



COUNTERPATH



Bosch

Case Study

CounterPath - Case Study



BOSCH

About Bosch

The Bosch Group is a leading global supplier of technology and services. In fiscal 2012, its roughly 306,000 associates generated sales of 52.5 billion euros. Since the beginning of 2013, its operations have been divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some 4.8 billion euros for research and development in 2012, and applied for nearly 4,800 patents worldwide. The Bosch Group's products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life."

Bosch Unified Communications (UC) Strategy

Following the target to enable Bosch's associates and international teams to manage communications and collaboration more effectively and hence accelerate business processes, Bosch set up a global UC strategy several years ago. According to this strategy, UC functions will seamlessly integrate into the line-of-business applications and the IT workplace. Bosch IT follows a dual supplier strategy for its UC solution with deployment of the CounterPath solution in one of the preferred lines. Today over 30,000 associates, mostly in the APAC region and partly in Germany, are using the Bria softphone.

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Bria in our Unified Communications platform has helped streamline communications and boost productivity for over 30,000 employees spread over several continents

- Thomas Uhl, Director, Unified Communications Services, Bosch

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Challenge

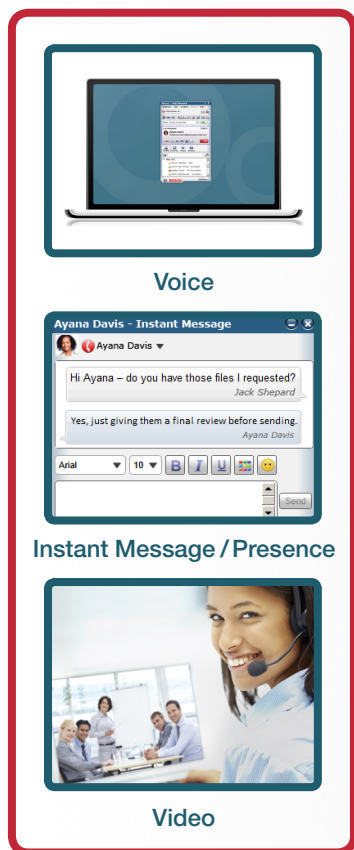
The Bosch Unified Communications Services team planned a transition to Voice over IP (VoIP). Worldwide, this transition would require a large investment in both PBX systems and new VoIP desksets. Bosch UC team was interested in leveraging IP technology in innovative ways that would match how employees actually work. All of the 30,000 employees in the Germany-Asia Pacific regions already had laptops or computers capable of IP communications. In many cases, these laptops were mobile and accompanied the employees to meetings or on trips. To support flexibility and productivity in communication and collaboration, as well as reducing its related cost, the use of a softphone was seen as a suitable solution. Likewise, if Bosch deployed a softphone, then it could be upgraded as IP communications changed and improved.

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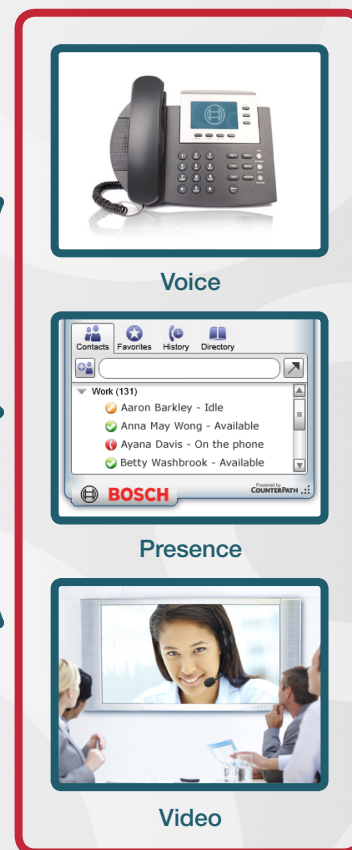
The CounterPath Solution

A softphone solution would impact three different categories of communications: voice, IM/presence, and video. For each category, Bosch had requirements that a softphone would need to meet.

