



Microsoft Office Communications Server Customer Solution Case Study



Regional systems integrator saves over \$250,000 with Unified Communications

Overview

Country or Region: Singapore

Industry: IT

Customer Profile

CHASSasia is a systems integrator and turnkey solution developer. Its areas of expertise include consulting as well as architecting, building, deploying and managing enterprise infrastructure and line-of-business solutions.

Business situation

With employees in four countries, CHASSasia needed a good communication system to enhance collaboration amongst its staff and to engage with its customers more effectively, while ensuring that communication costs remain under control.

Solution

CHASSasia deployed a consolidated Microsoft Office Communications Server infrastructure to optimise the use of IT resources in its Singapore and Malaysia offices, where most of its staff is located.

Benefits

- Enhances customer service and strengthens business relationships
- Enables cost savings of over S\$254,000
- Improves efficiency
- Enables time savings
- Improves work-life balance

“OCS 2007 has enabled us to reduce the cost of business operations associated with regional business engagement ... and given us a solution which paves the way for revenue growth.”

Kelvin Tan, Infrastructure Business Manager, CHASSasia.

For regional systems integrator CHASSasia, a good communication system is key to effective collaboration amongst its staff and to engaging with customers more effectively, while ensuring that communication costs remain under control. In Microsoft Office Communications Server 2007 (OCS 2007), CHASSasia found a solution that addressed these needs.

OCS 2007 enhanced the efficiency of communications by providing integrated telephone, email and fax capabilities as well as instant messaging and web conferencing in a single unified messaging mailbox. This, in turn, has led to enhanced customer service and strengthened CHASSasia's collaboration with its business partners and amongst its own staff. It has also resulted in direct cost savings of over S\$254,000 over three years – the result of reduction in overseas travel and IDD telephony costs.



Situation

CHASSasia is a systems integrator and turnkey solution developer with a well-established track record in delivering premier IT solutions to customers in Singapore and the rest of Asia. Its areas of expertise include consulting as well as architecting, building, deploying and managing enterprise infrastructure and line-of-business solutions.

With 120 employees spread across Singapore, Malaysia, Thailand and China, CHASSasia is well aware of the need for a good communication system to enhance collaboration amongst its employees and to engage with its customers more effectively, while ensuring that communication costs remain under control. "Our business is in providing solutions to the customer, and this calls for frequent interactions between employees in various functions," said Mr Kelvin Tan, Infrastructure Business Manager, CHASSasia. "With our business spanning four countries, we also have to maintain consistency in our operations."

In order to achieve real and effective collaboration, CHASSasia needed a communication system that could integrate closely with its business applications such as Sharepoint 2007 for knowledge and document sharing, Business Intelligence for real-time financial statistics and Microsoft Exchange 2007 for a single contact directory.

CHASSasia realised that voice telephony alone was not good enough. The company was using an old third-party Voice over Internet Protocol (VoIP) system that required users to remember multiple telephone extensions, making it difficult to use for those who did not have immediate access to a telephone directory. Furthermore, users were unable to detect if the contact party was available, resulting in communications being a hit-or-miss affair or limited to a select few. This limited the scope for collaboration, since

domain knowledge could potentially come from anyone with different areas of expertise.

Selection

The features that CHASSasia was looking for in a communications solution included integrated telephone, email and fax capabilities and a single identity to manage and remember for both internal and external customers.

According to Mr Tan, capabilities such as instant messaging, web conferencing, and the integration of the messaging system into a single unified messaging mailbox were paramount in boosting employee efficiency and contributing to the business bottom line. What was also important was the ease with which the solution could be rolled out to employees using existing devices and hardware. The system should also be simple and cost effective to deploy and manage.

In Microsoft Office Communications Server (OCS) 2007, CHASSasia found the solution that addressed these needs.

Solution

CHASSasia decided to deploy a consolidated OCS infrastructure to optimise the use of IT resources in its Singapore and Malaysia offices, where the majority of its staff is located. Employees in the other two sites would be connected via the OCS Office Communicator Mobile 2007 client software.

At the server end, CHASSasia deployed the OCS Front End Server, OCS Access Edge Server for business federation and public instant messaging, OCS CDR/Archival Server as well as the OCS Mediation Server that provides the link between the OCS environment and traditional telephony. It also implemented a Dialogic DMG 2000 series with its existing Panasonic PABX system as the media gateway for Microsoft Unified Communications.



