



## Microsoft Office Communications Server Customer Solution Case Study



### Opulent implements unified communications solution to boost customer service

#### Overview

**Country or Region:** Singapore/Asia

**Industry:** Electronics

#### Customer Profile

Opulent Techno is a leading international designer and manufacturer of thermal solutions for diverse industries including consumer electronics, computers, telecommunications, automotive and solid state lighting.

#### Business Situation

Opulent was looking to enhance collaboration amongst its regional offices in order to improve customer service, whilst reining in telecommunication and travel costs.

#### Solution

A unified communications solution was implemented based on Microsoft Office Communications Server 2007 in conjunction with Microsoft Exchange 2007.

#### Benefits

- Enhances collaboration
- Improves customer service
- Reduces travel expenses
- Reduces telecommunication costs
- Boosts security

“The rich functionality of Office Communications Server 2007 and Live Meeting has helped Opulent to bring about greater efficiency in our operations and enhanced our customer service.”

*Ms Ng Liew Cheng, Finance Director, Opulent Techno*

Opulent Techno is a leading international designer and manufacturer of thermal solutions. The group is headquartered in Singapore, and has a strong regional presence with operations in China, Malaysia and Hong Kong. Driven by the need to put its customers constantly at the forefront of its operations, Opulent recently embarked on a unified communications strategy based on Microsoft Office Communications Server 2007.

The rich set of functionality offered by Office Communications Server enables Opulent to enhance real-time collaboration through video conferencing, the sharing of presentations and documents, and VOIP calls. This has resulted in a more proactive approach to customer service while slashing telecommunication costs for the company. At the same time, by allowing its staff to “meet” customers remotely, the solution has helped Opulent to rein in travelling costs and reduce its carbon footprint.



## Situation

Opulent Techno is a leading international designer and manufacturer of thermal solutions for diverse industries including consumer electronics, computers, telecommunications, automotive and solid state lighting.

With more than 20 years of industrial manufacturing experience, Opulent has built up an international presence with site offices in the United States, Europe and Southeast Asia; manufacturing operations in China and Malaysia; as well as a logistics function in Hong Kong. Singapore serves as the group's headquarters, as well as its customer service and marketing office.

Opulent maintains its leadership position through technology competency centres which are focused on the design and development of cutting-edge printed circuit boards, patented metal substrates and heat solutions, as well as customised high-volume LED modules. Its operations comply with a series of stringent, internationally-certified standards including ISO 9000, QS 9000, ISO 14000 and TS 16949.

Given the regional nature of the company's operations and driven by the need to put its customers constantly at the forefront of its operations, Opulent recently embarked on a unified communications strategy which would enable the group to be more proactive in responding to its customers.

Opulent's staff spend a lot of time with customers, understanding their requirements and working closely with them to come up with solutions to address their needs. For example, quarterly business reviews are conducted with a key customer in Penang, while monthly meetings are held with another in Shenzhen.

This, however, meant that employees spent a lot of time traveling. "A one-day meeting could involve three days of travel there and back, which was quite time-consuming," said Opulent's Finance Director Ms Ng Liew Cheng.

For day-to-day operations, staff from Opulent's regional offices work closely together in order to respond quickly to customer queries and requests. Much of the communication was taking place via IDD calls, which were costly. Ms Ng estimated that the Singapore office alone was spending about \$5,000 a month on telecommunications costs, about 90 per cent of which could be attributed to IDD.

It was not very efficient either, as Ms Ng explained. "Sometimes, when we discussed an issue on the phone and assigned someone to follow up, the message was not communicated."

What Opulent needed, therefore, was a solution that would enable the company to reduce the need to travel and to cut down on its telecommunications costs, whilst ensuring that staff from regional offices could continue to collaborate closely and engage with the customer, and to do it securely.

## Selection

This was where Opulent's systems integrator Micro 2000 Technology came into the picture. When Microsoft released Office Communications Server 2007, Micro 2000 introduced the unified communications solution to Opulent. "The new version of Office Communications Server was more mature, and many of the functions that Opulent needed were there," said Mr Patrick Ee, Sales Director, Micro 2000.

The roadmap for Microsoft's mobility solution Office Communicator also incorporated future support for these functions, which would

allow users to enjoy the benefits of Office Communications Server 2007 whilst on the move.

In addition, Office Communications Server 2007 addressed Opulent's security concerns, with measures in place to authenticate users and to prevent sensitive corporate information from being sent to unauthorised recipients.

