

Advanced Data Case Study

Telecommunications Giant Uses SharePoint to Streamline Intranet and Dramatically Reduce Costs

Vonage needed a company intranet solution that would reduce costs, enhance productivity and improve response time for customer inquiries. With Advanced Data's SharePoint solution, it got these benefits quickly, with no risk to the company's business information.

Situation

Vonage®, a broadband phone company that utilizes Voice over IP and SIP (Session Initiation Protocol) technology to provide affordable telephone service, needed a way to streamline content management for its employee intranet, enhance the company's knowledge base and increase its level of customer service.

Their company's existing intranet was littered with legacy systems and tools. This created data inconsistencies between systems and meant applications had to be managed by geographically dispersed individuals with varying IT skill sets, with no way to access internal systems. In addition, the company struggled with document storage and fragmented communication and collaboration. Outdated content wasn't being removed. As a result, Vonage customers received inconsistent information from Customer Care Agents.

Because IT resources and code deployments were required for simple content changes, the system required 11 full-time employees and two contractors to keep all legacy systems functioning. Even at that staffing level, the email server was overloaded. Because IT owned the content, the average time to deliver on intranet updates was two months, and only about 50 requests were being filled monthly. Customer satisfaction was rated at "Satisfactory."

Solution



Customer: Vonage
Website: www.vonage.com
Region: United States, Canada & UK
Industry Focus:
Telecommunications

Customer Profile:
Vonage (NYSE: VG) is a leading provider of low-cost communications services, connecting individuals through broadband devices worldwide. Its technology serves approximately 2.4 million subscribers. The company provides feature-rich, affordable communication solutions that offer flexibility, portability and ease of use. The Vonage World plan offers unlimited calling to more than 60 countries with popular features like call waiting, call forwarding and voicemail, for one low monthly rate.

Competencies:
Employee Portal
Knowledge Management
Business Intelligence
System Integration
Application Development

Technologies:
SharePoint 2007/2010
Google & SharePoint FAST Search
Web & Windows Services

Advanced Data recommended a SharePoint Intranet and Knowledge Base that integrated with legacy systems and presented data in a common portal. This popular Microsoft application would serve as a CRM (Customer Relationship Management) tool, CMS (Content Management System), and intranet and extranet solution. In addition to providing increased functionality and acting as a central repository for corporate documents, a SharePoint deployment would also result in cost reductions for hardware, software and resources – key considerations for Vonage.

Multiple platforms that were difficult to manage were merged into one SharePoint platform, and legacy tools and applications were migrated to a central location. Custom authentication allowed remote employees to access systems without Active Directory credentials, with one password to access relevant information and tools.

Under the new SharePoint system, multiple business owners are now empowered to make content changes. Workflows notify them to remove, update or archive outdated content – and present the changes to approvers before they are made publically visible.

A customer profile decision tool helps the company keep track of customers, their usage, tenure with Vonage and more. Vonage is now able to share this information quickly across the entire company, so that requests and upgrades can be processed more quickly.

High-level project management tools were also implemented at the strategic and corporate levels to help executives track and measure success and growth, and establish next steps and goals.

In addition, Advanced Data provided training and collateral on the company's intranet and extranet, showing employees how to use the new, integrated system and how it could be easily implemented into the daily workflow.

Results

After implementing SharePoint, Vonage experienced over \$5M a year in efficiency savings. Employees were able to communicate more quickly and efficiently under a single-platform intranet. In addition, Customer Care Agents respond with greater speed and accuracy to customer issues. They are now able to fill over 100 customer requests monthly, and their customer satisfaction is rated at "Exceeding Expectations." Enhancements to the search experience put content in front of agents faster, saving them valuable time.

The partnership was so successful that Vonage engaged Advanced Data to streamline its business processes. In the fourth quarter 2011, Vonage rolled out a Wiki migration and

Our goal is to provide more than innovative IT. We're here to offer business solutions that solve our clients' biggest challenges - fast and on budget."

Justin Haffey, VP/General Manager
for Advanced Data

CMS tool. In 2012, Advanced Data will enhance Vonage's SharePoint system with video, mobile access and a business intelligence tool.

About Advanced Data

Advanced Data's mission is to provide best-in-industry Microsoft Consulting Services to large and medium-sized businesses. We assist our fortune 500 clients in making strategic technology decisions that affect the enterprise as a whole. Practice areas include CRM, Knowledge Management, Document Management, Business Process Improvement, Contact Center Technology, Business Intelligence and Unified Communications. Advanced Data is a wholly owned subsidiary of SNVC.

Additional Information:

Justin Haffey

SNVC Chief Technology Officer

Justin.Haffey@sncv.com

Pete DiPaola

VP/General Manager

PeteD@thesharepointpeople.com



www.thesharepointcloud.com