At the client end, CHASSasia deployed Microsoft Office Communicator Mobile 2007 on all systems and devices to enable role-based enterprise and public instant messaging, as well as enterprise voice.

Live Meeting was implemented as an add-on for video/audio conferencing, together with the Microsoft RoundTable videoconferencing device and the Tanjay and Catalina VoIP phones.

CHASSasia initially implemented OCS 2007 (Release to Manufacturing or RTM version) as a pilot project involving about 20 per cent of its staff, before embarking on a full-scale deployment complete with integration with Microsoft Exchange and the PABX system. The entire implementation took about two months.

The company is currently halfway through the process of upgrading the OCS 2007 RTM system to OCS 2007 R2 in order to capitalise on new key features that were not available with the RTM version, such as conference call hosting and call centre routing.

OCS 2007 R2 also comes with stronger capabilities to facilitate seamless collaboration within members of a business group in CHASSasia, said Mr Tan.

For example, with the OCS 2007 RTM system, a missed call could be routed only to a voice mail or a personal mobile phone. With OCS 2007 R2, members within the business group can attend to a call on behalf of the intended recipient, allowing CHASSasia to

engage more effectively with its customers and suppliers.

Benefits

In IT systems integration, engagement with the customer often entails frequent visits to business owners, CIOs and IT managers to deliver presentations and to demonstrate IT solutions. "OCS 2007 has enabled us

to reduce the cost of business operations associated with regional business engagement, such as travel and IDD costs, and more importantly, given us a solution which paves the way for revenue growth," said Mr Tan.

Enhances customer service and strengthens business relationships

As a provider of IT services, keeping in constant touch with the customer is an important aspect of maintaining a good relationship, said Mr Tan. "OCS 2007 not only allows us to reach the customer more easily, it also enables the customer to reach our staff using a single telephone number or identity."

For example, when a customer calls the office direct line but the staff is not in, OCS 2007, with Unified Communications integration, allows the call to be routed to the staff's mobile phone.

The Live Meeting capability in OCS also allows CHASSasia's solution experts to deliver real-time demonstrations or presentations to the customer remotely, and enables them to engage with multiple customers at any single point of time on the same topic. In addition, the OCS Business Federation capability allows CHASSasia to connect directly with customers which have also deployed OCS. "With OCS presence, customers federated to CHASSasia can also see our availability. This makes a difference in delivering a positive customer experience," said Mr Tan.

For More Information

For more information about Microsoft products and services, go to:
www.microsoft.com/singapore

For more information about CHASSasia, call +65-62129191 or visit the Web site at: www.CHASSasia.com

Enables cost savings of over S\$254,000

Mr Tan estimates that the deployment of OCS 2007 would lead to direct cost savings of over S\$254,000 for CHASSasia over three years. The savings come from a reduction in overseas travel by executives and the management, a reduction in local travel by sales and pre-sales staff, and a reduction in IDD telephony costs.

Improves efficiency

The use of OCS 2007 has also resulted in improvement in the workflow between sales and the backend office. For example, the checking of customer credit status with the accounts department can be done almost instantaneously, as a result of more efficient communication. Mr Tan estimated that this results in about 40 per cent improvement in work efficiency.

Teamwork has also been enhanced. "With a better communication system, people are conferencing with each other frequently, communicating more as a group rather than just one-to-one, and that facilitates teamwork," he said.

Enables time savings

With OCS 2007, employees of CHASSasia have also been able to save up to 20 per cent in traveling time while still effectively engaging the customers through the other communication channels which are now available, such as video conferencing, instant messaging and Live Meeting. Such channels have also shortened the response time to customers, compared with the use of more "traditional" communications such as email.

Improves work-life balance

By providing employees with a technology that allows them to work from home (with an office Direct Dialing Inwards or DDI extension to follow them), staff can take time off work (for example, for childcare leave) and yet remain contactable by key accounts or customers. Conference calls with counterparts and customers in other time zones can also be made from home, giving employees greater flexibility and a means to balance their work with family commitments. "This gives us an edge over our competitors when it comes to hiring the best talents for our company," said Mr Tan.

Software and Services

- Office Communication Server 2007 Front End, Access Edge, CDR/Archiving, Mediation Server
- Microsoft Office Communicator Mobile 2007
- Microsoft Live Meeting 2007

Hardware

- Microsoft RoundTable
- Tanjay VoIP phone
- Catalina VoIP phone
- DELL PE1950
- Hewlett Packard DL180G5
- Dialogic DMG 2000 series Media