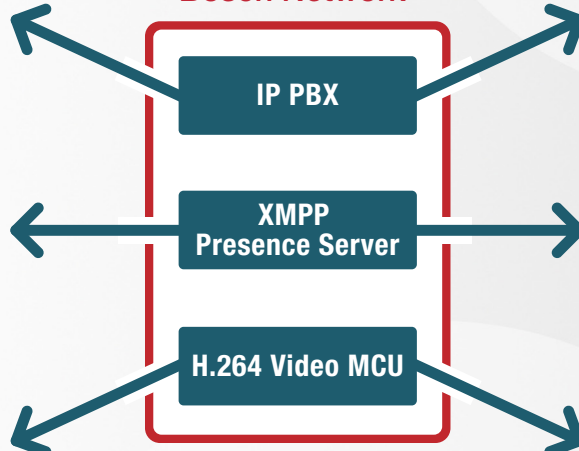
Bosch Worker With Bria



Bosch Worker



Bosch Network



The following aspects are related to the Bria solution:

For voice, Bosch had invested in new SIP-based IP-PBXs that were distributed across Germany and several locations in Asia Pacific. A softphone would have to work with these PBXs and integrate with several workplace device configurations. For example, some workers would continue to have hard SIP deskset phones, so seamless use and transfer between hard and softphone was important. In addition, Bosch requires encryption for all of its communications, so the softphone media engine must be efficient enough to deliver a smooth, clear voice conversation while encrypting the call.

Presence and IM are an essential part of communicating in Bosch's modern, global workplace. Presence allows geographically disparate teams in Germany and Asia to quickly assess the availability of members to talk via voice and/or send instant messages.

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The CounterPath Solution continued

Bosch had chosen an XMPP-based IM system, so the softphone solution should integrate into this server and present IM/presence via an effective user interface.

Finally, video enables more effective communication and reduces the need for travel. Bosch had an existing MCU providing video for its conference rooms. The softphone needed to support H.264 video codec and interface with Bosch's existing video infrastructure. Next to the MCU conferencing solution, the direct end to end video connection is available for their customers.

Bosch evaluated the CounterPath Bria softphone. The Bria is the most widely tested and used softphone in the world today. Bria interoperates with almost any SIP-based PBX, including the SIP-based PBX system Bosch deployed. Bosch selected among several voice codecs to achieve the quality and bandwidth usage it required. Bria has an efficient, high quality media engine that allows Bosch to have clear communications during encrypted communications. CounterPath made several customizations to the User Interface and network interface to support Bosch's requirements. For example, Bria tied into Bosch's centralized directory and call history. CounterPath also added a button that allows workers with a VoIP deskset to push/forward an existing call between the deskset and softphone.

For IM, Bria works via a XMPP-based IM interface, so no customization was required. IM is integrated into the softphone and provides presence and on-call status. CounterPath also added an "invisible" status that Bosch associates could select.

Bria's video uses H.264 codec. Therefore, Bria integrated with the existing Bosch video system MCU. Now, in addition to conference rooms, Bria users could use their laptop's video to join video calls.

Results

For a global company like Bosch, the ability to use a softphone helped increase the productivity of many teams. One example is the global software development team for Bosch's injection and braking systems in its automotive group. Part of the team is based in Stuttgart, Germany. Another part of that team is located in Bosch's Indian development centers and performs much of the software coding. Using Bosch's IP communications systems, workers constantly collaborate and communicate via voice, IM and video. Because of the time differences, team members are often out of their offices, so having a softphone on a laptop is extremely helpful and economic way to place international business calls from home or on the road. Team members can use presence to see if others team members are online, therefore avoiding missed messages. With Bria's user interface, they can quickly escalate communications from IM, to voice, to video.

Bosch has deployed Bria to over 30,000 workers' laptops. The result is better communication for its workforce by using a variety of devices and communication methods that helps improve productivity. It has also lowered cost by avoiding the purchase of a stationary VoIP deskset in many cases.

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Softphones have significantly lowered our communications cost per employee

- Thomas Uhl, Director, Unified Communications Services, Bosch

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