

Enabling organization-wide video conferencing at a large international bank

VQ Conference Manager is enabling self-service (audio and video calls) for over 25,000 worldwide users, delivering over one million calls per month



The customer need

VQ's customer needed a sustainable way to expand its video conferencing service, and thereby boost employee productivity and business agility

A large global bank was running one of the world's most successful managed video conferencing services, underpinned by VQ Conference Manager and a globally distributed set of legacy Cisco MCUs. Hosting over one million calls per month, and 33 million call minutes per month, the service had been in place and growing for nearly five

years. Over this time, it had become a key business tool for the bank. Based on the success and business benefits, the bank was keen to enable broad use of video conferencing across the whole organization.

However, technology limitations with the then-installed infrastructure and the manual nature of scheduling calls in a traditional managed video service were preventing further growth. It simply didn't scale; the infrastructure couldn't support the call concurrency required, and the operational team couldn't be scaled to schedule the number of calls predicted per day.



The CMS and VQ Communications solution

VQ Conference Manager enables the bank to deliver economically sustainable self-service conferencing

In early 2016, the bank selected the Acano call bridges (now called Cisco Meeting Server) and VQ Conference Manager (formerly Acano Manager) to enable enterprise-wide video conferencing – a key part of its workplace digital transformation. It chose this combination for a number of reasons.

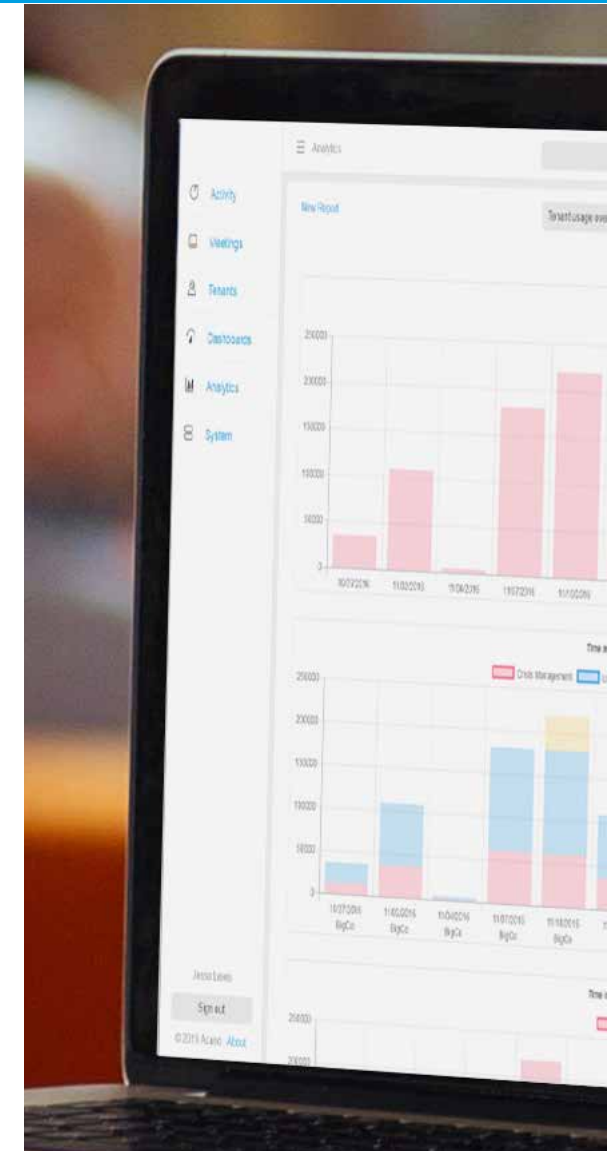
Firstly, it had witnessed the success of the existing managed service, based on VQ Conference Manager. Secondly, its operations team was familiar with the processes associated with the VQ management platform. And thirdly, the bank had high confidence in the combined expertise of VQ Communications and Acano (now part of Cisco) to deliver on the promise of an enterprise-wide self-service system.

VQ Conference Manager is designed to enable sustainable, enterprise-scale video conferencing through automation and self-service.

The software integrates with corporate Active Directory/LDAP user management systems, to ensure the video conferencing user database is automatically kept up-to-date along with the automatically created meeting rooms for each user. VQ Conference Manager's coSpace Template mechanisms allow multiple service tiers to be delivered meeting the call requirements of different categories of user.

The automated process ensures that when employees are added, move or leave the business, their user account remains up to date. From a regulatory point of view, this ensures that when employees leave the bank, their accounts and meeting rooms are automatically deleted.

VQ Conference Manager's dashboards enable the bank's IT and telecoms teams to monitor system usage and proactively address potential problems. And information from the VQ Conference Manager analytics database is used for a variety of management reporting within the bank.



The business outcomes

A global self-service deployment (audio and video calls) now delivering over one million calls per month

In the 23 months following its launch, the self-service video conferencing has seen relentless growth in usage with thousands of concurrent participants now in call at peak hours every working day, over one million calls per month and over 33 million call minutes per month (and still growing – see graph).

The bigger picture - the VQ Conference Manager audio and video calls, based on CMS, have helped drive forward the bank’s digital transformation and improve overall business agility, thereby delivering extremely positive returns on its investment.

One customer's usage growth Jan 16 to Nov 17

