Energy Company Reduces Costs by Upgrading Communications Solution

Overview

Country or Region: Indonesia
Industry: Energy

Customer Profile
MedcoEnergi Internasional (MedcoEnergi) is an integrated energy company based in Jakarta, Indonesia. It has global operations and 3,000 employees worldwide.

Business Situation
MedcoEnergi wanted to expand the enterprise voice deployment it started with Microsoft Office Communications Server 2007 R2 and to phase out analog phones at its remote sites.

Solution
MedcoEnergi deployed Microsoft Lync Server 2010, which offers more flexible architecture and hardware options to help the company deploy resilient voice capabilities and more sophisticated phones to improve communication.

Benefits
- Improved communication
- Reduced hardware costs

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>
> Cecep Saefudin, Manager – Infrastructure Services, MedcoEnergi Internasional

Founded in 1980, MedcoEnergi Internasional (MedcoEnergi) was the first national drilling company in Indonesia. With remote sites around the world, the right communication tools are critical for MedcoEnergi employees to collaborate on complex projects. The company had deployed a robust Microsoft communications solution that included email, unified messaging, presence information, instant messaging, conferencing, and desktop sharing capabilities. It also began phasing out its aging private-branch exchange telephony system and deploying an enterprise voice solution. MedcoEnergi wanted to expand this voice solution even further to ensure that every employee could stay connected and to reduce costs across the organization. It deployed Microsoft Lync Server 2010 for its flexible architecture and hardware solutions, which will help MedcoEnergi improve communication and reduce costs.
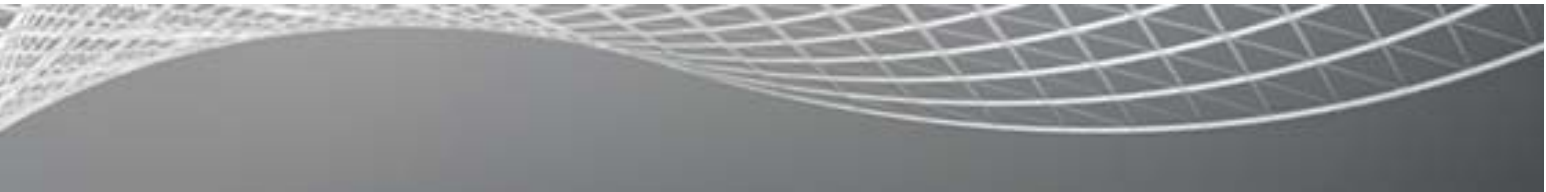
Situation

Based in Jakarta, Indonesia, MedcoEnergi Internasional (MedcoEnergi) is an integrated energy company with operations in seven countries. It focuses on oil and gas exploration and production, power generation, and downstream industries, which include fuel distribution and biofuel production. The company has approximately 3,000 employees.

With multiple business units and geographically distributed operations, the company relies on its communications platform to share information and collaborate. For email messaging, the company deployed Microsoft Exchange Server 2010 email messaging and collaboration software. It implemented a communications solution by deploying Microsoft Office Communications Server 2007 R2 in 2008 to 2,000 employees for its instant messaging, presence, desktop sharing, and conferencing capabilities. MedcoEnergi also deployed enterprise voice capabilities in Office Communications Server to 1,500 employees and consolidated voice mail and email into one inbox with Exchange Unified Messaging. Employees can view presence information or interact with contacts through the Microsoft Office Outlook messaging and collaboration client, or through Microsoft Office SharePoint Server 2007 sites.

Employees with enterprise voice use Polycom CX700 IP phones at their desks, or they use wireless headsets to place calls through Microsoft Office Communicator on their portable computers. MedcoEnergi also uses a private-branch exchange (PBX) telephony system to provide traditional analog telephones for employees and phones for common areas. In 2009, the company replaced its RIM BlackBerry smartphones with Windows Mobile 6.1 phones and Microsoft Office Communicator Mobile.

MedcoEnergi is currently using federated communications with Office Communications Server and with Exchange Server. By using the Microsoft Federation Gateway, a cloud-based identity service, the company has authorized collaboration between its employees and people in other organizations. MedcoEnergi employees share calendars with their federated colleagues, as well as view presence information and start chat sessions or online meetings.

Because MedcoEnergi has 28 locations around the world and multiple project sites, employees rely heavily on the video conferencing and desktop sharing capabilities in Office Communications Server. MedcoEnergi deployed several Polycom CX5000 devices for video conferencing so that geographically dispersed teams could more easily discuss business and project status. Many departments use either audio or video conferencing to hold their daily team meetings. Most employees use the desktop sharing capabilities to collaborate on projects, and the IT team uses it to troubleshoot and resolve issues even with users in remote locations, helping to keep help-desk costs down.

Employees at remote office locations have access to most Office Communications Server capabilities like instant messaging, presence, and desktop sharing, but in the event of a network failure, they can lose their connection, which is their main link to the rest of the company and to important partners. Remote employees also rely on expensive leased telephony systems for voice connections, or on their mobile phones, which can also be expensive. MedcoEnergi wanted to find a way to

provide more resilient communication at these locations and reduce costs for equipment.

At its headquarters, MedcoEnergi wanted to extend enterprise voice to the rest of its employees, which would allow it to eventually retire its PBX system and the rest of its analog desk phones. It also wanted to provide common area IP phones in conference rooms and lobbies that offered more features, like a company directory that also displays presence information for every person in the organization. "Right now, the guards at our security gates don't have phone lines, so they rely on radios to communicate with us," explains Cecep Saefudin, Manager of Infrastructure Services at MedcoEnergi Internasional. "We needed a better way for them to connect to the rest of the company."

