

Cisco IP Telephony



**Presented By
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Agenda

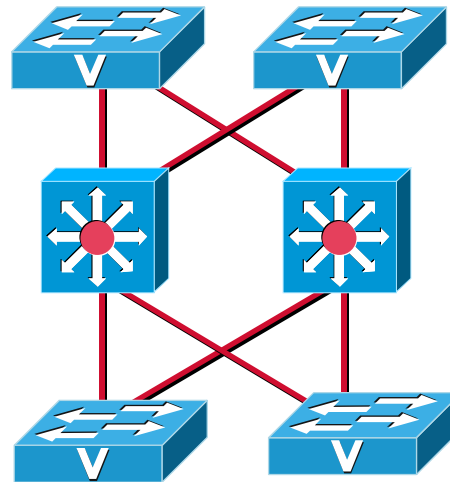


- **Cisco IPT Components**
- **Features and Benefits of IPT Solutions**
- **Case Study – Productivity**
- **Case Study – Cost Savings**
- **Conclusion**

Cisco IPT Components



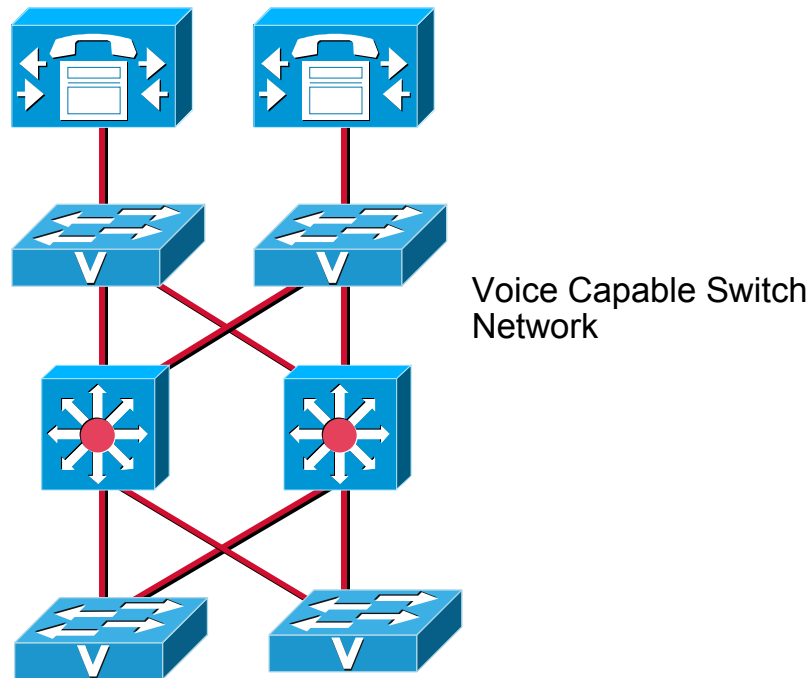
Voice Capable Switch Network



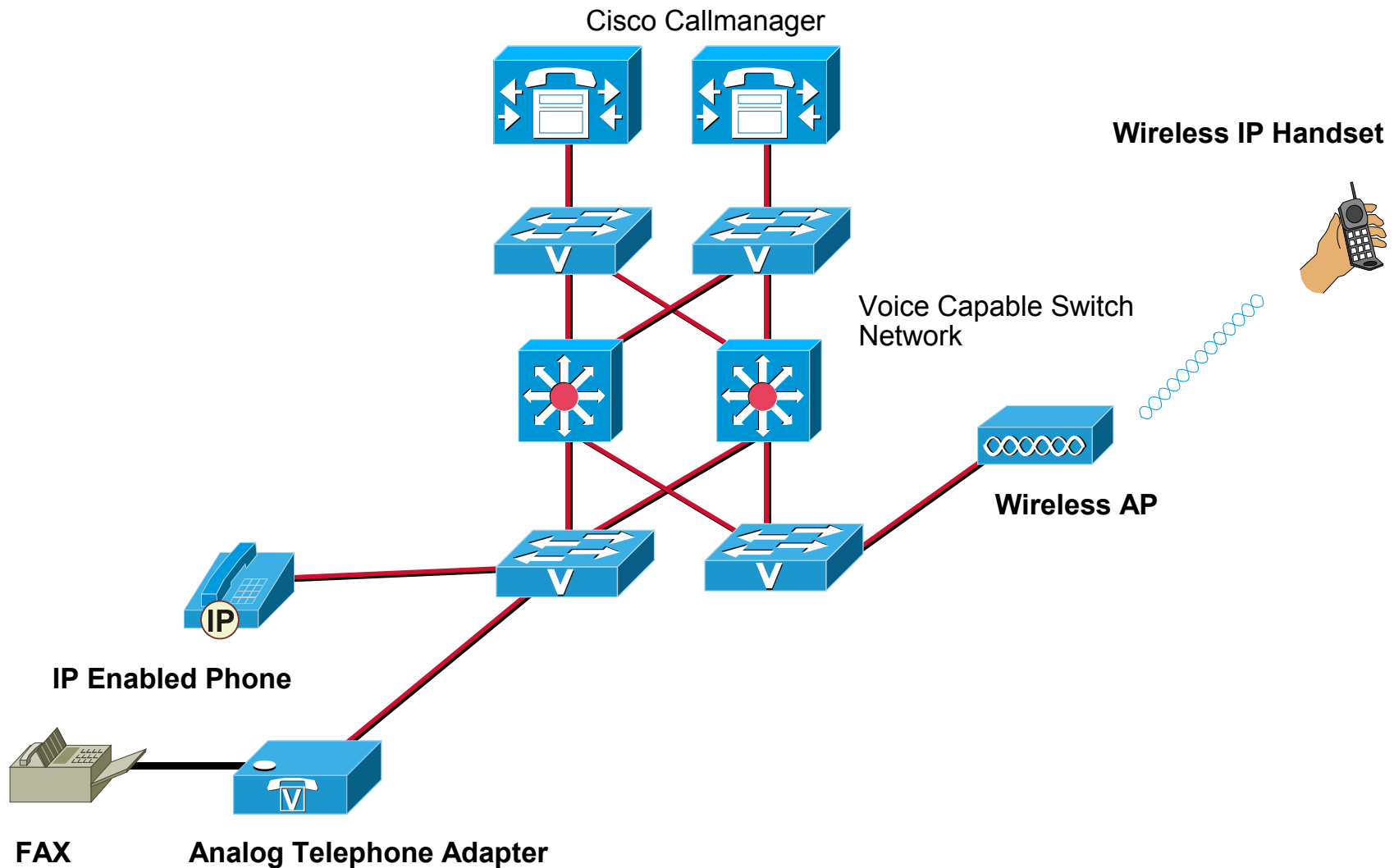
Cisco IPT Components



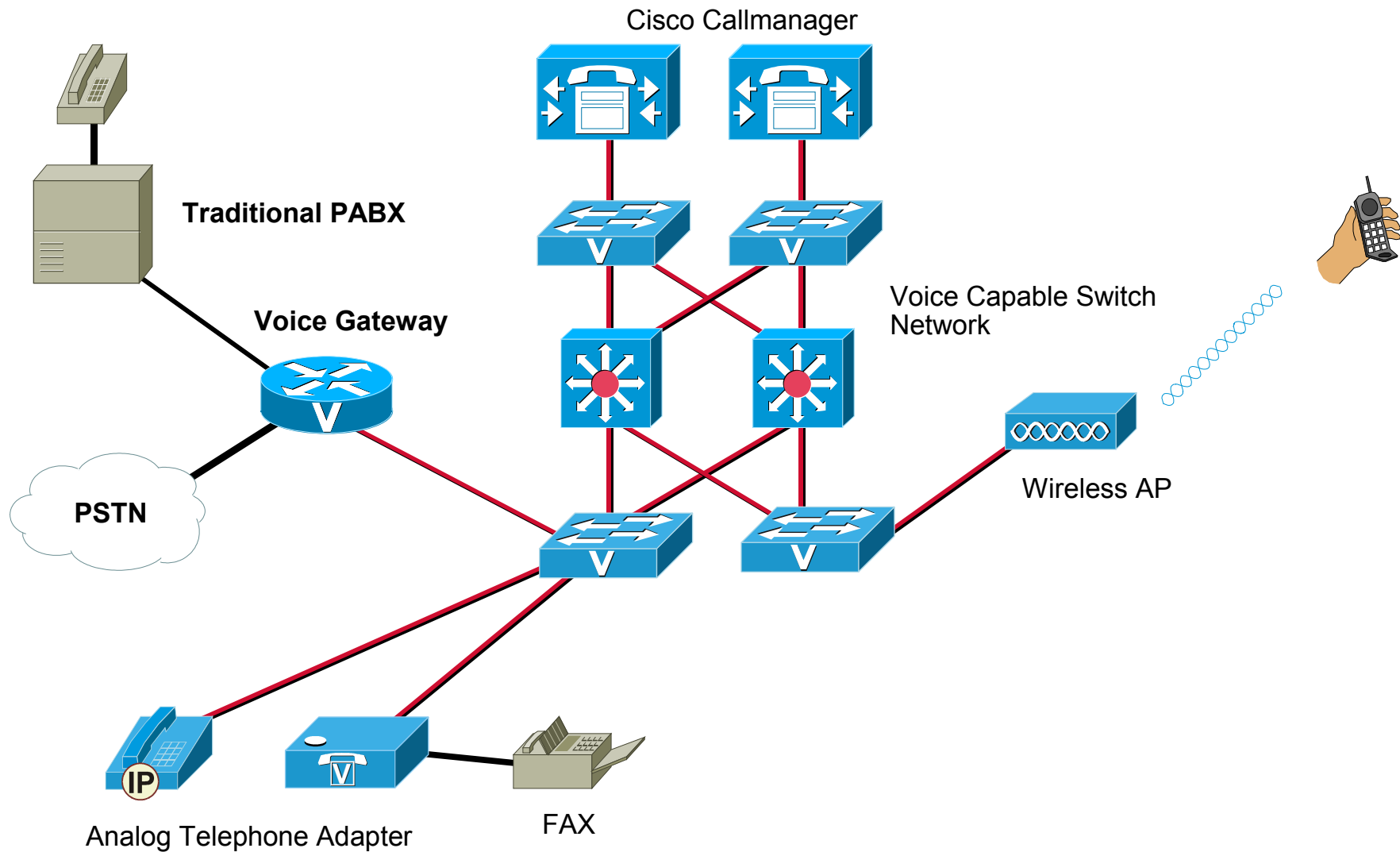
Cisco Callmanager



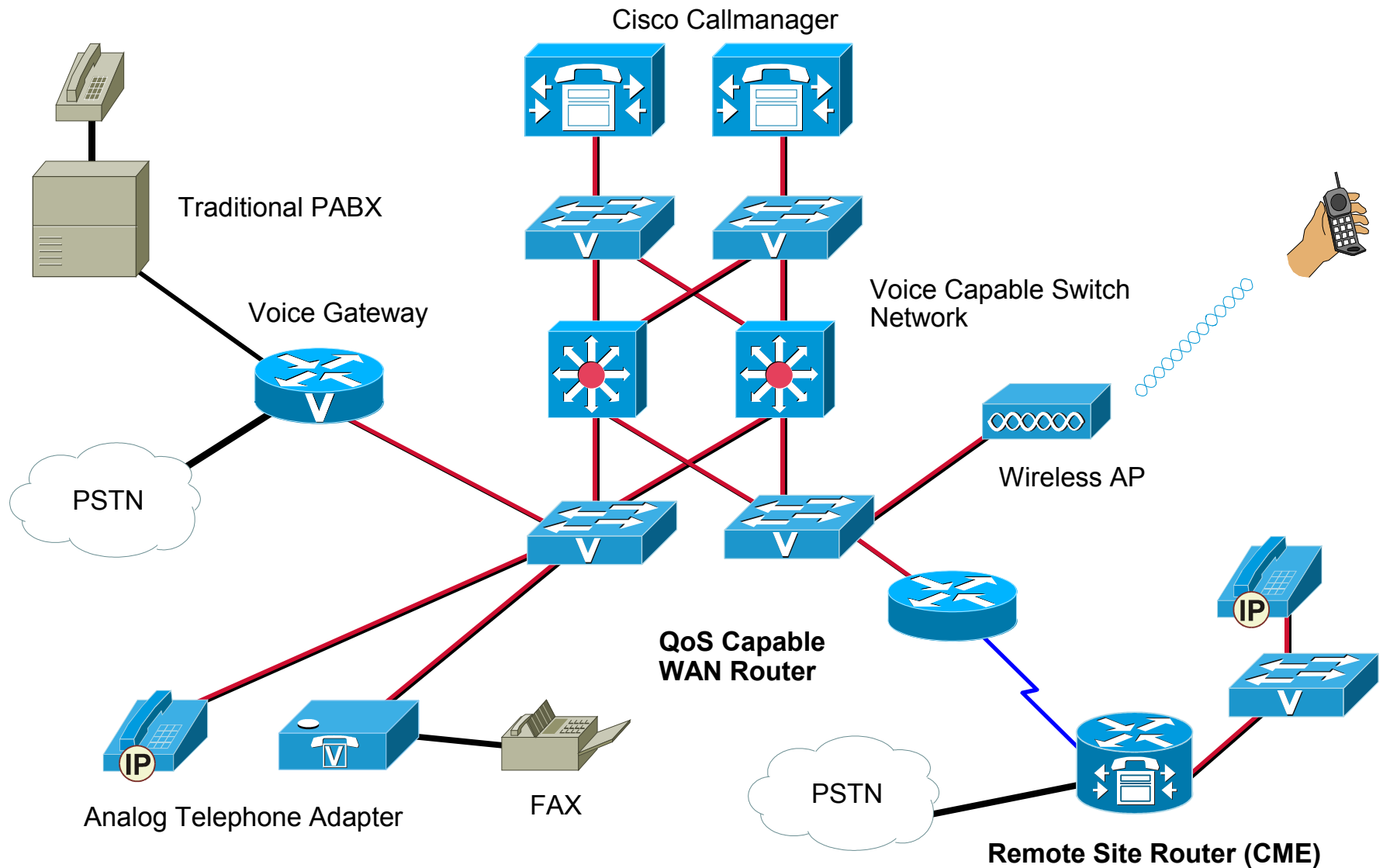
Cisco IPT Components



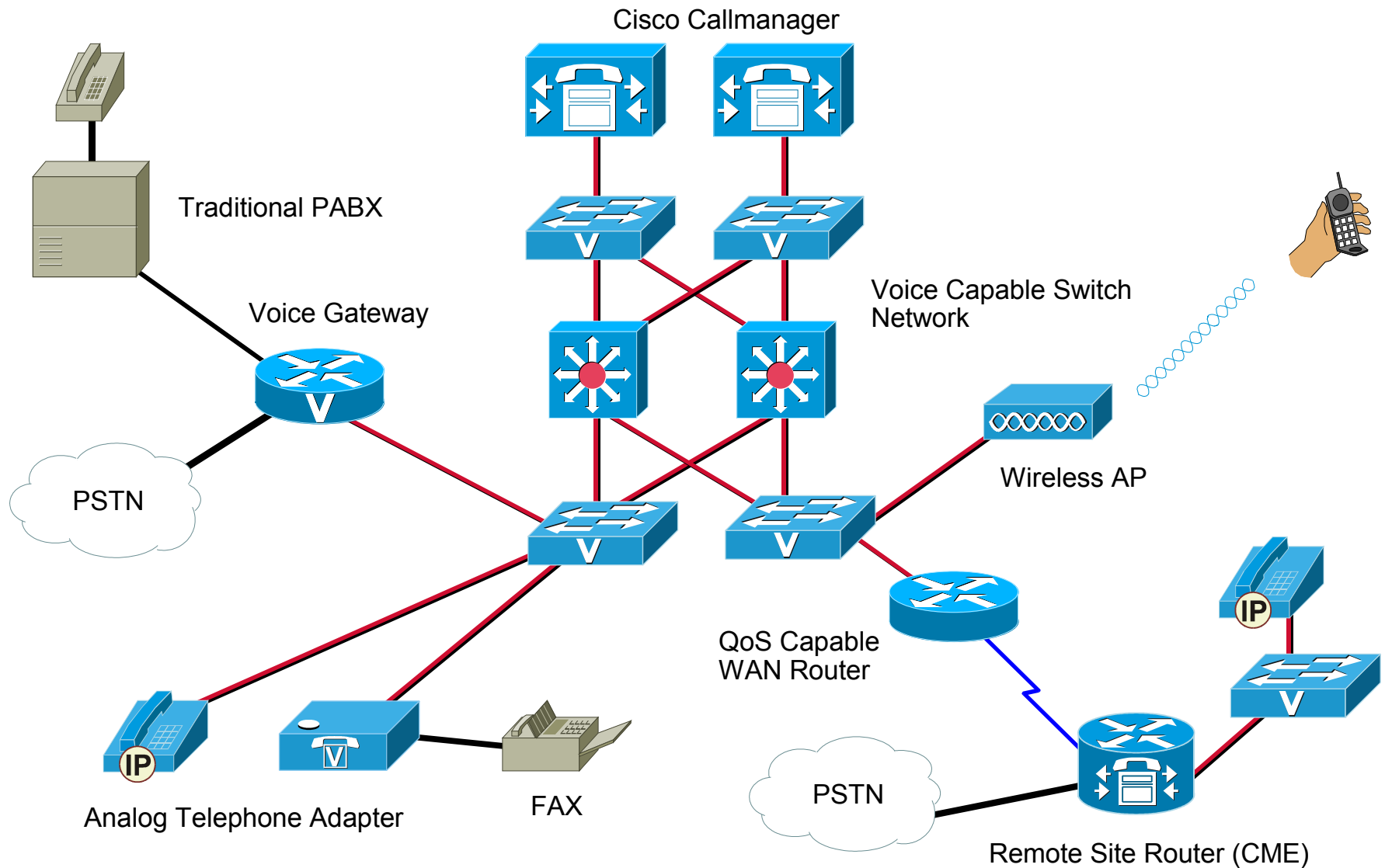
