

Case Study

OUTERBAY IMPLEMENTS CISCO VoIP SOLUTION

CAT TECHNOLOGY

The Issue: OuterBay™ Technologies was planning to move its corporate headquarters in San Jose, California. The company had an existing PBX-based switch that contained obsolete technology, was difficult to relocate, and would have resulted in extensive downtime. OuterBay's IT team wanted to ensure that their voice communications systems remained available throughout the move to minimize disruption to the company's business operations. OuterBay also wanted to reduce the overall cost of their voice system while improving its flexibility and scalability.

The Solution: CAT Technology configured, installed, and deployed a Cisco Systems™ VoIP system in the new OuterBay corporate headquarters. The system included Cisco Call Manager and approximately 60 handsets, along with implementation and support from CAT Technology Professional Services.

The Result:

- The installed Cisco system met all of OuterBay's availability, flexibility, and cost-reduction goals.
- With the Cisco VoIP system, OuterBay noted enhanced direct dial functionality and other capabilities that improved customer support and operational flexibility.
- Compatibility with the company's Cisco-based data network was maintained.
- Scalability: Previously the company had faced changing handsets and voice technology platforms roughly every two years. The Cisco VoIP system is scalable for future growth.

Configuration:

Two Cisco VG200 Voice Gateways
 Cisco Unity UM
 Redundant Call Manager 3.0 servers
 Cisco 3524-PWR-XL switches
 Cisco 7960 High traffic handsets
 Cisco 7940 business handsets
 Cisco 7935 conference sets

“Companies like OuterBay that are on the move need partners who deliver top-flight, proven solutions when we need them. CAT Technology dug into our requirements and provided an innovative and verified system to address our voice communication needs.”

Graham Breeze
 Director of IT for OuterBay Technologies



Founded in 1997, OuterBay is a leading business software solution provider headquartered in Silicon Valley with offices throughout the United States, Europe and Australia. OuterBay's software monitors and manages data growth in the application environment and takes action to maintain high service levels of performance and stability. Key products include Application Resource Monitor,™ LiveArchive,™ and Instance Generator.™ Their solutions integrate with leading ERP, CRM and supply chain applications such as PeopleSoft and Oracle Financials.

Case Study

Graham Breeze, Director of IT for OuterBay, faced a problem. Voice communications systems within the San Francisco offices were all based on outdated PBX technology and the company was preparing to move its corporate headquarters to accommodate for rapid growth. The PBX vendor was willing to help OuterBay relocate, however, all parties concerned knew that PBX was delicate, expensive to both relocate and reconfigure, and costly to operate along with being obsolete.

In addition, OuterBay was looking for new ways to decrease its voice infrastructure costs and offer increased flexibility to its headquarters' staff. However, Breeze's primary mission was to ensure that voice traffic and corporate operations were not disrupted by the impending office move.

In his initial meetings with CAT Technology's Dean Cappellazzo, Breeze highlighted the need for a smooth transition between the old and new facilities. In return, Dean proposed a new system that would meet the initial voice communications requirements while offering additional advantages to OuterBay's corporate HQ.

As a Cisco Solutions Partner, the CAT Technology team was aware of Cisco's leadership in VoIP-based telecommunications systems. Cisco's systems utilized the organization's existing IP infrastructure to deliver advanced call routing and call direction along with the flexibility to integrate voice systems with the existing data network. The Cisco system, spearheaded by the Cisco Call Manager, also increased the flexibility of OuterBay's proposed system while offering a reduced cost of operation.

In addition, due to CAT Technology's ongoing relationship with Cisco Systems, CAT was able to secure additional cost savings for OuterBay by delivering the VoIP system under the Cisco SmartStart program.

As OuterBay's Graham Breeze observed, "Not only did CAT Technology implement a new voice system that was implemented rapidly— minimizing disruption during our facilities move— they were able to keep 150+ people productive throughout the period. CAT also delivered cost savings on the initial system purchase as well as ongoing cost reductions during the life of the system."

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131 Albright Way
Los Gatos, CA 95032
800.CAT.TECH (800.228.8324)
www.CATtech.com

About CAT Technology:

CAT Technology is a privately-held corporation based in Los Gatos, California. Additional offices include: San Francisco, Sacramento, Danville and Orange County. Founded in 1993, CAT Technology was established to meet the growing needs for IT solutions and services during the infancy of the Internet. As demand steadily increased, the firm quickly became well known in Silicon Valley for astute engineering skills and a commitment to customer service.

Over the past several years, CAT has designed and deployed hundreds of complex infrastructures. A short list of customers include ChevronTexaco, Knight Ridder, Federal Reserve Bank, Walmart, Webex, Digital Impact, and Bechtel.

The company has strong vendor relationships with Sun Microsystems, Cisco Systems, Oracle Corporation, Brocade Communications, Veritas Software and others.

CAT Technology was named one of the top 30 Largest Private Companies in Silicon Valley by the San Jose/Silicon Valley Business Journal in 2002. And in 2001, the San Francisco Business Times named CAT Technology the largest computer reseller in the Bay Area. CAT Technology continues its mission to service customers with technical expertise, intimate customer service and superior IT value.