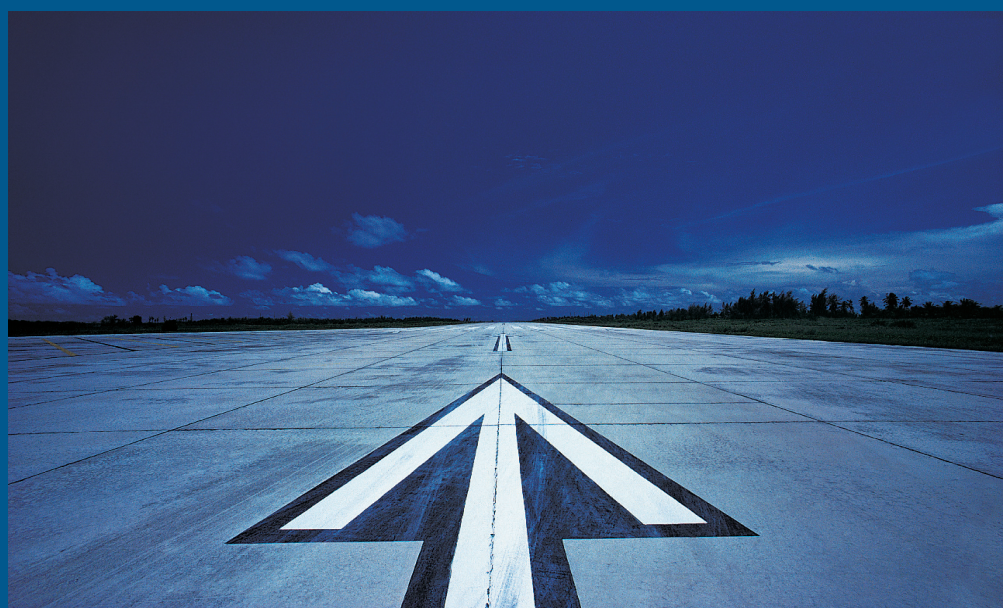




› ASSISTING TO GROW BUSINESS OUTSOURCING OPERATIONS

NORTEL



Case Study Contact Centre

›Vertex Solutions

A leading Philippines-based provider of business process outsourcing and customer relationship management services was formed by a team of entrepreneurs and professionals with proven track records in the CRM and HR industries to compete in the huge and rapidly evolving outsourced services market. The company serves the local market as well as the United States and Asia Pacific region.

Customer: Vertex Solutions

Challenge: To expand the existing call centre, upgrade the data infrastructure and enable voice over Internet protocol (VoIP) voice compression to grow local and overseas business

Solution: The implementation of a next generation, industry-leading Nortel contact centre solution, core network Ethernet routing switch and IP trunk technology including the Nortel Meridian 1 PBX 81C, Nortel Call Center Server Release 5.0, Nortel Ethernet Routing Switch 8600, Nortel Ethernet Switch 450, Nortel IP Trunk and Nortel M3904 Desktop Telephones

Benefit: The secure, reliable and scalable communications infrastructure from Nortel provides future-proof technology to support Vertex Solutions' vision of being recognised as one of the world's best-in-class BPO and CRM organisations

“In the outsourcing business, your customers need to be able to trust you and to entrust their customers to you ... it’s a trust/trust business ... your customers need to be comfortable with the technology you are using.”

**>Alejandro Fusingan
Executive Vice President and
Chief Operating Officer
Vertex Solutions**

A secure, reliable and scalable communications infrastructure is the backbone of a successful business process outsourcing (BPO) operation – and Vertex Solutions, a leading Philippine-based provider of BPO and customer relationship management (CRM) services, is relying on technology from Nortel to help deliver the greatest value to its clients and their customers in the United States, Asia Pacific and in its home market.

The Situation

When Vertex launched its initial CRM service in the Philippines in June 2002 from its new, purpose-built call centre facility in Manila’s high-profile Wynsum Corporate Plaza, its operation was based on a Nortel Meridian 1 PBX 61C and a Symposium Call Center Server from Nortel.

“When we were building the call centre facility we did the usual technology evaluation and chose Nortel as our supplier,” said Alejandro Fusingan, Executive Vice President and Chief Operating Officer at Vertex Solutions. “From the word ‘go’ we wanted to hit the ground running and Nortel gave us that capability.”

The Philippines is the third largest English speaking nation in the world, with a skilled labor force of 29 million, a literacy rate of 94 percent, a strong American-English fluency and strategic government support for outsourced calls. The industry is growing rapidly, with the country’s Department of Trade and Industry projecting 100 percent growth per annum.

Two years after start-up, based on industry momentum and building on its own business success, Vertex decided that the time was ripe to significantly expand its operation. The aim was to create a platform to grow beyond CRM and inbound services like technical support, to the broader spectrum of BPO, including not only contact centre services but other profitable off-shore activities such as data processing, medical transcription, back-office financial services and other Internet based applications and email and web chat solutions.

