That's why many midsized organizations choose secure cloud collaboration services.

Consider a Cisco® Powered cloud service if you want to:

- Increase agility to quickly scale up or down
- Boost productivity by extending collaboration applications to anyone, anywhere
- Simplify operations so that IT resources can focus on core business
- Reduce total cost of ownership (TCO)
- Replace an aging voice or video communications system

Read about the experiences of organizations like yours that use a Cisco Powered cloud service based on the Cisco Hosted Collaboration Solution (HCS). Join them to get assured performance, fast time to value, and the benefit of Cisco's continuous innovation.



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Increase Agility to Scale Up and Down

Increase Agility

Seasonal business spikes. Reorganizations. Mergers and acquisitions. New marketing campaigns. If any of these are in your future, you'll want the ability to quickly add and delete user accounts and locations. A secure cloud collaboration solution gives you the flexibility you need to thrive as your business changes.

Comparison-Shopping Portal Builds Scalable Contact Center

CHALLENGE

A company that provides an online portal for comparing health insurance plans wanted to expand. The idea: start offering contact center services for state Health Insurance Exchanges. To qualify for state contracts, the company needed high availability, detailed reporting, and the ability to add or delete agents quickly to match call volume.

SOLUTION

A Cisco Powered cloud service met all requirements—and without the \$1 million capital expense of comparable on-premises solutions. The Cisco partner offers service-level agreements (SLAs) for availability. Adding new agent seats is as simple as making a phone call or visiting a website. And the cloud service also includes web chat and outbound calling, giving the company the flexibility to meet new customer requirements in the future. The company started with 185 agent seats and will add more as the business grows.



Increase Agility to Scale Up and Down

continued

Testimonial

HeritageBank of the South Simplifies Acquisitions

CHALLENGE

With 15 branches and 320 employees across Southwest Georgia, HeritageBank of the South competes successfully with larger banks by providing a great customer experience. Communications and collaboration play a big role. But because the bank grows through acquisitions, the IT team needed an easier way to add new locations and users. Traveling to all 15 branches to manage their on-premises voice systems took time that the bank IT team would rather spend on projects to increase customer satisfaction and business growth.

SOLUTION

Now adding new locations and users to the voice system is as simple as calling the Cisco partner and shipping the phones. HeritageBank started using the secure Cisco Powered cloud service for its home office and two branches. The service provides voice, voicemail, presence and instant messaging, and routing calls to the internal helpdesk and online banking system. The transition was so smooth that the IT team quickly added another two branches over a weekend. Other branches will follow when their on-premises equipment is fully depreciated. The IT team has freed up about 20 percent of its time by eliminating the need to travel to each branch to make changes to the communications system. Eliminating support contracts lowered TCO. Later HeritageBank will use the Cisco Powered cloud service for advanced contact center services and to bring “remote expert” video services to customers in branches.

“Not having to manage our voice system has freed up 20 percent of our IT team’s time. We’re using that time to work on acquisitions and providing a great customer experience.”

Jim Yarber
Vice President of Information Systems
HeritageBank of the South

Boost Productivity by Extending Collaboration Applications to Anyone, Anywhere

When each office has its own voice system, the employee and customer experience is not consistent. You dial four digits to reach a co-worker in your own office but ten digits for a co-worker in another location. Headquarters employees might have more advanced collaboration tools than branch-office employees. And you might not be able to access the same services on Windows PCs, Macs, iPhones, iPads, and Android devices. When you connect your offices to a Cisco Powered cloud service, employees in every location enjoy the same services, on any device you support.

Delivery Company Brings Employees Together to Improve the Customer Experience

CHALLENGE

A 100-year-old company delivers fuel to local homes and businesses 24 hours a day. The 180 employees work in different offices. The company wanted to improve customer service by helping employees collaborate more easily. But each location had its own communications systems, and they did not work together. That meant employees had to dial the full phone number to reach colleagues—often only to reach voicemail.

SOLUTION

Since the company switched to a Cisco Powered cloud service, employees in any office can see which co-workers are available. Then they can just click to call or send an instant message. Customer service has improved because employees can get answers and make decisions more quickly—often while the customer is still on the phone.



