



Geek Terminal serves up Smart Business Communications System to professionals on the move

Good coffee, great connectivity: As the ultimate business lounge for mobile professionals, Geek Terminal combines café culture and culinary delights with a complete communications experience, thanks to the Cisco Smart Business Communications System.

EXECUTIVE SUMMARY
GEEK TERMINAL <ul style="list-style-type: none"> Business Services Provider
BUSINESS CHALLENGE <ul style="list-style-type: none"> To improve availability and reliability of networks to cater to growing customer base To ensure network security to protect sensitive corporate information exchanged To provide an improved communications experience, and a lasting impression for mobile executives
NETWORK SOLUTION <ul style="list-style-type: none"> Cisco Smart Business Communications System
BUSINESS VALUE <ul style="list-style-type: none"> Improved reliability and stability of network, allowing better connectivity and new services for customers Secured Internet access assures privacy and corporate confidentiality Unique selling proposition improves traffic of IT savvy customers and mobile business users

Company Description

Geek Terminal is Singapore's premier business lounge for IT-savvy travelers and mobile business warriors. A unique café in the heart of downtown Singapore, Geek Terminal was created specifically for business travelers and mobile executives looking for a comfortable place to recharge, meet and socialize, yet have a full suite of business centre facilities and concierge services within easy reach.

Geek Terminal was born in 2007 when CEO Christopher Lee - literally working on his feet at the time - noticed a lack of places where he could sit down to for a meal and continue to work productively. Fast food chains and existing cafés at the time lacked readily available power points and secure Wi-Fi connectivity.

Geek Terminal provides premium technology to its customers, including high speed wireless Internet access, complete document management and advanced tele- and video-conferencing technologies, and also hosts corporate functions and presentations.

Business Challenge

To live up to its name, Geek Terminal had to ensure all the facilities provided in the café made use of the latest technologies. The business lounge had to have the most

advanced technologies and services to impress even the most hardened technophile, yet remain accessible to business users who needed to stay connected. Said Christopher Lee, CEO of Geek Terminal, "We position ourselves as a high-tech business lounge optimized for business executives and travelers where they can conduct their business dealings as well as get their work done in comfort. It is therefore important that we have the most up to date and user-friendly technology on premises."

This unique proposition was not lost on customers. Soon after opening, customer traffic to Geek Terminal began to increase steadily, straining their existing network, and impacting its availability. "We found that data transfer speeds slowed down during peak periods, and the system would hang when the number of simultaneous Wi-Fi users increased beyond thirty. To support our growing group of patrons, we needed a solution with better availability and reliability," said Lee.

With increasing customer requirements for bandwidth, Geek Terminal also needed to ensure that their network platform would scale to cater to more and more users, without requiring a major network overhaul in the future.

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– Christopher Lee, CEO, Geek Terminal



Finally, security was an important issue for Geek Terminal. "Security was a concern as many customers use our network to conduct online financial transactions. We also have business executives with sensitive corporate data on their devices, and we have to ensure it stays private if it's sent along our network. It's a potential deal-breaker, and needed to be resolved immediately," said Lee.

Network Solution

Geek Terminal enlisted the help of systems integrator SuperInternet and Cisco Unified Communications partner NexLabs to create a unique setup that had the reliability to cater to surges in the number of online users without compromising bandwidth.

SuperInternet suggested the Cisco Smart Business Communications System as the foundation for Geek Terminal's network connectivity. An all-in-one unified communications system bringing together data, voice, video and wireless communications tools; it provided everything Geek Terminal needed for secure networking in one box. This solution is based on enterprise-class, proven unified communications technologies and can be customized to meet the unique needs of any business.

The Cisco Smart Business Communications System leverages on its advances in VoIP technology to bring together business and data applications and mobility solutions to allow Geek Terminal users to work efficiently, and with peace of mind.

The deciding factor for Lee was the security inherent in Cisco's solution. "In choosing a solution, we looked at product capabilities, range, after-sales support and cost. In the end, The Cisco Smart Business Communications System was chosen over the other vendors because they met all of our criteria, including a strong product portfolio, outstanding sales support, reliability, and flexibility. In addition, Cisco technology is known to be the most secure. That sealed the deal for us."

Geek Terminal proceeded to deploy the Cisco Smart Business Communications System in its premises, including:

- The Cisco Unified Communications 500 Series for Small Business
- The Cisco Catalyst 520 Series 8-port switch to provide the underlying network foundation.
- For wireless access, Geek Terminal augmented the wireless capabilities already provided by the Cisco Unified Communications 500 Series with one Cisco Aironet 1252 access point.
- Geek Terminal also deployed a mix of Cisco IP Phones including color touch screen models and monochrome dual-line models.

