

# Ambitious **expansion** plan

## Case Study

### **Cisco CallManager Express opens the door for small businesses and branches to enjoy integrated voice and data IP Communications**

“The Cisco CallManager Express solution has helped us move into the small and medium size business market for managed data and voice services. For our customers who see full-blown IP Communications solutions as being too expensive; Cisco’s CallManager Express solution gives them a way of putting their toe in the water with a minimal investment.”

Cuan Middleton, New Propositions Consultant, BT Convergent Solutions

Cisco® CallManager Express has proven the ideal foundation for BT’s IP telephony services for small and medium size business customers.



### **Background**

BT, a key player in the ICT (Information Communications Technology) market is one of the largest telecommunications service providers in Europe. To deliver the 21st century services and functionality that businesses increasingly require, BT Global Services’ Convergent Solutions division is focused on the ability of IP-based technology to deliver converged voice and data solutions to all its customers, both large and small.

### **Challenge**

BT was one of the first service providers in Europe to offer Voice over IP (VoIP) and IP telephony solutions. IP Communications solutions have rapidly gained popularity among larger companies and smaller businesses are now set to follow suit with the introduction of Cisco CallManager Express, which opens up to them the cost and management benefits of operating voice and data systems over a single converged network.

BT was invited by one of its longstanding customers, Northgate PLC, to support its ambitious expansion plan. The vehicle rental company wanted to more than double its business by 2004, adding 40 to 50 new sites throughout the UK and Ireland. Importantly, although Northgate is a large and prosperous company, its local hire outlets have all the characteristics of a small company with typically just a few people at each site.

BT had provided Northgate with voice and data services for several years and Northgate had come to view the solutions provider as a trusted technology advisor. Now, Northgate turned to BT for help meeting its short-term objectives, as well as providing a foundation to support the company’s long-term growth.



## “Cisco CallManager Express enables small businesses and branch offices to **enjoy voice, data and telephony management services** over a single router based platform.”

The company’s engineers knew that IP telephony was the ideal solution for the geographically dispersed and future-proof solution Northgate required. In order to win this significant project, BT needed to propose a proven and competitively priced IP telephony solution that could be deployed quickly and easily to meet Northgate’s aggressive timescales. And one that would also deliver comparable functionality to a traditional system or PBX (Private Branch Exchange).

### The Solution

BT selected CallManager Express as the core of Northgate’s IP telephony solution.

Cisco CallManager Express enables small businesses and branch offices to enjoy voice, data, and telephony management services over a single, router-based platform. The solution offers a core set of phone features to meet everyday business needs, while providing the rich telephony facilities that key system and hybrid PBX customers have grown to expect. CallManager Express software enables a single Cisco Access Router to manage call switching and routing for up to 100 Cisco IP Phones, as well as delivering the full range of data services to support a small business or branch office.

Using Cisco CallManager Express, Northgate employees at vehicle hire outlets can access virtually all the features of an enterprise-class phone system, including paging, conference calling, night time attendant, and time-of-day call blocking which could be used, for example, to prevent international calls being made outside normal office hours. The solution even allows the integration of next-generation XML (Extensible Markup Language)-based applications and services in the future.

Cisco CallManager Express is available for all Cisco access routers, including Cisco IAD2400 platforms and the Cisco Access Gateway Module. Depending on the size of the site, BT has installed CallManager Express on either the Cisco 1751 Modular Access Router or Cisco 2600 Series

Multiservice Platform. Both platforms are designed and priced to provide a cost-effective multiservice network foundation for small and medium size businesses and branch offices. They deliver high-speed network access, comprehensive security features, and multiservice data/voice/video/fax integration to support a wide range of business applications and communication needs. Being able to integrate such a wide set of features on the same router-based platform leads to much reduced total cost of ownership when compared to traditional solutions.

To ensure high-performance voice and data services across the network, BT also deployed Cisco Catalyst® 2950 Switches to connect desktop computers and IP phones. These wire-speed switches provide intelligent network services, including advanced quality of service (QoS) to optimise performance across the network and deliver reliable, high-quality voice services.

To provide the telephony services Northgate required, BT installed Cisco 7940 and 7960 IP Phones featuring large, pixel-based LCD displays. The Cisco IP Phones provide native support for XML, which will enable BT to add a wide range of Web-based content and information services in the future.

### Results

The versatility, performance, and modest cost of the CallManager Express solution were particularly attractive to Northgate. Using BT’s managed CallManager Express solution, Northgate has been able to add new offices quickly and easily, and the company is well on its way to meeting its expansion goals. And, Northgate has realised significant cost savings by eliminating toll phone services and phone maintenance charges: savings that will continue to grow as time goes on and new sites are added.

Cisco CallManager Express delivers the full range of business-class telephony and data services with a single router, so BT was able to create standard packages for Northgate that could be rapidly deployed to new offices.



# “The company’s engineers knew that IP Telephony was the **ideal solution for the geographically dispersed** and future-proof solution Northgate required”

“We were able to put a package together that could be replicated across multiple sites very easily,” says Cuan Middleton, New Propositions Consultant, BT Convergent Solutions. “It became easier to price and easier to integrate with existing systems. So there were many benefits internally for BT, as well as the customer, in terms of speed of delivery.”

The Cisco CallManager Express solution also helped accelerate the rollout process itself, enabling BT to add new sites to the network quickly and efficiently. The converged network provides both voice and data services over a single infrastructure, so BT’s engineers only have to deploy one set of cabling at each site. Installations can usually be handled by a single engineer and accomplished in just hours instead of days.

“The customer commented on how easy it was to roll out,” says Cuan Middleton. “It was much simpler than previous voice installations they’ve had to do.”

BT has also received positive feedback from employees using the new system. They have found Cisco CallManager Express very intuitive and easy to use, and required only minimal training.

Designed specifically for smaller businesses and branch offices, Cisco CallManager Express is allowing Northgate to enjoy the cost savings and rapid deployment of IP telephony at a price they can afford. And, by choosing Cisco as its technology partner, BT has been able to demonstrate how easy it is to move from a managed PBX to an IP telephony solution.

“Northgate was already very comfortable with us as a company, and they felt confident deploying the solution with us because it was a product from Cisco,” says Cuan Middleton. “They saw it as a good partnership.”

And because Cisco CallManager Express offers a clear migration path to larger, enterprise-class IP Telephony solutions like Cisco CallManager, Northgate executives were confident that the converged network would grow with the company and support its future communications needs. Not only that, its current investment is protected. As part of an

enterprise-wide IP telephony solution based on Cisco CallManager, using Cisco’s Survivable Remote Site Telephony (SRST), a branch with Cisco CallManager Express will still enjoy call-handling support for Cisco IP phones even if the connection to the remote corporate Cisco CallManager is down.

## Next Steps

Thanks to the success of Northgate’s converged voice and data solution based on Cisco CallManager Express, BT is using the Northgate package as a model for future small business implementations. Cisco CallManager Express integrates seamlessly with a wide range of Cisco routers, switches, firewalls, and other network components, so BT can customise the solution to meet the needs of any business, and adapt the solution to accommodate new services over time.

The ability to provide a cost-effective IP telephony solution for smaller businesses has given BT a head start with this critical market segment.

“For smaller companies, or even a trial site within a larger company, we can deploy Cisco CallManager Express for a period of time to give the customer a sense of the IP telephony experience,” says Cuan Middleton. “Once we sell them on Cisco CallManager Express, it opens the door to other solutions and services.”





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