

## Entertainment Company Increases Flexibility of its Voice Network

FremantleMedia deployed Cisco Unified Communications Manager Express and Cbeyond's BeyondVoice™ managed service to improve its voice network.

EXECUTIVE SUMMARY
<b>FREMANTLEMEDIA NORTH AMERICA</b> <ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Burbank, California</li> <li>• 200 employees</li> </ul>
<b>BUSINESS CHALLENGE</b> <ul style="list-style-type: none"> <li>• Simplify voice management</li> <li>• Increase business flexibility and productivity</li> <li>• Reduce total cost of ownership</li> </ul>
<b>NETWORK SOLUTION</b> <ul style="list-style-type: none"> <li>• Deployed unified communications system with managed SIP trunking service</li> </ul>
<b>BUSINESS RESULTS</b> <ul style="list-style-type: none"> <li>• Simplified voice management</li> <li>• Achieved return on investment (ROI) in ten months</li> <li>• Facilitated collaboration and conferencing</li> </ul>

### Business Challenge

FremantleMedia, owned by the RTL Group, is one of the world's largest international creators and producers of entertainment brands. The company, whose popular credits include American Idol, Family Feud, and The Price is Right, has production operations in more than 25 countries.

When FremantleMedia North America moved its headquarters to Burbank, California, in 2006, the company took the opportunity to replace its aging private branch exchange (PBX) with a more modern voice system. "Our goals were to simplify management, increase productivity, and reduce total cost of ownership," says Chad Hamilton, director of information systems and technology. Ease of

management was especially important, because Hamilton manages all IT functions for the entire company without assistance. The company also wanted access to the same productivity-enhancing features that larger companies enjoy, and without having to continually pay for equipment upgrades or keep current with constantly changing voice technology.

### Network Solution

FremantleMedia engaged L3 Networks, a Cisco® Premier Certified Partner, to recommend a voice solution. Based on the business goals, L3 recommended Cisco Unified Communications Manager Express (formerly Cisco Unified CallManager Express) and Cisco Unity Express, which are built into Cisco Integrated Services Routers (ISRs), and the Cbeyond BeyondVoice with SIPconnect managed service, which is designed for growing businesses. The Cbeyond service includes local- and long-distance voice, mobile, and high-speed Internet services, all combined on a single bill. As part of the service, FremantleMedia received three T1 lines; 36 phone lines; and 4.5 Mbps of broadband Internet access, which is dynamically allocated to voice and data as needed.

"We recommended a managed service, because it reduces total cost of ownership and simplifies management," says Kev Toumaian, partner, L3 Networks. "The network administrator can manage one converged network instead of separate voice and data networks. This is especially valuable in dynamic companies like FremantleMedia, which have frequent telephone extension moves, adds, and changes."

FremantleMedia owns and manages its Cisco ISR and Cbeyond manages the Cisco Integrated Access Device (IAD) that connects FremantleMedia to the Cbeyond network. The on-premise IAD management is included as part of Cbeyond's BeyondVoice monthly service fee. L3 Networks worked closely with Cisco and Cbeyond to complete the system integration in just six weeks. This included provisioning the T1 circuits, deploying the Cisco router, setting up the Cisco Unified IP phones, establishing Cisco Unity accounts, and connecting Cisco Unified Communications Manager Express to the Cbeyond network over the SIP trunk. Connection did not require time-consuming integration work because both Cisco Unified Communications Manager Express and the Cbeyond BeyondVoice with SIPconnect managed service comply with the SIPconnect standard. "Our BeyondVoice with SIPconnect managed service enables FremantleMedia to use as many phone numbers as it needs without having to pay for a separate phone line for each number," says Greg Rothman, director of new product development for Cbeyond. "Without SIPconnect, providing individual phone numbers would require a separate gateway, increasing costs and also introducing unwanted latency that could affect call quality."

**"Out-tasking aspects of voice network management to a managed service provider frees up time for me to focus on other IT projects. I did not need to learn new skills to manage the voice system because Cisco Unified Communications Manager Express runs on a Cisco Integrated Services Router, which we already used for our data network."**

—Chad Hamilton, Director of Information Systems and Technology, FremantleMedia North America

Cbeyond shields FremantleMedia's private IP addresses by translating them to public IP addresses, a capability called Network Address Translation, which increases network security. "BeyondVoice with SIPconnect gives growing companies like FremantleMedia the scalability, reliability, and business-class voice quality that are typically available only to enterprises willing to make a large capital investment," says Ernie McIlquham, account executive with Cbeyond.

