

Managed Services for Enterprises

Postes et Télécommunications Luxembourg: one Company's Callisto Success Story!!

Outsourcing – yes or no? – In a continually changing and fast moving telecommunications environment, many companies aspire to improve their communications with their customers, suppliers and investors. To get the most use out of current communications services developments, companies face important decisions either in keeping specific services in-house or in delegating these to a trustworthy partner.

Since telecommunications are mission critical for all businesses, it doesn't at first seem obvious to outsource this area of a company. Experience shows that most companies would agree that their communications infrastructure is of vital importance. But to design, configure and operate this completely on their own, clearly lies outside their core competencies. Notwithstanding the enormous complexity of currently available technologies and the tendencies of these to constantly evolve.

Conclusion:

- ▶ PTL is a one-stop-shop for all telecommunication solutions customers
- ▶ A clear concept, the correct solution, careful planning and consistent implementation were important criteria towards the PTL Managed Services success story.
- ▶ Cisco® Unified Communication Manager (Express) forms the basis for Managed PBX.
- ▶ Callisto Express/UCM completes the Managed PBX portfolio and enables individual, custom tailored, flexible added value solutions for current and future customer requirements.
- ▶ A complete integration and PTL branding allows customer solutions to appear as a complete, professional all-inclusive-package.
- ▶ The monthly costs for customers are solely dependent on the selected services and can be calculated in advance.

Companies that have identified these issues seek a reliable partner and pay attention to their service-partner's abilities, communication, responsiveness, predictability, compatibility, reliability, commonalities, consistency, reputation and stability.

Competent and trustworthy partners

Postes et Télécommunications Luxembourg (PTL) is such a competent, reliable and trustworthy service-partner for telecommunications outsourcing. They are the leading telecommunications services provider for private and business customers in Luxembourg (Europe). Their portfolio includes all language and data services, mobile or stationary, hosted in their own data center or at the customer's site. Service and customer relations are of paramount importance. Managed services are an integral and innovative part of the business customer portfolio. This includes communications infrastructure installation and operation directly on site.

Concept, planning, solution, implementation

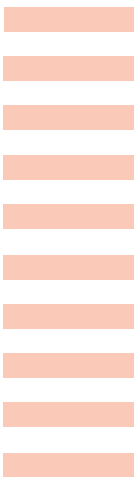
PTL's managed services show a higher-than-average increase in new customers over the past three years, owing to the implementation of correct solutions and concepts. In addition to a professional sales team, success factors were clearly defined, thoroughly planned and subsequently implemented. Foremost was the realization that a product can only be introduced to the market place once all business processes are clearly defined, documented and communicated.

Single supplier

PTL supplies, configures and operates an entire infrastructure for voice, like telephones and telephone systems, and for data, as well as all connections to miscellaneous networks. Customers are presented with turnkey solutions, so that they merely need to select the terminal equipment which matches their individual requirements. Customers don't need any technological know-how with regard to their telecommunications system. Updates and new technologies are automatically considered by PTL and when required, implemented. Ideally, customers should not notice any of the ongoing maintenance and development. They shouldn't need to either.

Clear, calculable costs

For the telecommunications infrastructure provided by PTL and depending on the extent of provided services, customers pay a monthly amount without the need to invest in hardware or software. Customers can start to use their infrastructure immediately and can be assured that they receive everything from a single source. This results in successful planning and isn't a strain on the wallet. Confident planning also provides the opportunity for signing longer service agreements and to simultaneously rely on a big and innovative partner, the PTL. Should customers relocate abroad, PTL as a carrier will be able to support them there with many international



contacts either directly or indirectly through global partners – both for telephony as well as data connections (WAN, Internet, Intranet). Customers can concentrate fully on their business activities.