### Solution

In September 2008, Opulent, which was then using Microsoft Exchange 2003 Standard version for email, embarked on Phase 1 of its unified communications strategy. It first migrated to Exchange 2007 Enterprise version, a process which took about one month. The Exchange Enterprise Server was implemented on four clustering nodes split into five server roles to ensure high availability.

Phase 2, which took about three months, involved the deployment of Office Communications Server.

Office Communications Server's new Web Conferencing Edge Server and Audio/Video Edge Server allow data and media to be shared with users outside the corporate firewall. A HTTP reverse proxy serves as the Internet Security and Acceleration (ISA) Server, allowing authenticated users to take part in the web conferences.

At the same time, a Mediation Server provides interoperability between Office Communications Server 2007 and the public switched telephone network (PSTN) and private branch exchange (PBX), allowing users to make VOIP (voice over IP) calls with Office Communicator 2007 as their primary phone, instead of the PBX phone.

On the front end, Microsoft Live Meeting was deployed to allow real-time collaboration

using features such as white boarding, and the sharing of Powerpoint slides and annotations.

The Microsoft RoundTable – an advanced collaboration and conferencing device – was set up in Opulent's offices in Penang, Shenzhen and Singapore. Another 24 units of Microsoft LifeCam – a webcam device – were also implemented in Singapore, Malaysia, Hongkong and China.

By mid-December, the system was ready for its first pilot users, and a half-day training was conducted for Opulent's staff. "The system was very easy to use, so the learning curve was not steep," said Mr Ee.

In January 2009, the functionality of Office Communications Server was extended to Opulent's customers, with the monthly meetings and quarterly business reviews now taking place via the Office Communications Server platform.

### Benefits

The rich functionality of Office Communications Server 2007 and Live Meeting has helped Opulent to bring about greater efficiency in its operations and enhanced its customer service while enabling the group to cut down on travel and telecommunication costs, said Ms Ng.

#### Enhances collaboration

"With Live Meeting, we can share Powerpoint presentations, PDF files, Office documents, web pages, make annotations on them, and have real-time response from the participants. People who need to take action on a certain issue can be present at the meeting," said Ms Ng.

Presence technology also lets users know if a person is online, so they can pick up the phone and call if they need to contact him. All these have allowed Opulent to streamline its

## For More Information

For more information about Microsoft products and services, go to: [www.microsoft.com/singapore](http://www.microsoft.com/singapore)

For more information about Micro 2000 Technology, call +65-62953998 or visit the Web site at: [www.micro2000.com.sg](http://www.micro2000.com.sg)

For more information about Opulent Techno, call +65-67498188 or visit the Web site at: [www.opulent-group.com](http://www.opulent-group.com)

internal communications in order to respond more quickly to customers.

### Improves customer service

Customer issues can now be resolved “on the spot”, said Ms Ng. “When we need feedback on outstanding items, all parties involved – such as marketing from the Penang office, customer service from the Singapore office and the technical people from Shenzhen – can be at the meeting and we can get an immediate response.”

### Reduces travel expenses by up to 40 per cent

Opulent has also been able to reduce its travel expenses by 30-40 per cent as more meetings can now be conducted online. This, in turn, has led to a corresponding reduction in the company’s carbon footprint and allowed staff to spend more time on productive work rather than on the plane.

### Reduces telecommunication costs by up to 50 per cent

Interoperability between Office Communications Server 2007 and the PSTN and PBX has allowed users to make use of VOIP for office-to-office calls within Singapore. Going forward, Opulent plans to subscribe to a SIP (Session Initiation Protocol) service which will allow its users to make VOIP calls to any part of the world via Office Communications Server 2007. This is expected to help Opulent reduce its phone bills by up to 50 per cent when fully operational in April 2009.

### Boosts security

The deployment of Office Communications Server has helped Opulent to enhance the security of its communications network, ensuring that participants are authenticated before they join a video conferencing session and preventing sensitive documents from being sent out without proper authorisation.

## Software and Services

- Microsoft Office Communications Server 2007 Standard Edition (for edge servers) and Enterprise Edition (for front-end servers)
- Microsoft Exchange 2007 Enterprise Edition
- Microsoft Internet Security and Acceleration Server 2005
- Microsoft SQL Server 2005
- Windows Vista Business Edition
- Windows XP Pro
- Microsoft Office Communicator 2007
- Microsoft Live Meeting

## Hardware

- Microsoft RoundTable
- Microsoft LifeCam
- Sun Microsystems x86 blades
- F5 Networks BIG-IP Local Traffic Management system
- AudioCodes Media Gateway
- SonicWall Firewall
- 3Com switches
- APC uninterruptible power supply

## Partner

- Micro 2000 Technology