



Success Story

Unify's OpenScape Enterprise optimizes work and life balance at ESPM



Looking to better coordinate regional facilities and provide students easy accesses to academic resources ESPM choose OpenScape Enterprise to provide a complete package of unified communications along with a contact center to better serve the student community.

The Task

Founded in 1951, ESPM is one of the Brazilian benchmarks in academic education, with campus locations in São Paulo, Rio de Janeiro and Porto Alegre. With approximately 1,100 analog telephone users and, four call centers locations the communications network was not working as efficiently as possible.

ESPM recognized the need for change and thus arose the idea for redesigning the telephone network in order to enhance communications between campuses and streamline the services provided to the students by the call center. Other objectives were providing campuses with unified communications and reducing network infrastructure costs.

Unify submitted the best Unified Communication (UC) proposal for a full migration from the legacy telephony system and contact centers, to a modern UC solution based on the latest communications technology. OpenScape Enterprise is designed for an all IP and data center deployment - truly harmonizing the communication needs of ESPM.

The OpenScape Enterprise solution deployment began in October 2013 and was divided into three phases. The telephony system migration was started first, the call center and data center unification followed and were completed in May of the following year.

The Solution

OpenScape Enterprise

Unify's OpenScape Enterprise solution met ESPM's requirements precisely; replacing the existing analog phone system and converting approximately 1,100 extensions to a SIP-based VoIP solution. The modern IP network simplified administrative and technical management at each campus location. Contact center service improved and reduced the company's overall costs. The contact center has 35 agents, voice media and Web Collaboration (chat). In addition, ESPM has 1,100 OpenScape Voice users, 20 HD multiconference channels and 53 audioconference channels.

The OpenScape Enterprise unified communications solution has the following characteristics:

- Simplified IP Telephony network - single cabling system enables numerous changes in the layout of employees' organization and helps the network management;
- Centralized Data Center deployment - centralizing the communications in the data center allowed ESPM to lower resource and support requirements. ESPM's data center delivers all the new technologies allowing better utilization of systems and freeing up resources to focus on the core mission of the university.

- Centralized Contact Center - there was previously a contact center located at each campus, which hampered the information exchange and updates. The new solution centralized the contact center. Now Contact Center agents are able to communicate more efficiently leading to a higher level of customer service and even reducing the time it takes for troubleshooting customer problems.
- OpenScape Enterprise unified communications applications - Unify provides a complete set of unified communications applications which made working collaboratively much simpler. The efficiencies gained were felt in everyday tasks. Using all these new unified communications tools brought agility to the organization. The OpenScape applications deployed are:
 1. OpenScape Voice - duplex operation for carrier grade reliability
 2. OpenScape UC
 3. OpenScape Mobile (OSMO)
 4. OpenScape Xpressions (Unified Messaging)
 5. OpenScape Session Border Controller (SIP Trunking and security)
 6. OpenScape Contact Center.

Key challenges

The main challenge was centralizing all applications in the data center based in the city of São Paulo. Other important issues were a smooth deployment of the new IP telephones to users and centralizing the operations of the student-dedicated call centers.

"The deployment of Unify's portfolio was crucial for ESPM because it helps the centralization of activities - something that was challenging. The lack of centralization incurred costs and loss of physical space. Besides optimizing the administrative processes, OpenScape Enterprise brings mobility and agility, enabling, for example, videoconference meetings," said Bruno Scotti, a sales executive at Unify.



The change out of analog phones to IP telephones in ESPM offices was somewhat laborious, but fast: only two weeks. "We trained our teams to use the new communication system, and it was a smooth process. They saw the changes were positive," explained Amadeo Magedanz, IT infrastructure manager at ESPM.

The Benefits

The Unify portfolio improved ESPM's communication system. The key benefits include:

- Continuous system update: there were no interruptions to ESPM services during the OpenScape Enterprise deployment. Working side by side the integration team was essential for this success - while the Unify team installed the new applications, ESPM technicians accompanied closely the deployment and new features.
- Optimized contact centers: from a central contact center, the technical team can schedule updates for on other sites. The Contact Center reports are instantaneous providing key insights into how each agent is performing.
- Mobility: ESPM executives can access emails, SMS, voice calls and messages from a single Unify application. The video conference facility has also reduced the costs of communication among the campuses.

"With the centralized data center design that employs the latest technologies it ensures that extensions to the network are easier to manage. Currently, if the institution needs to open new administrative areas, it just defines a new extension and the area is ready to work. Previously, infrastructure works were needed to adapt the organization," said Scotti.

The digital cabling system facilitates the extension changes, and the cost reduction reaches R\$ 500 (\$150) per extension. According to ESPM, the unification of the student-dedicated contact centers and the VoIP phone system made a great difference, because the unit management is now centralized in the city of São Paulo.

"Now we have easier management and team training, since the system is simple and unified. Energy costs fell significantly with a smaller data center footprint. There was also a reduction of approximately 10 percent in mobile phones spending thanks to interaction via unified platforms,"

highlighted Amadeo Magedanz, IT infrastructure manager at ESPM.

According to ESPM, the savings obtained with the system transformation reaches 50 percent in the network infrastructure area. In addition, 10 percent of employees are already using the OpenScape Mobile client as their preferred means of collaboration - helping speed up the decision making process. With the OpenScape Enterprise solution, everyone at ESPM can have all communication devices centralized into one, assuring full mobility - making them true anywhere workers.

The future

ESPM plan to extend the partnership with Unify as the organization demands more technologies. "There are no obstacles to our growth because the whole infrastructure deployed by Unify is scalable in a very simple way. We have plenty of IT opportunities to accommodate growth in administrative areas and contact centers." concluded Magedanz.



About ESPM

Founded in 1951 with the name of MASP School of Advertising and under the slogan 'Teach who does', ESPM had a philosophy, maintained today, bring together industry professionals to deliver their course by associating the practice with theory. In a short time, it was recognized as one of the leading educational institutions of the country.

From 1974, it began its expansion, inaugurating the ESPM Rio, in Rio de Janeiro. In 1978, ESPM applied undergraduate courses and in 1985 inaugurated the ESPM Sul in Porto Alegre. Considered a center of excellence in teaching

Communication, Marketing and Management, the offering of new undergraduate courses was the natural way to go. And ESPM has expanded its portfolio: Administration (1991); Design (2004); International Relations (2006); Journalism (2011); Information Systems in Communication and Management (2014); Movies and Audiovisual (2015); and Social Sciences and Consumer Affairs (2015). The early twenty-first century also saw the introduction of master's and doctoral programs.

About Unify

Unify is the Atos brand for communication and collaboration solutions. At the core of the Atos Digital Workplace portfolio, Unify technology enables organizations of all sizes to transform the way they collaborate, creating a more connected and productive workforce which can dramatically improve team performance, individual engagement and business efficiency.

Unify products represent a strong heritage of technology innovation, reliability and flexibility. Their award-winning intuitive user experience can be delivered through almost any device and in any combination of cloud or on-premise deployment. Augmented by Atos' secure digital platforms, vertical solutions and transformation services, they set the global standard for a rich and reliable collaboration experience that empowers teams to deliver extraordinary results.

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