Boost Productivity by Extending Collaboration Applications to Anyone, Anywhere

continued

Testimonial

Synergis Education Quickly Provides Communications Services in Multiple Locations

CHALLENGE

Synergis Education provides educational services for colleges and universities that are evolving to serve adults returning to school. The company's employees work onsite at partner institutions in multiple states to administer online, face-to-face, and blended learning programs. Founded in 2011, the rapidly growing company soon outgrew the voice services included in its office lease. The need for a new solution became urgent when a new contract with a university required Synergis to provide voice services for multiple learning program offices in just 2 weeks.

SOLUTION

Synergis Education met the aggressive deadline by signing up for a Cisco Powered cloud service. Already, more than 100 employees from Synergis and its partner institutions in different locations use the service. The company uses cloud services for all of its other IT services as well. Relieved from the burden of managing infrastructure, the Synergis IT team can focus instead on providing excellent partner services.

“The main advantage of the Cisco Powered cloud service for our rapidly changing workforce is that we can securely and transparently add more locations, users, and applications very quickly while having the ability to scale back just as easily.”

Lowell Vande Kamp
Chief Technology Officer
Synergis Education

[→ Read the full case study here.](#)

Simplify Operations so that IT Resources Can Focus on Core Business

Managing an on-premises communications platform requires a significant IT effort. Someone needs to add and delete users. Manage dial plans. Install and test software updates and new features. Cisco partners that offer Cisco Powered cloud services take care of these activities for you, giving your IT staff more time to focus on the core business. The partner also keeps the software up-to-date so that your workforce always has access to the latest collaboration and mobility features for productivity and an outstanding customer experience.

Manufacturer Prepares to Acquire More Companies Without Increasing IT Staff

CHALLENGE

Just one IT professional supports 180 employees in eight U.S. states. Managing the aging private-branch-exchange (PBX) system took too much time, keeping the IT manager from supporting the core business. A reliable communications system is crucial for customer service and operations.

SOLUTION

Since the company switched to a secure Cisco Powered cloud service, the manager no longer needs to spend time managing the voice system. The service provider takes responsibility for availability, and offers an SLA. Employees can make and receive calls even if a link to the service provider fails because the Cisco router in the office detects the outage and automatically reroutes calls to the PSTN. Later, the company plans to also use the cloud service for videoconferencing on its Cisco Unified IP Phones.



Simplify Operations so that IT Resources Can Focus on Core Business

continued

Testimonial

St. Elizabeth Physicians Frees Small IT Team to Focus on Core Business



Free Up IT Resources

CHALLENGE

St. Elizabeth Physicians (SEP) is a group of more than 300 physicians working from 89 offices in Northern Kentucky, Southwest Ohio, and Southeast Indiana. After a series of acquisitions, SEP found itself with a mix of communications systems and contact centers. The small IT staff had neither the resources to separately manage each system nor the budget to implement a centralized system. And the group wanted to make it easier for patients to reach the right person in any office.

SOLUTION

SEP freed up its IT staff and improved the patient experience by moving to a hosted unified communications and contact center solution. The Cisco Powered cloud service routes patient calls to the right person in any location. Now 90 percent of all patient calls are resolved at the first contact. Average patient hold times have been cut in half. If communications lines to one office fail, the service provider automatically directs calls to another office. With capabilities such as four-digit dialing and presence, the group's physicians can collaborate with colleagues in any location as easily as if they were in the same office. And relieved from having to manage communications systems, the IT team can now focus on its core competency: healthcare systems that lead to better patient care and customer service.

"Moving to the cloud helped improve the patient experience because all locations share the same communications system. That means callers can quickly reach the right person in any location. And if a caller hangs up, the agent can now call right back."

Dr. Glenn A. Loomis
Chief Executive Officer
St. Elizabeth Physicians

"With a Cisco Powered cloud service, we don't have to buy extra capacity before we need it. And our IT team can focus on the core business instead of the communications system."

Dr. Glenn A. Loomis
Chief Executive Officer
St. Elizabeth Physicians

➔ [Read the full case study here.](#)

Reduce TCO for Communications and Collaboration



Testimonial

Perspectives Charter Schools Decreases TCO by 25 Percent

CHALLENGE

Perspectives Charter Schools operates five open-enrollment public schools in several Chicago communities. Just two IT professionals serve 300 employees in all schools. They couldn't afford the time to wait with technicians at the colocation facility whenever the voice system needed servicing. They needed the time for IT projects related to learning and administrative efficiency.