## **Business Results**

### **Simplified Voice Management**

Using Cisco Unified Communications Manager Express with the Cbeyond managed service gives FremantleMedia a single, reliable WAN connection for voice as well as data. "Out-tasking aspects of voice network management to a managed service provider frees up time for me to focus on other IT projects," says Hamilton. "I did not need to learn new skills to manage the voice system, because Cisco Unified Communications Manager Express runs on a Cisco ISR, which we already used for our data network." The BeyondVoice III managed service further simplifies voice management with an online, self-service management tool and a consolidated online bill for voice and Internet service.

### **Increased Flexibility**

Cisco Unified Communications Manager Express increases business flexibility by making it easier for employees to join different workgroups and change offices. With the old PBX system, Hamilton spent 15 to 20 hours a month performing telephone extension moves, adds, and changes. Now employees who move to new spaces can simply disconnect the Cisco Unified IP phone from the old office and connect it in the new office. Employees can become productive in their new offices

without waiting for Hamilton, and he has more time to devote to strategic IT projects.

FremantleMedia can use its network bandwidth more flexibly, as well. FremantleMedia does not have to overprovision voice circuits to help ensure that callers do not receive busy signals. Instead, voice and Internet traffic travel to the Cbeyond network over the same T1 data circuits, and the bandwidth is dynamically allocated to voice and data as needed. Voice calls always receive priority, and if nobody is on the phone, all bandwidth is available for Internet traffic. In the evening, when nobody is using the circuits for voice, all bandwidth is available for transferring production video across the network.

### Return on Investment

"With Cisco Unified Communications Manager Express and the Cbeyond BeyondVoice III with SIPconnect managed service, we achieved payback in less than ten months," says Hamilton. One factor in the ROI is that toll costs have decreased by 50 percent because the Cbeyond service bundle, designed for small and growing businesses, provides low long-distance rates.

Another factor in the ROI is that Fremantle avoided the capital costs of a new PBX system by using the same Cisco ISR for voice that it uses for data. SIP support in the Cisco ISR and the Cbeyond network made it unnecessary for FremantleMedia to purchase primary rate interface cards for the Cisco ISR.

### Faster Availability of New Features

When FremantleMedia used a PBX, Hamilton had to install new hardware in order to take advantage of new features, and voice service was unavailable during the upgrade. "With Cisco Unified Communications Manager Express, I can perform a simple software upgrade to begin using new features—and without interrupting voice service," he says.

PRODUCT LIST	
<b>Routing and Switching</b>	
•	Cisco Integrated Service Router
•	Cisco 2400 Series Integrated Access Device
•	Cisco Catalyst 4500 Series Switches
<b>Voice and IP Communications</b>	
•	Cisco Unified Communications Manager Express
•	Cisco 7960G Unified IP phones
<b>Managed Service</b>	
•	Cbeyond BeyondVoice™ III with SIPconnect managed service. Cbeyond is a member of the Cisco Powered program.

### Simplified Conferencing

Previously, FremantleMedia used a third-party voice conferencing service bureau. Employees had to set up a bridge, email the bridge number and conference code to all participants, and wait for everyone to dial in. Now FremantleMedia uses the built-in conferencing capabilities in Cisco Unified Communications Manager Express to set up conference bridges for up to 32 people, and

reservationless conference calls for up to eight people. The process is much simpler, a fact that the company's chief executive officer appreciates. "We work in a fast-moving and global environment," says Cecile Frot-Coutaz, chief executive officer, FremantleMedia North America. "In order to be effective and competitive, our staff needs communication systems that support them every step of the way. The very day after we moved into our new offices, we were able to use our new voice system to set up a conference bridge for up to 16 people in multiple locations at no cost. This kind of flexibility gives us better leverage in a very competitive industry."

### Next Steps

FremantleMedia plans to install Cisco Unified IP phones in its temporary production facilities so that employees remain easy to reach no matter where they are working that day. Using the Extension Mobility feature of Cisco Unified Communications Manager Express, employees will be able to log

into any Cisco Unified IP phone so that it rings when their home-office number is dialed.

The company also plans to use the WAN acceleration feature in its Cisco ISR to speed up the transfer of production video files over the network to other global offices in the RTL Group. By sending large files more efficiently, WAN acceleration will reduce FremantleMedia's bandwidth requirements.

FremantleMedia will gain even more benefits from the SIP trunking support in Cisco Unified Communications Manager Express when Cbeyond begins offering personalized voice services for each phone. "In the production industry, business moves very fast and we need to implement new voice features on very short notice," says Hamilton. "SIP not only provides excellent quality voice at lower costs today, it also provides an extensible platform to add and integrate advanced voice services in the future."

Hamilton concludes, "The combination of Cisco Unified Communications Manager Express and Cbeyond BeyondVoice III with SIPconnect gives us the flexibility to quickly add services that increase productivity and reduce costs."



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