Standard products for individual customer requirements

PTL needs to provide customized solutions for customers with specific requirements. The challenge is that - more often than not - customized solutions come with a higher price tag than people are willing to pay. To be able to provide solutions for all type of requested services within a diverse industrial and service oriented environment, PTL requires sound, trustworthy, cost-conscious and flexible technology partners. After a thorough process of evaluation, PTL decided to partner with CTModule from Berne, Switzerland, in respect of Managed PBXs for the Cisco® Unified Communications Manager Express combined with CTModule's Callisto Express product range. Just as PTL customers are used to getting all their managed services from one provider, Callisto conveniently enhances Cisco's® Unified Communications Manager Express with already defined services, and the possibility to create customized services which can be easily retrofitted. Through Callisto Express and utilizing standardized business processes, PTL can provide quotations for individual customer requirements inexpensively, flexibly and easily.

Generating added value and covering standard requirements

When replacing an existing telecommunication infrastructure and buying into a new one, customers want to realize some form of added value. Customers obviously expect the new system to cover all the requirements that the existing system has been providing over many years. This shows the importance for PTL and their managed services offering to be able to react to existing customer requirements. PTL found their solution in CTModule's Callisto range of products. A standard Callisto system already contains many standard features, like an unlimited

amount of voice message boxes with arbitrary recording lengths; full unified communication abilities, complete integration into Cisco's® Unified Communication Manager Express, including Voice Data Recording, IP Phone Messaging, miscellaneous telephone directories, simple music-on-hold data file management, configuration possible through web interface and telephone, automatic backups; numerous add-on modules, like a complete fax-server (over T-38) including drivers for Microsoft® Windows operating systems, virtual conferencing with live-view and live-handling and many more.

One of the core modules and the answer to all individual customer requests is the Open Inbound Manager (OIM). This allows unified communications solutions developers to fully realize the potential of CTMaker, by being able to create and put into operation home grown or customized applications of any type, easily, quickly, and cost effectively. CTMaker® makes use of a scripting language CTTalk, which can be easily learned and which already has over 250 commands spanning all areas of telecommunication and information technology. Based on the OIM-Module, CTModule has already developed countless individual and custom tailored applications on behalf of PTL for highly specialized requirements. PTL were able to surprise their customers with precise and custom tailored products, according to the customers existing and newly formulated requirements. These specialized requirements originate from a range of application domains: call center, operator consoles, services, billing and accounting systems and many more. For PTL it is beneficial to know, that Callisto imposes virtually no boundaries - what is good for PTL is also good for their customers.

Low capital and operational expenditure

Not only the Managed Services' sales team, but also the procurement management, and the integration and maintenance engineers enjoy working with Callisto solutions in conjunction with Cisco's® Unified Communi-

cation Manager. It is of utmost importance to PTL to keep the cost of solutions throughout the entire spectrum of offerings not only calculable but as affordable as possible. Respective framework agreements control this on the procurement side. During integration, a further benefit of using the Callisto system in conjunction with Cisco's® Unified Communication Manager become apparent. For instance, with a minimum of practice, the average time for a complete Callisto setup takes less than 15 minutes. Once connected, Callisto Express and a corresponding PBX exchange the most important information automatically. The Callisto user interfaces can be operated intuitively and the customer hardly needs to consult the manual. This vastly simplifies the PTL post sales service. Additionally, the superior quality managed services require only light maintenance. When required and within defined Service Level Agreement parameters, professional support teams from Cisco® Systems and CTModule can be called upon.

Custom branding

The system hired by the customer should appear as a single source system. It demonstrates expertise to the customer and nurtures trust. Callisto Express is offered as an OEM-Product by PTL, marketed through its own label and with a PTL branded web interface. This also enables the customer to have the correct contact details on hand at any time. Callisto Express is the main interface on the user side at the customer's site and therefore ideally placed as a branding platform for PTL. Numerous configurations or settings for the Cisco® Unified Communications Manager Express can be undertaken through Callisto interfaces.

Based on its huge success with Callisto Express (up to 150 subscribers per unit) in conjunction with the Cisco® Unified Communication Manager Express, PTL is extending their product range with Callisto UCM (more than 150 subscribers per unit) in conjunction with the Cisco® Unified Communication Manager.

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