SOLUTION

Now Perspectives Charter Schools uses a secure Cisco Powered cloud service, funded by e-Rate. The IT team no longer needs to wait with external technicians while they work on phone system equipment. They also don't need to spend scarce time upgrading software, because the Cisco partner keeps the system up-to-date. The school estimates that TCO has dropped by 25 percent.

"Not hosting software on premises means one less thing to worry about, and we get high levels of service for a low cost."

Eric Heidrich
IT Director
Perspectives Charter Schools

Reduce TCO for Communications and Collaboration

continued

Testimonial

City of Charlotte Saves Taxpayers \$100,000 Annually

CHALLENGE

The City of Charlotte, North Carolina, operates multiple contact centers, including a 3-1-1 center for nonemergency requests, a transportation and road conditions hotline, a crime-reporting service, and a utility bill payment center. By 2011, the voice system for the contact centers was nearing the end of its support contract. That's when the City received the news that it had been selected to host the 2012 Democratic National Convention (DNC). The contact center would need to support the higher call volume resulting from an influx of 50,000 delegates, members of the press, and visitors.

"Now we have access to the expertise we need, when we need it. Our primary focus is delivering services to citizens, not providing telecommunications services."

Kimberly Laney
Project Manager
City of Charlotte, North Carolina

"Although cost savings were not the primary driver for the hosted collaboration solution, we are saving taxpayers approximately \$100,000 annually."

Bellverie Ross
Senior Program Manager
City of Charlotte, North Carolina

SOLUTION

A Cisco Powered cloud service met all requirements—and without the \$1 million capital expense of comparable on-premises solutions. The Cisco partner offers service-level agreements (SLAs) for availability. Adding new agent seats is as simple as making a phone call or visiting a website. And the cloud service also includes web chat and outbound calling, giving the company the flexibility to meet new customer requirements in the future. The company started with 185 agent seats and will add more as the business grows.

[→ Read the full case study here.](#)

Replace an Aging Voice or Video Communications System

Your old voice or video communications system is nearing end of life. That doesn't mean you need to spend the time and money to plan, implement, and test an upgrade. Instead, you can start using a secure Cisco Powered cloud service that's ready to go when you are—within a week or two. And moving to the cloud gives you advanced collaboration capabilities to help you get your job done.

