



## Capco Reduces its Voice Conferencing Costs by 90 percent using Avaya IP Office with Conferencing Center

### Challenge:

To reduce the cost of global voice conferencing, improve conferencing management and enhance the customer experience

### Solution:

Avaya IP Office Release with Conferencing Center

### Results:

By bringing the conferencing system in-house, Capco is saving 60 percent of the annual cost of third-party conferencing facilities—equivalent to \$15,500. The solution also provides staff with more flexible, efficient conferencing facilities, increased productivity, ease of use and user control.

To make certain it delivers world-class technology solutions on behalf of its global financial institution customers, Capco relies on seamless communication between its staff, customers and partners. But with so many of these teams dispersed around the world at any one time, it's a significant challenge to bring them all together. And an expensive one. By standardising on Avaya IP Office with Conferencing Center, Capco has reduced its voice conferencing costs by 90 percent. The company is also benefiting from unrivalled conferencing flexibility, including Web-based scheduling and real-time views of who is online. Besides reducing cost, Avaya is making a fundamental difference to staff productivity, program management and customer satisfaction.

### The Company

Capco is the first services and technology solutions provider exclusively focused on forming the future of the financial services industry. The company unites thought leadership and practical application to improve efficiency and profitability for its clients. Founded in 1998, Capco serves clients in three key segments of the financial services industry: the capital markets, private client and asset management, and banking. The company specialises in operations and technology, market infrastructure, and business innovation solutions for retail, wholesale and investment banks, asset managers, broker dealers, private bankers, institutional investors, financial industry services providers, insurance companies,

exchanges, alternate trading systems, central clearing organisations, depositories, and custodians.

Capco's 900 staff operate from a network of nine sites worldwide, including London, New York, San Francisco, Paris and Bangalore (India). The company has relied on an Avaya DEFINITY® system to support its demanding communications requirements since 1998. "To ensure our clients receive prompt, expert service, Capco has standardised on common, best-of-breed systems worldwide," says Theo Agbado, Global Communications and Network Manager, Capco. "Avaya is an essential part of this. We rely on Avaya DEFINITY systems in each of our operating territories to provide a consistent global standard of communications. It also means that staff are familiar with the same telephone system as they travel from office to office."





**This showcase conferencing solution can handle two concurrent calls with up to 64 parties on each call, or enable up to 21 three-party conferences, three 21-party conferences or any other equivalent combination.**

With staff collaborating on global client programs, they are constantly on the move from continent to continent, and this was placing a strain on Capco's ability to operate effectively and efficiently.

Extensive travel costs were being incurred; it was not always possible to obtain the required expertise and authority when it was needed; and there was pressure on staff to be at two locations at once. "Every year, we were experiencing an increase in internal communications costs between Capco sites," says Agbado. "It reached the stage whereby the monthly cost of internal calls reached \$65,000. We had to act."

Capco did act. In 2003, the company deployed Avaya IP Office as a conferencing bridge, together with Avaya Communication Manager and an Avaya DEFINITY system at its Belgian headquarters. This voice bridge provided staff with enhanced conferencing functionality, such as access to conference numbers, 'meet-me' conferencing, and PIN codes. Based on the success of this system, the IP trunk was subsequently rolled-out to all Capco sites worldwide.

## **Reduced Internal Communications Costs by 90 Percent**

According to Agbado, the burgeoning internal communications costs shrank almost immediately. "By standardising on Avaya IP Office across all 9 sites, Capco reduced its internal communications costs by 90 percent, from \$65,000 every month to about \$7,000 each month. The Avaya solution connect any of our sites to customers, mobile staff, branch sites and telecommuter and home workers."

The system was ideal for conferencing up to 6 attendees, but any larger conferences were managed by Capco's independent third-party conference provider. With so many staff involved on technology solutions for financial services clients, it was inevitable that the demand for large conferences would be strong. "We were spending more than \$26,000 globally each month on conference calls of 6-plus attendees," he explains. "By bringing the system in-house, we anticipated being able to save 60 percent of this cost—equivalent to \$15,500—as well as providing staff with more flexible, efficient conferencing facilities."

Capco turned to Avaya again. In 2004, the financial services technology solutions provider upgraded to Avaya IP Office with Conferencing Center. This showcase conferencing solution can handle two concurrent calls with up to 64 parties on each call, or enable up to 21 three-party conferences, three 21-party conferences or any other equivalent combination. "This capability is great for doing large briefings and is made really powerful with the 'meet me' dial in conference capability. This means Capco no longer has to rent expensive conference bridges from its service provider—instead, the Avaya IP Office system can host the conference," he continues.





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Now, when a member of staff needs to conduct a voice conference, they simply log onto the Intranet site using their secure user I.D. They input who is hosting the conference, details of the conference and its length. They can check the availability of the system in real-time and identify the names of the people they want to invite. In one click, the meeting is scheduled. Invitees are automatically notified by e-mail. This email alert can include details of the conference, its subject, date and time, together with a URL web link if the audio-conference has Web support.

Just prior to the conference, music can be played while waiting for the conference to start and the host can determine whether participants' names are announced. During the conference itself, the host is able to identify which participants are online, whisper to a single participant for a private conversation and synchronise a PowerPoint presentation or any other URL link. And when the conference is finished, Avaya IP Office with Conferencing Center has the ability to generate reports regarding conference usage and individual conference reports, and arrange a future conference.

"The breadth and depth of functionality in this latest release is outstanding," Agbado says. "Everything from enhanced PIN code security and Web-based scheduling to email alert for internal and external attendees is catered for. The solution

is saving Capco a considerable amount of money compared to the third party conferencing services, or even adding a private audio bridge. It also impacts our customer relationships. Customers who join a conference call are automatically welcomed onto the call and they feel at home."

Although Capco's original intention was primarily to deploy a large-scale conferencing solution, Avaya IP Office is rapidly becoming the standard communications architecture for the company's smaller offices worldwide. Used in conjunction with Avaya DEFINITY servers, it provides the company with voicemail, straightforward administration and remote phone management. The result is a flexible, resilient and easy-to-use communications infrastructure geared to growing in parallel with Capco's future success. "We have achieved significant savings, increased functionality, and better control by having an in-house conference bridge facility," Agbado concludes. "We were spending more than \$26,000 globally each month on conference calls. We are now saving 60 percent of this cost."




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About Capco
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<p><b>About Avaya</b></p> <p>Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.</p>	<p>Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.</p>	<p>reach</p>  <p>a higher plane of communication</p>	
IP Telephony	Contact Centers	Unified Communication	Services

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 Printed in the U.S.A.  
 09/04 • EF-BP2537UK

