



Creative ITC



PETROBRAS

Collaboration

WORLD-WIDE OIL & GAS FIRM UNDERTAKES A MAJOR TELEPHONY VOICE AND CALL RECORDING UPGRADE AT ITS LONDON HQ SITE

EXECUTIVE SUMMARY

Petrobras

Multinational energy corporation, 80,000 employees and
The largest company in the southern hemisphere



Challenge

- Replace a dealerboard trader phone system
- Replace an obsolete, out of support PBX
- Ensure all calls are recorded in real time



Solution

- Most complete and comprehensive proposal.
- Cisco Unified Communications Manager Suite.



Results

- Increased performance and reliability.
- Reduced operational costs.
- Scalable architecture

320 City Road, London, EC1V 2NZ

☎ 0207 6822820 ✉ enquiries@creative-itc.com

creative-itc.com



CHALLENGE

- Replace a dealerboard trader phone system with a new Cisco Unified Communications Manager Suite platform without losing any functionality or more crucially, reliability, for the oil traders.
- Replace an obsolete, out of support PBX with the same Cisco CUCM platform.
- Transition legacy fax platform with an IP solution integrated into email platform without any service interruption.
- Ensure all calls are recorded in real time with user ability to retrieve them with a click.

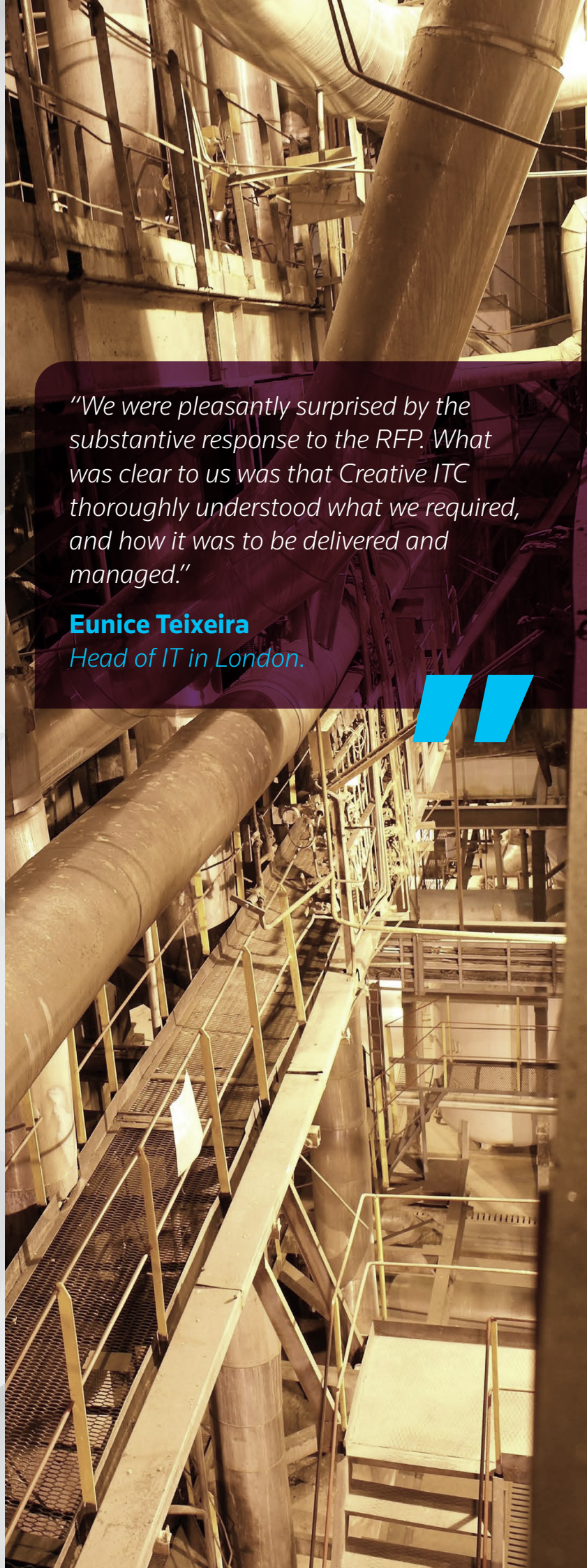
Petrobras a major, multi-national energy company operative and one of the largest companies in the world. It holds significant energy assets in **North and South America, Europe and Asia**. With hundreds of offices around the world **working 24/7**, this brings unique communications challenges for the IT department. Working closely with Eunice Teixeira (Petrobras, Head of IT), Creative ITC was successfully able to develop a detailed project plan with regular dialogue (via video conferencing) with the Petrobras Global IT team in their Global, Rio De Janeiro Head Quarters. This project plan included the installation, configuration and migration from the existing CUCM 6 system to the new communications platforms without service interruption and increasing reliability and functionality.

"We were pleasantly surprised by the substantive response to the RFP. What was clear to us was that Creative ITC thoroughly understood what we required, and how it was to be delivered and managed."

Eunice Teixeira
Head of IT in London.



Creative ITC





SOLUTION



"The energy traders are very happy with their new telephones. They are what I would describe as power users typically active from 7am to 7pm each day, yet I have had no complaints only praise for the system"

Petrobras

THE SOLUTION

- ✓ Cisco Unified Communications Manager Suite on ESX architecture to provide telephony, unified voicemail services.
- ✓ OpenText RightFax for unified faxing to the desktop solution.
- ✓ Verint Call Recorder for real-time, 'always on' voice recordings and playback.

Petrobras selected Cisco communications platforms for its requirements. This award winning solution unifies telephony, voicemail, presence into a single, cohesive system which is both extraordinarily robust and feature rich.

Cisco CUCM would provide the core telephony service, and Unity the unified messaging component. In the future Cisco IM and Presence would be added to bring real-time chat and presence information to all employees whether in the office or on the road.

The system would seamlessly integrate to Petrobras' myriad other Cisco CUCM platforms located strategically around the world and preserve its dial plan. With this in mind, Creative ITC had to carefully consider Petrobras' Global voice network to ensure operability and consistency.



RESULTS

- ✓ Increased performance and reliability leveraging current communications software.
- ✓ Reduced operational costs through simplified management and administration.
- ✓ Scalable architecture and predictable costs as business grows.
- ✓ No interruption to business and improved functionality.
- ✓ Creative Proactive Support (Business Hours, Weekdays) for Cisco Voice Infrastructure (CUCM, Unity Voicemail, Voice Gateways) with a 24-7 call handling Support Service.

The Petrobras users are very content with the new platform. "The energy traders are very happy with their new telephones. They are what I would describe as power users typically active from 7am to 7pm each day, yet I have had no complaints only praise for the system", **says Eunice**. Creative ITC worked hard to ensure that not only would the system be as reliable as both the traditional

TDM dealer system and PBX, but it would have more features to enable them to do their job better. One such example is the introduction of Cisco MVS to ensure they would not miss important calls from their desk and also to be able to 'Dial via Office' for their mobiles to other countries whilst not incurring heavy mobile phone costs.

"We are extremely satisfied with the solution and Creative," says Eunice. "Being a smaller company than the usual large integrators we have used in the past, they were much more flexible and agile and tailored a solution that was not merely a template but one absolutely bespoke for us, Creative's ability to support and manage our platform was also very important to us and we have been equally impressed with their after sale managed service of our estate".



WHEN IT COMES TO COLLABORATION, CREATIVE CLEARLY GETS THE CALL.



Creative ITC



Gold
Partner

To learn more about Creative ITC and the solutions featured in this case study, visit www.creative-itc.com