Solution

To provide more resilient communication at remote locations and provide the latest communications tools for all employees, MedcoEnergi upgraded its communications solution with Microsoft Lync Server 2010. Lync Server provides enhanced versions of the communications capabilities provided by Office Communications Server 2007 R2—presence, instant messaging, robust conferencing, and enterprise voice—as well as improvements in topology, deployment, and management tools. The company plans to deploy the solution to its 3,000 employees in November 2010.

MedcoEnergi plans to deploy Lync Server in the same configuration it used for Office Communications Server, but it will change to a virtual environment. It will use Hyper-V virtualization technology, a feature of the Windows Server 2008 operating system, to virtualize all of the servers in its Lync deployment. Virtualization helps to reduce hardware and operations costs and greatly

improves the company's ability to provision new servers. It will also install the Lync Management Pack for System Center Operations Manager, so it can continue to monitor and report in its Lync environment.

At its remote sites, MedcoEnergi will deploy Ferrari Electronic OfficeMaster Survivable Branch Appliances (SBA). The SBA is based on cost-effective media gateways hosting the Microsoft Survivable Branch Appliance software package. The SBA provides a public switched telephone network connection in the event of wide area network failure. The company plans to use SBAs at its branch offices to provide a redundant voice connection in the case of a network outage. Employees can also continue to use the presence and instant messaging capabilities in Lync. The company will install the first SBA at one of its remote sites in the jungle that has 600 employees. After that, it will install SBAs at its other remote sites to replace expensive leased telephony equipment.

The company is currently evaluating voice hardware designed specifically for use with Lync Server to replace its current phones, including the Plantronics Voyager PRO headset that employees can use to place and manage calls and conferences through the Lync client on the desktop. For common areas, the company wants to deploy the Polycom CX500 IP phone, which also provides directory search and presence information. The company is also testing the Microsoft HD LifeCam Cinema so that it can provide video conferencing capabilities for all employees to use at their desks.

MedcoEnergi will continue to use federation with vendors and partners. For collaboration, employees will continue to use desktop sharing, along with the new whiteboard capability in Lync, which provides an even more interactive,

collaborative experience because people can brainstorm together. They will also take advantage of social network capabilities like the Rich Contact Card, which displays employee pictures that the IT team has loaded into Active Directory and shows a contact's manager and direct reports, and the Activity Feed, which employees can use to update their status for coworkers, enhancing the usual presence information that people can already see.

With Lync, the IT team can use capabilities such as the Windows PowerShell command-line interface to easily deploy and manage Lync Server. They can also use the web-based control panel to manage Lync Server from anywhere on the corporate network. The IT team will continue to use desktop sharing to troubleshoot and walk employees through issues they are having with their machines.

Benefits

With Lync Server 2010, MedcoEnergi can extend the benefits of its communication solution—in particular, enterprise voice—to its entire organization, making employees better able to connect to one another. It can also continue its effort to phase out expensive phone systems at its remote sites, helping the company reduce costs.

Improved Communication

The more flexible architecture and deployment possibilities in Lync help MedcoEnergi improve communication across the company. With hardware designed specifically for Lync Server, like the Polycom CX500 IP phone, the company can ensure that all employees—even ones who do not have a computer—can stay connected and have access to Lync capabilities like presence information. "We can provide these phones to provide enterprise voice capabilities in common areas and places like our security gates,"

says Saefudin. "People don't have to log on or have access to a computer to get a voice connection."

MedcoEnergi can also provide a resilient voice solution at its remote sites by deploying the SBAs. "The SBA is really the greatest benefit for us. It's important to us that people can still communicate in the event of a network outage," says Arif Budiman, Data Center Operations Manager at MedcoEnergi Internasional. "With the SBA, they have a voice connection, and they can also continue to chat."

The Lync client also makes it easier for employees to communicate. "People can easily set up call forwarding and manage devices through the Lync client," says Saefudin. "This makes them more accessible." Saefudin also sees great advantages in the Activity Feed and Rich Contact Card features. He continues, "The Activity Feed provides a more social networking feel for employees, and we love the pictures in the Rich Contact Card. All of these features make it easier for people to reach out and collaborate."

Reduced Costs

By deploying Lync Server, MedcoEnergi can provide more resilient phone service at remote sites at a fraction of the current cost. "We will use the Ferrari SBAs as our primary service at remote locations, and because everything is leased, we expect to see a large reduction in our monthly expenses for voice," explains Saefudin. The company will also continue to phase out its analog phone systems at its headquarters and retire its PBX system, which will help it save on expensive maintenance costs.

By moving the solution to a virtual environment, the company can also save on server hardware costs. Medco has seen a 50 percent reduction in the hardware

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required for the solution due to virtualization.

Upgrading its communications solution with Lync Server 2010, MedcoEnergi continues to provide the latest technology to help its employees work together more easily, whether they are in the office or at a remote site in the jungle.

Microsoft Lync Server 2010

Microsoft Lync Server 2010 ushers in a new connected user experience that transforms every communication into an interaction that is more collaborative and engaging and that is accessible from anywhere. For IT, the benefits are equally powerful, with a highly secure and reliable communications solution that works with existing tools and systems for easier management, lower cost of ownership, smoother deployment and migration, and greater choice and flexibility.

For more information about Microsoft Lync Server 2010, go to:
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