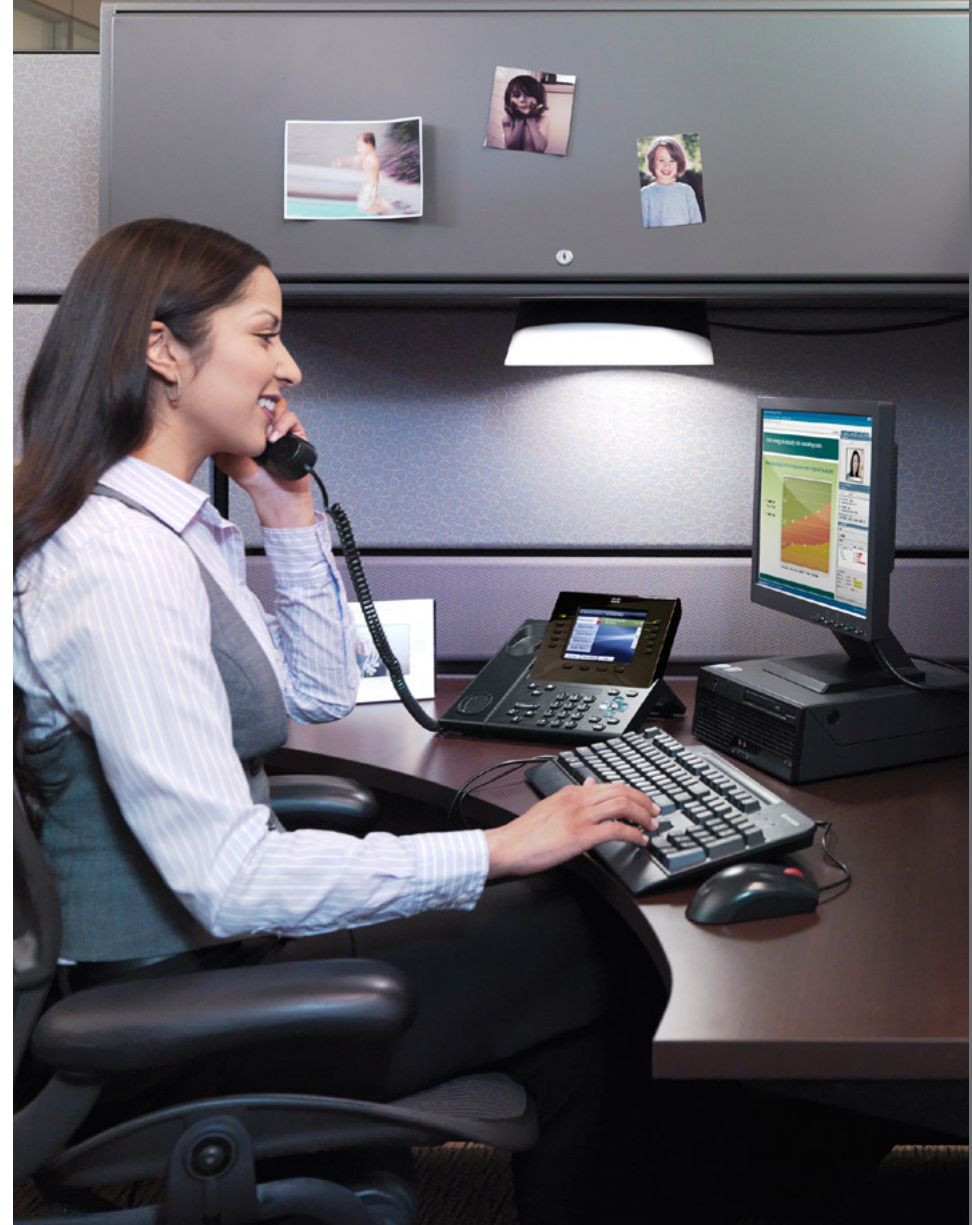
Insurance Company Builds Foundation for BYOD Program

CHALLENGE

A U.S.-based insurance company previously used an IP Centrex service. The company liked not having to manage on-premises hardware and software. But to use presence and instant messaging, employees could use only PCs, not Macs. The company wanted a more flexible service that would work with any device—the foundation for a bring-your-own-device (BYOD) program.

SOLUTION

Now that the insurer has switched to a Cisco Powered cloud service, employees can use either PCs or Macs to see whether co-workers are present, and then just click to call. The Cisco Powered cloud service can also deliver communications and collaboration services to iPhones, iPads, and Android devices. So when the company introduces its BYOD program, employees will be able to use their personal devices for voice, presence, and click-to-call.



Replace an Aging Voice or Video Communications System

continued

Testimonial

Ondeo Industrial Solutions Replaces Unreliable Voice System

CHALLENGE

A wastewater treatment company based in Paris, France, Ondeo Industrial Solutions (IS) manages plants in multiple countries. The 650 employees work in dozens of locations, so teamwork requires reliable communications and collaboration services. But the old voice system was failing. And managers weren't able to monitor voice costs for each location, making it hard to budget.

SOLUTION

Now Ondeo IS uses a reliable Cisco Powered cloud service. Employees can reliably reach co-workers in any location, increasing efficiency. From wherever they are, they can use tablets and laptops for voice, unified messaging, presence, instant messaging, and Cisco WebEx® conferencing. Costs have dropped, too. The company initially used the service for 200 employees in 20 sites, and then expanded to 40 sites. Later Ondeo IS plans to add videoconferencing using its Cisco Unified IP Phones.

“To capitalize on strong growth, we needed a custom-built telephone system that was flexible, reliable, and quick to roll out. [The Cisco Powered cloud service] meets that requirement, while at the same time letting us manage our costs with a pay-as-you-go model.”

Mr. Daryoush Mikaili
Information Systems Director
Ondeo IS

More Information



Cisco Powered cloud services enable you to connect with confidence to achieve faster time to market, assured performance, and continuous innovation. For more information, visit us at:

cisco.com/go/ciscopowered

To learn more about Cisco Hosted Collaboration Solution, please visit:

cisco.com/go/hostedcollaboration



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