The Cisco Unified Communications 500 Series was the all-in-one solution for Geek Terminal as it combined voice, data, voicemail, video, security and wireless capabilities, eliminating the need for multiple servers. Combined with the Cisco Catalyst 520 Series 8-port switch, this solution provided a reliable and scalable network switching foundation for Geek Terminal.

The Cisco Aironet 1250 Series wireless access point is one of the first enterprise grade 802.11n access points (also known as Wireless-N), supporting both 2.4 GHz and 5 GHz frequencies, making it ideal for Geek Terminal's needs.

This enterprise grade wireless LAN access point provided even better throughput and coverage. As proof of its range, Geek Terminal were able to move from four consumer-grade-off-the-shelf wireless access points to just one single Cisco access point AP, working in conjunction with the Unified Communications 500 system, to cover the entire café.

Further, a mix of different models of Cisco Unified IP Phones was deployed in Geek Terminal, and customized to serve as intelligent and interactive displays for applications developed by NexLabs. With various capabilities like LCD displays with dynamic soft keys, support for information services including XML capabilities and customization, the Cisco IP Phone in Geek Terminal now serves as a multimedia kiosk, delivering a suite of applications from NexLabs including SMARTEssentials (providing instant news and information services), SMARTDisplay (allowing dynamic images to be displayed on the LCD screens) and SMARTArchitect (a visual content management system).

The entire setup was completed in almost no time at all. "We had the Cisco system set up in just one weekend, and the following week it was good to go," said Lee.

Business Value

"The Cisco Smart Business Communications solution really helped Geek Terminal improve our services to our customers," said Lee. With the Cisco Smart Business Communications system, Geek Terminal saw an increase in reliability and stability, with a more secure network.

Lee revealed that the built-in secured internet access was particularly useful, as it addressed the issue of data security Geek Terminal was most concerned about. With Cisco Public Secure Packet Forwarding configured by SuperInternet on the Cisco Access Points, risk of malicious access attempts and inadvertent file sharing is significantly reduced. Furthermore, the Cisco Smart Business Communications System comes with firewall and intrusion prevention features to safeguard data.

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"With the built-in secured internet access, our customers can surf and email with absolute confidence that all data sent is secure. I think this is of utmost concern for our business customers, especially when our customers include traders, remisiers and those doing bank transactions online."

Performance and reliability of the network has also increased as the network can now cater to an increased load while maintaining high performance. "Our network is now more reliable and performance is so much better even with an increased customer base. I would say it is a 100% increase in performance and reliability. Needless to say, our customers are happier with the service they get here," revealed Lee.

Furthermore, Geek Terminal can also offer new products and services to their customers. With the

PRODUCT LIST

- Unified Communications 500 series for Small Business
- Cisco IP Phones
- Cisco IP Communicator Softphone
- Cisco Unified Video Advantage
- Cisco Aironet 1250 Series Wireless Access Point

customized Cisco Unified IP Phones, customers can request for assistance anytime by activating 'G-Help' on the phone. Customers, especially mobile business users can also access live information on the Cisco Unified IP Phones such as flight arrival and departure information from Changi Airport, as well as news, global time and global weather. If a customer wishes, they can make use of any of the existing notebooks at Geek Terminal preinstalled with the Cisco Unified IP Communicator Softphone to make calls and taxi bookings.

Another new service customers can now enjoy is video calls. The Cisco Unified Advantage system allows users in Geek Terminal to utilize this service with a webcam.

"Overall, I am very satisfied with the Cisco solution. With the Cisco Smart Business Communications system, we have achieved all our business objectives – which was to provide an exceptional business lounge experience for all our customers. In fact, the only thing that the SBCS was not able to do was serve meals to our guests!" said Lee with a laugh.

Future Plans

Already in the works are more applications to deliver more information and services via the Cisco Unified IP Phones. There are also plans to integrate the front end ordering system to the back end for transaction processing – allowing for a smoother workflow and better services for customers.

Geek Terminal's experience has been so satisfactory that they have decided to stay with Cisco for future expansion plans. As Geek Terminal spreads through Singapore and other countries, Lee will ensure they too are equipped with Cisco solutions. "Our plans for the future would definitely look to deploy and extend more Cisco solutions for all Geek Terminal Singapore and overseas branches."

For More Information

To find out more about Cisco Smart Business Communications System, go to:
www.cisco.com/go/sg/sbcs

To find out more about Geek Terminal, go to: www.geekterminal.com



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