To grow its businesses, Vertex needed to upgrade its existing call centre operation to the next level of Nortel PBX and contact centre technology. “We had some major business in the pipeline,” said Fusingan, “and this meant rapidly lifting our agent head-count from 300 to 700.”

Unlike most other Philippines BPO operations, Vertex focuses on working with customers that can keep its contact centre up, running and productive 24x7. “We tap into the local market, leveraging our agents and infrastructure to serve Filipino customers during the day and overseas customers at night, when we make our data feeds to the United States,” he added. “We choose our clients carefully, so they don’t overlap in terms of time zones. In this way we draw maximum productivity from our facility and personnel.”

Vertex also wanted to upgrade its data infrastructure with a core Internet switch for its local area network (LAN) to support its growing email and web chat services support business, as well as create a platform that would enable future migration to voice over IP (VoIP). “One of the reasons we wanted to go that way is that for us to remain competitive we have to bring down our telecommunications costs,” said Fusingan. “Then we can pass on the savings to our customers.”

With an eye on establishing a competitive advantage in the US market where it is still a relatively new player, Vertex is actively working to become the first outsourcer in the Philippines to acquire the Customer Operations Performance Certification (COPC) 2000 standard of excellence which defines and measures performance in terms of service, quality and efficiency.

Technology is also a factor in overseas competitiveness and because VoIP would enable Vertex to cost effectively compress voice traffic coming from the US to Manila, Fusingan required a Nortel solution that would enable complete and transparent integration with the systems used in Manila, particularly since, on the US side, routers from another vendor will be involved.

Trends & Technologies, a leading Philippines IT and communications solutions provider and a Nortel channel partner, evaluated Vertex’s requirements and recommended a solution that successfully met Fusingan’s needs. As well as implementing the solution, Trends & Technologies will provide Vertex with ongoing support.

“Nortel gives us the leverage we need to grow our business - through its technology innovations in telephony and networking, and its global leadership in call centre systems”

>Alejandro Fusingan
Executive Vice President and
Chief Operating Officer
Vertex Solutions

> Solution Snapshot

- **Nortel Meridian 1 PBX 11C** - for delivery of voice and converged VoIP communications
- **Nortel Symposium Call Center Server Release 5.0** - for next generation call centre environments
- **Nortel Ethernet Routing Switch 8600** - to enable fast and efficient traffic classification, policy enforcement and quality of service
- **Nortel Ethernet Switch 450** - to provide high-density, high-performance switching and desktop connectivity
- **Nortel IP Trunk** - to provide integration between the Meridian 1 PBX and the IP network as well as packetisation, compression and transport of data, voice, video and fax traffic
- **Meridian Desktop Telephone M3904** - a multi-line digital phone supporting up to 12 lines, offering the largest display in its class and featuring a wide variety of user-selectable options

“For us to remain competitive we have to bring down our telecommunications costs, then we can pass on the savings to our customers.”

**>Alejandro Fusingan
Executive Vice President and
Chief Operating Officer
Vertex Solutions**

The Solution - Nortel Next Generation Technologies

- Contact centre expansion - the installation of a top-of-the-line Nortel Meridian 1 PBX 81C enabling the delivery of voice and VoIP communications for large enterprises requiring from 200 to 16,000 lines. The expansion features a broad set of applications and attributes, including digital and IP phones, traditional and unified messaging, IP gateways, PC-based call management, 802.11 wireless communications, intelligent remote solutions and support for multimedia applications
- Contact center software upgrade – Nortel Call Center Server Release 5.0 - for contact center environments requiring sophistication and differentiation in the care offered to their customers. Features include skill-based routing, call treatment flexibility, real-time displays, multimedia routing and comprehensive management as well as historical reporting functionality
- Data infrastructure upgrade – the implementation of a Nortel Ethernet Routing Switch 8600, a scalable, reliable, secure, intelligent core network routing solution enabling fast and efficient traffic classification, policy enforcement and quality of service (QoS). The Switch has recently received VoIP interoperability certification by the US Defense Department’s Joint Interoperability Test Command. Additionally, the implementation of the Nortel Ethernet Switch 450 designed to provide high-density, high-performance switching for large networks, including 100 Mbps desktop connectivity to each user and Gigabit Ethernet uplinks to the network backbone
- VoIP voice compression from the US – a Nortel IP Trunk to provide integration between the Nortel PBX and the IP network for the efficient packetisation, compression and transport of data, video, voice and fax traffic over a converged architecture
- Desktop telephone - the Nortel Desktop Telephone M3904, a multi-line digital phone supporting up to 12 lines, offering the largest display in its class and featuring a wide variety of user-selectable options, was selected

Realising a Vision for the Future

To Vertex, the essential benefit of its technology upgrade is that the company is now ready for the future.

