



RnD and Networks First



RnD has a long standing working relationship with many of its customers , and whilst there have been many technology advances during this time the approach that RnD takes to its customers remains unchanged. RnD's primary aim is to deliver professional, IT-led business solutions through relationships based on respect, commitment and excellence. Taking a long term view on customer relationships and a consultative, flexible approach has ensured that RnD maintain a vendor independent line when recommending solutions, and is one of the reasons RnD enjoys an impressive 98% customer retention rate.

Solving Business Challenges and avoiding network downtime

As IT networks become ever more business critical, avoiding network downtime is crucial. Diagnosing the source of network problems is difficult, particularly in the converged world where networks are becoming even more complex.

Does the problem lie with the data network, voice equipment or business application?

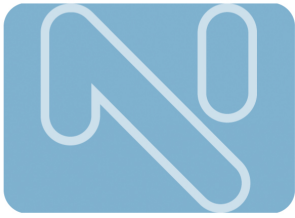
Do we have the skills to reduce downtime, and can our suppliers work together effectively to resolve network problems?

Multi-vendor, multi-layer network scenarios are common and can be expensive, resource intensive and difficult to manage. It is vital to know which supplier will take responsibility if a network goes down. During a development project with a global leader in the advertising and marketing communications, RnD recommended that rather than working with several providers the member took a due diligent approach and look for a best of breed, multi vendor support provider. RnD found Networks First a specialist services organisation that focus purely on the network support and management. Founded in 1990, its expertise compliments RnD perfectly. RnD took the lead in recommending an in depth solution with Networks First who could deliver the implementation, on-going support and management of the network infrastructure.

Whether a business is looking to push existing network assets to the brink, rationalise voice and data infrastructure or develop network infrastructure to meet business needs, the experienced multi-vendor, mixed technology service delivery partnership that RnD and Networks First offers is a one-stop service.

This approach offers a number of important business benefits including:

- Faster incident resolution, and a simple escalation process giving increased service level agreement visibility, delivered by a single source
- Seamless migration – working to develop an organisation's network over time to take advantage of network convergence and introduce new technologies while reducing total cost of ownership
- Support options are tailored to meet specific business and commercial requirements, providing added value
- Guaranteed quality of service – complete ownership of network problems with a commitment see issues through to resolution



- Guaranteed service levels with predictable costs meaning that installations, moves, adds and changes are done smoothly, ensuring a high quality of service and an impressive 99.8% SLA achievement rate
- Access to an experienced, flexible and accredited engineering team

Porter Novelli UK Swiftly Upgrades to IPT Solution with RnD and Networks First

The Company

A global public relations leader, Porter Novelli was founded in 1972 and is a part of Omnicom Group Inc. (NYSE: OMC). Selected as a 2009 *PRWeek* U.S. Agency to Watch as well as the 2009 winner of PR Innovation of the Year, Porter Novelli is the large agency making the biggest impact – and generating the most buzz - in the social media space. With 100 offices in 60 countries, Porter Novelli helps clients achieve Intelligent Influence—changing attitudes and behaviors by having the right conversations with the right people at the right time.

The Project 1

Porter Novelli UK's original voice system was based on BT's FeatureNet. It was felt that in this organisation the solution had become costly to run and was proving inflexible as Porter Novelli UK's needs changed and evolved. Furthermore, it provided only basic telephony facilities which caused communication difficulties between office locations and were seen as an inhibitor to innovation and change management.

Mark Litton, European IT Director explained "Today's demands of the business such as our broad global reach, substantial market growth and various office locations have meant that a flexible communication channel within Porter Novelli is vital to the sustained success of the organisation. Therefore, we require and support an innovative solution to our telephony facilities in order to move the business forward, this is something RnD understood and integrated into their project proposal".

Porter Novelli UK wanted to create a dependable IPT network to facilitate every interaction between all of its employees and departments. With 300 users in the UK, the new network infrastructure would be relied upon for every aspect of the business including the promotional graphics, files and documents that are used extensively in the marketing, advertising and PR industry.

