Underpinning one of the world's largest Cisco Meeting Server deployments at a household-name bank

—

Global financial services brand uses
VQ Conference Manager to operate its
extensive worldwide Cisco Meeting Server
implementation, consisting of 23 call bridges
(and counting) delivering 35 million call
minutes every month

Customer need

—

In early 2017, A global bank needed a management platform to enable easy-to-use self-service video conferencing at unprecedented scales, with a large worldwide network of Cisco Meeting Servers.

A well-known global high street bank was planning to roll out a video conferencing system using the Cisco Meeting Server (CMS). The bank's worldwide footprint and its desire to encourage video (as opposed to audio-only) calls, meant it required an initial 14 CMS call bridges, located across Asia, EMEA and the Americas. If the service proved popular, this number would need to grow substantially in the future, which would push it into the realms of being among the largest CMS deployments in the world.

With tens of thousands of potential users, the bank needed a fully self-service system, where each individual had access to their own virtual meeting Space. Moreover, these Spaces needed to be exceptionally easy-to-use, to encourage widespread adoption of the service.

To underpin this, the bank required a sustainable way to provision and maintain these virtual meeting Spaces as employees joined, changed roles and left. And this provisioning engine would need to be capable of scaling to meet the expected growth in the number of users, calls and Cisco Meeting Servers.
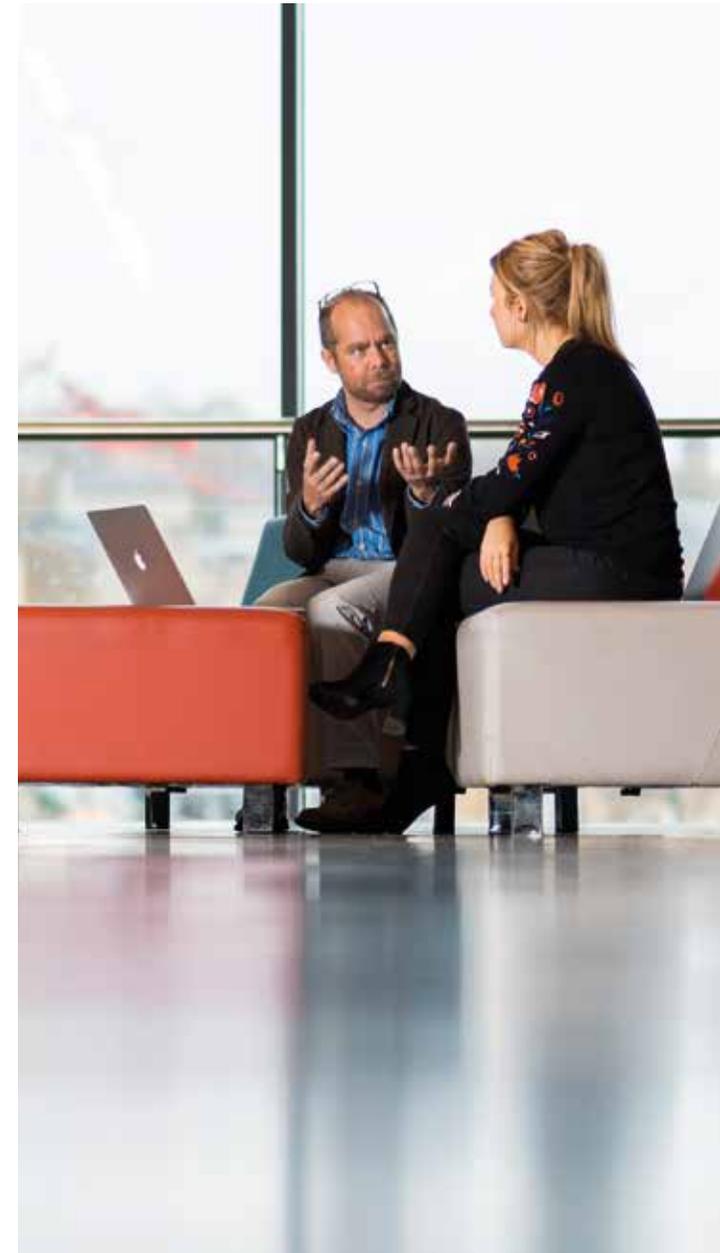
The VQ Communications solution

—

We supported the bank as it prepared and launched its conferencing service, developing new features in VQ Conference Manager to meet specific demands.

As the service has grown in popularity and the bank adds further CMS call bridges, we've continually ensured VQ Conference Manager can deliver high levels of performance and reliability.

With VQ Conference Manager proven in use on a number of large CMS-based conferencing services, the bank selected it as its provisioning engine and management platform.

Our team worked closely with the bank to understand its precise needs, and set up our software accordingly. This included intelligently configuring the provisioning process to fit within the very limited out-of-hours periods available in a global financial services business.

We also brought forward development of a new VQ Conference Manager feature that enabled the bank to auto-generate users' virtual meeting Space IDs based on configurable rules. This meant the bank could use individuals' well-understood employee numbers as the basis for their Space ID, rather than a random number. This capability was critical in ensuring the service was easy to access.

Meeting the needs of a growing service

The bank's conferencing service has proved exceptionally popular so, as planned, it has periodically added further CMS call bridges. At the time of writing, it has 23, including 10 high-capacity CMS 2000s. This makes it one of the largest CMS implementations in the world, and it's still growing, with more CMS 2000 nodes due to be added in the near future.

Every time the bank adds a call bridge, it places additional demands on VQ Conference Manager, in a variety of ways.

We work closely with the bank to make sure the software and its supporting infrastructure can match these increased loads, running rigorous tests and making enhancements in the right places.

We also provide ongoing engineering support on performance, infrastructure and other aspects of the video conferencing service, working both directly with the bank, and supporting the team at Cisco that provides first-line support for the service.

VQ COMMUNICATIONS

Business outcomes

—

Our software and support have enabled the bank to deploy one of the world's largest Cisco Meeting Server implementations in a way that precisely matches its business needs.

The combination of a reliable management platform and VQ Communications' ongoing support has been significant two key areas. Firstly, it enabled the bank to roll out a video conferencing service that closely aligns with its business needs. And secondly, it's enabled the bank to grow this service to unprecedented levels, safe in the knowledge it's running on solid foundations.

On its current footprint of 23 call bridges, it now supports 37,000 users worldwide, who between them make around 35 million minutes of calls every month.

And with the service still growing, we continue to evolve VQ Conference Manager, making sure its capabilities are always a step ahead of the bank's demands.

This gives the business enormous confidence in its strategically important video conferencing capability.

VQ COMMUNICATIONS

Telephone: +44 (0) 1249 880 140
Email: info@vqcomms.com