Cisco IPT Components



Cisco IPT Components



Cisco IPT Components



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Features & Benefits



- Reduce costs for moves, additions and changes.
- Reduce costs as a result of centralising functionality (Operator / Call centre)
- Least cost routing. (Toll Bypass)
- Productivity enhancements through voice and data integration.
- Introduction of applications for IP phones.

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Case Study - Productivity



- In 2000 Heinz put out a RFP for a managed voice solution. (37 Sites scattered throughout Europe)
- An IPT solution helped achieve their goals of voice cost control and manageability.
- A productivity enhancement was experienced in the use of voice mail services enhanced through IPT.
- IPT enabled Heinz to make moves, adds and changes 86% faster than the traditional PABX. (200 – 300 moves per month across 7000 Phones)
- Non-technical staff were freed up from managing PABX's at remote sites, allowing core responsibility focus. Up to 10% of their time was gained back in productivity.
- The convenience of receiving one voice bill has resulting in better visibility of voice costs.
- Future IPT benefits include the use of ADSL with IP phones for remote workers.

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Case Study – Cost Savings



- SouthTrust Bank has 700 sites. In a strategy to upgrade technology and bandwidth costs savings were sought in converging the voice and data networks.
- By replacing legacy systems and integrating management, maintenance, carrier and bandwidth cost savings were recognized.
- SouthTrust replaced over 10,000 traditional phones with Cisco IP Phones, allowing them to centrally manage both their voice and data infrastructure.
- SouthTrust now uses a single dial plan across the organization with a standard set of controls and features.
- By introducing unified messaging, and IP Telephony display based applications SouthTrust has been able to connect business processes and people to critical information.

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Conclusion



- Primary benefits are recognised in productivity enhancements.
- Cost savings recognised in toll bypass, management, control and billing consolidation.
- Considerations for deploying IPT include:
 - A clearly defined migration and/or convergence strategy.
 - Adherence to IPT design principles.
 - Comprehensive ROI analysis.
- Questions ?