With such large companies' marketing and public relations campaigns and projects at stake, network downtime can be a disaster. The need to communicate and exchange information is the foundation for all of its business on a day to day basis, so it needed a reliable, robust infrastructure.



Originally, Porter Novelli UK picked a working consortium of suppliers to provide the IPT solution from the Omnicom Corporate Preferred Suppliers list, including BT, Verizon and Colt. However, Porter Novelli was not confident that all the suppliers involved could meet the cost and delivery requirements and was left confused about exactly what technology it needed. Time quickly became an issue with Porter Novelli wanting a network sophisticated enough to embrace its exact needs but without the headache of dealing with different suppliers or conflicting technologies.

The Solution

In April 2006, RnD, a leading provider of IT solutions stepped in to help Porter Novelli resolve the problems that were preventing the company from moving forward. Working in close partnership with its network support partner, Networks First, it recommended a fully future proofed IP telephony solution based on a multi-vendor Enterasys LAN/Cisco Call Manager IPT solution.

Over a period of twelve months RnD and Networks First worked together to fully understand Porter Novelli UK's unique business and technical requirements. This process included undertaking performance capacity planning, providing proof of concept, performing design and migration planning to the new network and carrying out detailed analysis, all without causing any disruption to the business.

In April/May 2007, the new IPT solution went live across Porter Novelli's UK HQ including its European Data Centre in London and its regional HQ in Banbury. RnD led the implementation process, supplying the firewall and application server solutions whilst Networks First provided consultant lead design services and professional services, as well as additional support to RnD in the implementation process.

Using its unique multi-vendor skills and track record to implement and support the Enterasys LAN / Cisco Call Manager IPT solution, Networks First was able to cut through all the red tape that had surrounded previous suppliers' advice to fully replace Porter Novelli's existing Enterasys LAN, saving Porter Novelli both unnecessary disruption and expense.

Networks First supplied a turn key telephony solution for Porter Novelli, including proactive maintenance and support as well as an ongoing 'managed' telephony service. The managed service branded as Swift is Networks First's remote monitoring service run via the company's network operations centre (NOC) in Redditch. This monitors all main system components 24x7, providing alerts to system availability issues via a secure (IPSec) SNMP connection. Engineers respond rapidly and by agreement are able to work independently of Porter Novelli to quickly resolve any system issues. In other words Networks First engineers maybe alerted to a fault with a device on Porter Novelli's network out of hours, remotely access, fix and have the incident resolved before anyone logged on to work the next day.



Commenting on the solution Mark Litton, said; "Networks First's ability to monitor the network remotely 24hours 7days a week gives Porter Novelli the reassurance and confidence in our organisation's network. We feel assured that Networks First remote monitoring service provides us with priceless insurance policy – the engineers and their expertise are able to respond to any network issue with innovative solutions prior to the business feeling any effects."

Networks First's managed service also covers the implementation of minor software updates and the availability to new Cisco software representing major system upgrades from one version of code to another. The service also includes monthly reports providing system availability and usage statistics.

The Results

The new solution not only provides all the traditional telephony features that you would expect but also has advanced capabilities such as mobility, presence, and rich conferencing services. Together, its additional functionality will enable Porter Novelli to build productivity, enable better mobility as well as reduce costs. Highly scaleable, it will be able to meet the needs of Porter Novelli not only now but in the future.

Based on the success of the UK project, Porter Novelli is now considering extending the Call Manager solution into other offices to bring a more unified telecoms service to all of its locations across Europe.

Summary

Any business undergoing infrastructure changes demands a huge amount of operational activity support to maintain services. Looking to the future, Networks First and RnD provide a quality service with proven capabilities in network design, installation and ongoing support, but also one who can access new technology and innovative solutions - in other words, thought-leadership.

Networks First Ltd

Number One
Paper Mill Drive
Church Hill South
Redditch
B98 8QJ

0845 850 5577

RnD Systems Integration

31 St. Petersburg
Place
London
W2 4LA

0207 853 2350