



DAMOVO IMPROVES COLLABORATION ACROSS ITS GLOBAL BUSINESS WITH MICROSOFT UNIFIED COMMUNICATIONS

Damovo is a leading global provider of integrated business communications. With over thirty years experience delivering data, mobility and voice solutions, Damovo now has over 5,600 customers across 116 countries. The company has a very strong reputation for supplying and integrating the most innovative communications technologies available. In particular, Damovo has embraced unified communications (UC) as the key infrastructure for enhanced business collaboration and is currently deploying leading-edge UC solutions for customers throughout the world.

As a Microsoft Gold Partner, Damovo fully embraced Microsoft's Office Communications Server (OCS). This market leading technology delivers huge benefits to users, and Damovo wanted to capitalise on this within its own organisation.

In early 2008, Damovo rolled-out Microsoft Office Communication Server to its executive management

team located in the UK, Ireland, Germany, Belgium, Poland, Netherlands, Czech Republic, Brazil and Mexico. Within months, communication and collaboration had improved significantly across the Damovo group, with strategic and tactical business plans being implemented more quickly and cohesively. Damovo now uses Microsoft OCS - including Office Communicator 2007 and Conferencing for a wide range of UC functions such as instant messaging (IM), presence, audio and video conferencing and real-time document sharing.

Survey highlights cost of inefficient communications

A recent independent survey on behalf of Damovo in Ireland showed that €693 million is being lost to the Irish economy per annum as a result of time wasted by office workers trying and failing to contact customers and colleagues. Globally, the cost of inefficient communications is likely to be measured in hundreds of billions of dollars. By taking advantage of unified communications, businesses throughout the world can make significant and essential cost savings in challenging economic conditions.

MICROSOFT OCS HAS TRANSFORMED THE WAY DAMOVO COMMUNICATES

Simple and unified experience for all users

The decision to implement Microsoft OCS across its business was an easy one for Damovo. With a senior management team that is based across the globe, the infrastructure needed to be in place for them to work together as effectively and seamlessly as possible. It also wanted a future-proofed communications solution that could integrate with all of its existing systems, creating a simple and unified experience for all users. As Damovo had already gained first-hand experience of Microsoft's market-leading UC products while providing next-generation IP systems to its own customer base, Microsoft Office Communications Server was the obvious solution. The impact of Microsoft OCS on Damovo's business was immediate. Mike Parton, Chairman and CEO of Damovo explains:

"Unified Communications has transformed the way we communicate with each other across the Damovo group. As a global business operating in such a large number of countries, we needed to find a way for our managers to truly collaborate and implement cohesive business strategies. By deploying Microsoft OCS, our international managers are working more closely together as a team, as we make important decisions for the good of our company and customers."

The fact that OCS integrated seamlessly with all of our existing systems and applications – particularly Microsoft Office – ensured all of our users felt instantly comfortable with this exciting and innovative technology."

Easy install

Installing Microsoft OCS was quick and straightforward for Damovo's international technical team, particularly as it had recently achieved the highest levels of training and accreditation from Microsoft's UC business. Damovo integrated Microsoft's software-based communications infrastructure into its international VPN and rolled-out full UC capabilities to senior managers throughout its organisation.

Damovo's monthly management meetings now take place over the internet, instead of involving time-consuming and expensive international travel. Microsoft OCS Collaboration provides an interactive web space for Damovo's managers to



collaborate online using video and voice over IP, with real-time sharing and editing of company documents.

Remote meeting and collaboration

Ernesto Sareñana, country manager of Damovo Mexico, is delighted to work with Microsoft OCS.

"With my fellow business managers dispersed across multiple locations, unified communications make a lot of sense. Given the fact that business travel is becoming more expensive, unified communications capabilities such as integrated audio, video, and web conferencing all reduce the need for travel. As well as the obvious cost and time savings from reduced travel, we can now collaborate, do business, and enhance teamwork across long distances. Since we installed Microsoft OCS, I have more time to focus on growing our business in Mexico. Unified communications also makes remote communications more efficient as we work together on important documents such as company accounts, presentations and proposals. Despite thousands of kilometres separating us, our meetings are very clear, focused and dynamic."



"I now enjoy all of the benefits of unified communications...with much improved voice quality and huge reductions in mobile phone charges."



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A POWERFUL TOOL THAT HAS BOOSTED FLEXIBILITY, PRODUCTIVITY AND COLLABORATION ACROSS THE BUSINESS

An important part of Microsoft's solution for Damovo is the availability and use of presence management and instant messaging. Paul Butcher, country manager, Damovo UK, is a big advocate of this technology.

"We now use presence awareness and instant messaging all the time. Before introducing OCS, I lost a lot of valuable time trying to track down colleagues and partners by calling their landlines, mobiles, sending emails etc; while not having any idea of their availability. By using presence, I can see straight away who is available on the corporate network, giving me a much better opportunity to communicate instantly. It really is a powerful tool that has boosted flexibility, productivity and collaboration across the business."

One of the most important aspects of the Microsoft OCS deployment is the ability for Damovo managers to communicate more effectively while away from their desks.

"As country manager, I'm on the road a lot meeting key customers, and visiting regional and international offices," comments Carl Mühlner, country manager, Damovo Germany and Switzerland. *"At a recent important customer meeting, we needed some technical advice from an engineer. Using presence and video conferencing from my laptop to the engineer's desktop, we had a detailed visual demonstration within moments. I now enjoy all the benefits of unified communications across all my desktop and mobile*



devices, with much improved voice quality and huge reductions in mobile phone charges."

Highly secure and compliant

Prior to implementing Microsoft OCS, security and compliance were concerns for Damovo as some widely-available free UC applications, such as instant messaging, carry a diverse range of protocols and can provide a security headache. With OCS, Damovo now reaps all of the benefits of unified communications but in a highly secure environment. All connected devices such as PCs, laptops and blackberrys are fully encrypted, and have the highest levels of access control and endpoint security. In addition, OCS logs and archives all instant message traffic and provides records of conferences and voice calls. This helps Damovo to meet its compliance requirements.

Damovo is delighted with Microsoft's unified communications solution and is currently upgrading to Office Communication Server Release 2. The solution is currently being rolled out across Damovo's entire organisation. With over 1,150 employees worldwide, major cost savings and productivity gains are expected. Damovo will leverage its existing network infrastructure and systems integration expertise to guarantee success.

Microsoft's unified communications business development manager for EMEA, Dag Cummings, is thrilled to have Damovo on board.

"As one of the world's most progressive business communications providers, Damovo took a highly proactive approach to unified communications from the beginning. It fully understands the huge benefits that UC can deliver for both its customers and its own organisation. Like us, they believe that this technology will fundamentally change the way people work in the future and can revolutionise the way we all do business. By 'practicing what it preaches' and deploying OCS across its global business, Damovo has strengthened our partnership as we take unified communications to the next level."



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