

VQ Conference Manager underpins long-term growth of enterprise conferencing at global bank

Cisco Meeting Server and VQ Conference Manager provide robust conferencing service at a global bank. Following the Covid-19 pandemic, the bank have continued to invest in CMS to provide its premium managed conferencing services, used by the board of directors and senior managers.



Enabling exceptional productivity during and after the Covid-19 pandemic

The VQ-enabled videoconferencing platform played a key role in ensuring the bank remained productive, as 90%+ of its workforce switched to working from home as a result of the COVID-19 pandemic.

Lockdowns around the world in March 2020 saw the bank's proportion of home-based workers increase from 15% to well over 90%. As expected, this led to usage on the CMS videoconferencing service more than doubling, with the VQ Conference Manager dashboards showing call volumes regularly exceeding 3 million minutes per day.

To enable its workforce to remain productive at a critical time for the business, the bank needed to act quickly to ensure those needing to collaborate remotely could continue to do so. With both the CMS and Skype for Business platforms being on-premises, the business had complete control over the services, which put it in a particularly strong position, and enabled it to launch two initiatives.



The first was to accelerate the move of audio-only calls onto Skype for Business, where there was spare capacity. Based on insights from VQ Conference Manager CDR data, the bank was able to run a targeted internal communications campaign to encourage audio users to make the switch.

In parallel, the VQ Conference Manager dashboards highlighted an opportunity to rebalance traffic between CMS's in different regions. For example, with spare capacity on the APAC Cisco Meeting Servers during EMEA peak hours, the bank was able to reroute selected EMEA traffic onto the APAC infrastructure.

At a time when the business was under increased financial and operational pressure, these two initiatives were key in ensuring its global workforce remained productive, enabled by reliable collaboration tools. Teams could focus on their core tasks, with no need to change working hours or patterns because of technology limitations.



Success of the service leads to further investment

The exceptional productivity levels the bank achieved during the Covid-19 lockdowns demonstrated the importance of the CMS and VQ Conference Manager. The bank subsequently approved a multi-million-euro program to upgrade to new versions of CMS and VQ.

The reliability and control offered by the on-premises CMS videoconferencing service during the Covid-19 pandemic underlined its strategic importance to the bank's business continuity strategy. As a result, its management approved a multi-million-euro refresh program in late 2020.

This included an upgrade to additional latest-generation Cisco Meeting Server 2000 bridges, underpinned by VQ Conference Manager.

The program enabled the bank to migrate its premium managed conferencing service, used by the board of directors and senior management, to CMS, resulting in significant operational cost savings.

Around 4,000 users, who require the call security which on-premise delivers, are now making in excess of 6 million calls per year.

In addition, VQ Conference Manager's call-management capabilities, including participant move and reactive calls, has enabled the bank to bring a number of outsourced or legacy services onto the CMS platform. This includes large-scale calls with many hundreds of participants, which will soon be available to employees on a self-service basis. Its premium managed conferencing service, used by the board of directors and senior management, will also be migrated to CMS. Both will result in significant operational cost savings.

A spokesperson for the bank reflected on its long-term collaboration with VQ Communications, stretching back to 2008: "VQ Conference Manager has unlocked the full value of our investments in Cisco Meeting Server, by providing the management solution that enables us to run a very large, successful self-service system. Having migrated our legacy managed conferencing services to our CMS platform, VQ remains critical to the next steps of our journey."