“Our vision is to be recognised as one of the world’s best-in-class BPO and CRM organisations,” said Fusingan. “Everything we do at Vertex is guided by our core values of excellence, service, integrity and partnering with our customers. They shape our decisions and they drive our actions. At Vertex, we are proud to serve

and inspired to excel. And now we're ready to advance to the next level of business success."

"In the outsourcing business, your customers need to be able to trust you and to entrust their customers to you; it's a trust/trust business," said Fusingan. "When I say 'trust', I mean that your customers need to be comfortable with the people you hire, with the people who are managing the business. They need to be comfortable with your processes, and they need to be comfortable with the technology you are using."

"Nortel gives us the leverage we need to grow our business – through its technology innovations in telephony and networking, and its global leadership in call centre systems – and once our customers are comfortable with what we have to offer, in terms of people, processes and technology, we can provide them with the highest quality of outsourcing services at the most competitive price. That is the whole concept of Vertex."

"Our vision is to be recognised as one of the world's best-in-class BPO and CRM organisations ... and now we're ready to advance to the next level of business success."

**>Alejandro Fusingan
Executive Vice President and
Chief Operating Officer
Vertex Solutions**

> About Vertex Solutions

Vertex Solutions Philippines was formed by a team of entrepreneurs and professionals, led by Paul Santos, with proven track records in the CRM and HR industries to compete in the huge and rapidly evolving outsourced services market.

Vertex serves the local market as well as leveraging the low-cost, high talent labour pool in the Philippines to service developed markets like the United States and Asia Pacific region.

Providing both inbound and outbound call centre services, Vertex aims to be recognised as the world's best-in-class BPO, serving global markets from operations in strategic locations, delivering exceptional and sustainable value to its clients, employees, shareholders and partners.

Australia

1 Innovation Road
Macquarie University Research Park,
Macquarie Park NSW 2109
Australia
Tel: 61 2 8870 5000
Fax: 61 2 8870 5222

India

Salarpuria Adonis, Ground Floor
#3/1, Old Madras Road
Binnamangala
Bangalore 560 008
India
Tel: 91 80 5527 8000
Fax: 91 80 5527 8080

Indonesia

Graha Paramita, Level 8
Jalan Denpasar Raya
Blok D 2 Kuningan Jakarta 12940
Indonesia
Tel: 62 21 2553 5400
Fax: 62 21 252 2250

Japan

Gate City Ohsaki, East Tower 9F
1-11-2 Ohsaki, Shinagawa-ku
Tokyo 141-8411
Japan
Tel: 81 3 5740 1300
Fax: 81 3 5740 1852

Korea

16F, Haesung 2 Building
942-10 Daechi 3 Dong, Kangnam-ku
Seoul 135-283
Korea
Tel: 82 2 3707 4600
Fax: 82 2 508 2006

Malaysia

Level 2, Annexe Block Menara Milenium
8 Jalan Damanlela, Bukit Damansara
50490 Kuala Lumpur
Malaysia
Tel: 60 3 2080 8000
Fax: 60 3 2080 8100

New Zealand

Sofrana House
Level 16, 396 Queen Street
Auckland 1036
New Zealand
Tel: 64 9 309 9052
Fax: 64 9 357 0893

Pakistan

Ground Floor, Evacuee Trust Building
Agha Khan Road, F-5/1
Islamabad
Pakistan
Tel: 92 51 111 203040
Fax: 92 51 220 6589

Philippines

Wynsum Corporate Plaza
Level 29, 22 F Ortigas Jr Road
Ortigas Centre, 1605 Pasig City
Philippines
Tel: 63 2 580 5500
Fax: 63 2 580 5530

Singapore

151 Lorong Chuan #02-01
New Tech Park
Singapore 556741
Singapore
Tel: 65 6287 2877
Fax: 65 6380 8888

Sri Lanka

Residential Accommodation Unit 60/3/8
Sahasapura Housing Scheme
Baseline Road, Borella
Colombo 8
Sri Lanka
Tel: 94 7 533 1133
Fax: 94 7 533 1134

Thailand

1768 Thai Summit Tower,
24th Floor, New Petchburi Road
Bangkapi, Huaykwang
Bangkok 10320
Thailand
Tel: 66 2309 5500
Fax: 66 2309 5555

Vietnam

6th Floor, The Prime Centre
53 Quang Trung
Hanoi, Vietnam
Tel: 84 4 943 7955
Fax: 84 4 943 7957

Nortel is a recognised leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

Business Made Simple, Nortel, the Nortel logo, and the Globemark are trademarks of Nortel Networks. All other trademarks are the property of their owners.

Copyright © 2005 Nortel Networks. All rights reserved. Information in this document is subject to change without notice. Nortel assumes no responsibility for any errors that may appear in this document. (1st edition 2004. 2nd edition 2005)

Produced by Asia Pacific Enterprise Marketing Services.

To find out more about how Nortel help companies improve their bottom line please go to:

www.nortel.com/corporate/success

