



Executive Summary

Customer Name

Tear

Industry

Charity

Location

Zeist, the Netherlands

Number of Employees

30

Business Challenge

- Equip new offices with scalable communications systems
- Reduce capital and operational expenditure
- Optimise all resources, including finite budgets

Cisco Solution

- Cisco Capital EasyLease financing
- Converged voice and data network with IP telephony

Business Results

- Released budget for primary projects such as office move
- Reduced capital, management and support costs of network
- Improved effectiveness of organisation due to increased functionality and versatility of network

Dutch Charity Funds Technology Through Financing

Tear Netherlands used Cisco Capital financing to purchase IP telephony, helping optimise its resources and reduce costs

Business Challenge

Tear is a not-for-profit relief and development organisation that is committed to fighting the causes and effects of poverty. Based in Zeist, the Netherlands, Tear's principle activities are raising awareness of the problems facing people in the world's poorer nations, and raising funds to combat those problems.

Tear spends the money it raises on development projects in Africa, Asia and South America. Its projects are typically aimed at whole communities, rather than individuals, and they are designed to offer sustainable help by providing people with the means to make a decent living. In addition to micro-credit projects for people who are normally unable to obtain bank loans, Tear funds areas such as healthcare, education, water supply and agriculture. The organisation is currently running about 100 projects in 25 countries.

When Tear moved to new offices in 2007, it saw an opportunity to combine its voice and data networks to reduce capital and operational costs.

This approach would also protect the organisation's investment by providing an up-to-date communications platform that would last for several years.

To achieve this, Tear would need to upgrade its computer network in addition to purchasing IP telephony systems. As a charitable organisation dependent on voluntary subscriptions, however, Tear did not have enough budget to cover all its requirements.

Network Solution

Having reviewed proposals from several suppliers, Tear selected a solution from PROXSYS, a Cisco partner and IP telephony specialist. In addition to a cost-effective design for a converged voice and data network, PROXSYS also offered a financing solution from Cisco Capital to cover the purchase of the IP telephony element. Provided as part of the Cisco Capital EasyLease programme, this enabled Tear to make 36 monthly repayments at advantageous terms.



Tear compared the cost per user under the Cisco financing solution with the price per port being offered by its traditional telephony supplier. The Cisco solution was not only cheaper in terms of capital outlay, it would also deliver ongoing savings due to built-in ease of management, compared with traditional telephony, and the reduced costs of running a converged infrastructure.

“The financing from Cisco Capital was very important to us,” says Linda Nijholt, Office Manager at Tear Netherlands. “It relieved some of the pressure on our IT budget, which isn't very big, and it removed the need to make a large, single payment up-front.”

PROXSYS designed a network based on a Cisco 2811 Integrated Services Router, a Cisco Catalyst 3560 Switch, access points and Unity Express. The Cisco 2811 Integrated Services Router (ISR) provides Tear with an Internet connection, a link to the public switched telephone network (PSTN) and a secure link to the PROXSYS Remote Management network for centralized services and network management. The ISR also includes Cisco CallManager Express software which fulfils the call processing functions previously performed by a traditional PBX (private branch exchange). The router's multifunctional design reduces costs for small or medium-sized operations by avoiding the need to purchase a separate system for each service.

Cisco Fax Server enables faxes to be delivered to, or sent from, employees' email in-boxes, eliminating the need to scan incoming or outgoing documents for storage on one of Tear's servers.

PROXSYS builds and maintains customers' networks integrated with its own data centre, which means that customers' offices function like the branches of a large enterprise, although each network remains separate and fully secure. PROXSYS hosts applications such as email and services such as VPNs (virtual private networks) for secure remote access, centralized anti virus protection, online back-up and management information regarding VPN and telephony usage. The advantages of this approach are that small and medium-sized businesses can afford functionality that might otherwise be beyond their means. It also ensures that companies such as Tear with few or no in-house IT resources can benefit from IT expertise and keep their mission-critical systems operational, while concentrating on their core business.

Business Results

The availability of flexible financing from Cisco Capital enabled Tear to purchase its preferred technology, IP telephony, from a known and trusted supplier. In addition, it meant that Tear could better manage the cost of moving offices by retaining its computers and other systems while upgrading the existing data network to support telephone services.

The Cisco Capital EasyLease solution also released some of Tear's IT budget for other primary projects, helping the organisation to make the most effective use of its finite funds. “The terms of the Cisco Capital financing were so favourable that it was better to pay for the IP telephony equipment over 36 months and make budgets available

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—Linda Nijholt, Office Manager, Tear

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immediately for projects such as the move to our new office building,” Linda Nijholt explains.

A converged Cisco network was particularly cost effective for a not-for-profit organisation. Installation costs were reduced because Cisco Unified IP Phones use the same network connection and cabling as computers. Maintenance charges will also be lower, especially for any moves, adds or changes to the telephony system which can be done quickly and easily from a central point.

Tear is already starting to enjoy the benefits of a converged environment - for example, digital faxes are much easier to manage and there is less risk of them getting lost. In future, the organisation may introduce other applications and services that take advantage of its new network. These include voicemail and Cisco IP Communicator, an application that enables mobile employees to make telephone calls from their computers.

Tear is also considering an interactive voice response (IVR) solution to automatically answer incoming calls and to process telephone donations.

Tear’s ability to respond quickly to disasters depends to a large extent on the reliability of its telephone and computer systems, which are used for fundraising. Cisco Capital financing enabled the organisation to obtain reliable, scalable technology and excellent service without over-extending its budget. “A converged network has the potential to reduce our costs - for example, by allowing us to make calls over the Internet - and to help us work more effectively towards our goals,” says Linda Nijholt. “The Cisco Capital solution brought this potential within our reach.”

For More Information

To find out more about Cisco Capital finance solutions, please go to www.cisco.com/go/capital_europe.



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