



# > LEADING EUROPEAN BANK IMPLEMENTS A SUCCESSFUL GROWTH STRATEGY THROUGH SCALABLE IP TELEPHONY

**NORTEL**



## Case Study

### Fortis Bank

“For a bank of our calibre, any changes made to our long-standing telephony will be crucial to the way we expand and conduct business in the future. Thanks to the scalable IP telephony solution from Nortel, we can expand with confidence.”

> **Cemal Günay,**  
**Network Operations Manager,**  
**Fortis Bank**

**Customer:** Fortis Bank

**Country:** Turkey

**Industry:** Finance

**Challenge:** To help a leading international bank continue to grow and develop through the innovative use of enabling technology.

**Solution:** A comprehensive solution based on a resilient terabit cluster of Nortel Ethernet Routing Switch 8600s with Nortel Ethernet Routing Switch 8300s at the edge. The Nortel Communication Server 1000 (CS 1000) provides advanced functionalities such as IP applications. The Nortel Survivable Remote Gateway can extend CS 1000 features to branch offices. The Nortel Multimedia Communication Server 5100 enables multimedia collaboration, whilst the Nortel Business Communications Manager 50 (BCM 50) supports scalable branch connection. Finally, Nortel CallPilot offers staff unified messaging for greater convenience.

- Benefits:**
- **A cost-effective way to expand** – The scalability of the Nortel solution will enable stable growth.
  - **Greater resiliency** – Resilient switch clustering ensures optimal uptime.
  - **Improved branch communications** – Branch staff can communicate between sites cost-effectively.

**FORTIS**

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> **Cemal Günay**  
**Network Operations**  
**Manager Fortis Bank**



## The scenario

It's quite a task to grow and develop healthily as a financial institution. Maintaining high service standards to clients whilst integrating change into an already successful business can be inherently risky. Yet, evolution is essential for the continued success of a thriving bank.

For Fortis, growth is a priority. To enable growth unhindered, the bank needed scalable voice and data communications within its head office, and out across its extensive, burgeoning branch network.

“IP telephony would enable us to work towards our strategy, and give us adaptability and scalability right from the start,” says Cemal Günay, Network Operations Manager at Fortis. “We decided to build a new operations centre in Turkey, so all our main departments are run from one central headquarters building. From here, we would also host and manage our IP telephony equipment and applications.”

Given the critical and high risk nature of this work, choosing the right supplier was crucial. As a growing business, scalability was vital, but as a large financial institution, network uptime and data security were also key considerations. Cemal explains: “We wanted to evolve quickly, but we also wanted to incorporate all 248 bank branches in Turkey onto the voice network in the long term. So we needed to invest in cutting-edge technology from a company we could trust, with technology that would cope with our immediate needs and stand firm in the future.”

## The solution

After analysing the IP telephony marketplace, Nortel was chosen as the preferred supplier. “For a bank of our calibre, any changes made to our longstanding telephony will be crucial to the way we conduct business, both immediately and in the future,” explains Cemal. “Thanks to the scalable IP telephony solution from Nortel, we can expand with confidence.”

Nortel and its partners, Koc Sistem and Netser, implemented a comprehensive voice and data solution based on a terabit cluster of Nortel Ethernet Routing Switch 8600s at the core, supported by Nortel Ethernet Routing Switch 8300s at the edge. Terabit clustering ensures very high levels of resiliency in the unlikely event of a failure, with the cluster instantly routing sessions to another switch to maintain full connectivity.

To enable high-quality IP voice communications, Fortis chose the Nortel CS 1000. Alongside highly robust IP telephony, this provides Fortis with over 750 call processing and telephony features such as voicemail and unified communications.

Particularly impressive to Cemal and his team was the Nortel Survivable Remote Gateway. This ensures that in the highly unlikely event of any IP connections failing, Fortis can still call customers directly from the PSTN network, so there is always a way to keep business communication flowing: “The Nortel Survivable Remote Gateway has been such a useful piece of technology for us,” Cemal enthuses. “It gives us peace of mind that if the bank IP network ever experiences downtime in the future, we have continuous backup.”

Fortis also selected the Nortel BCM 50 for installation into smaller branches. This intelligent PBX enables branches to take full advantage of features such as unified messaging and IP networking.

In addition to this, Fortis purchased the Nortel Multimedia Communication Server 5100, to provide bank staff with advanced collaborative tools such as video conferencing and secure instant messaging. And finally, Fortis chose Nortel CallPilot, which allows users to access voicemail as email attachments, avoiding missed messages from clients and colleagues.

## The results

Following consultation with Nortel and its partners, the core solution was thoroughly tried and tested before implementation.

“The whole installation into the new operations centre was extremely smooth. No one experienced any downtime,” confirms Cemal. “We have been fully satisfied with the actively resilient topology. We know we have made the right decision trusting Nortel.”

Fortis now benefits from the reliable IP network that a bank demands. Alongside robust, high-bandwidth data communications, some 1,200 staff in the head office are also enjoying free internal calls, coupled with features such as click-to-call and video. This is not only contributing to staff productivity and job satisfaction, but it also means that customer service waiting times have been reduced.

As security is paramount to the bank, the data encryption facility of the Nortel solution brings added peace of mind. Personal customer information is highly secure, whilst IP calls have the capacity to be encrypted.

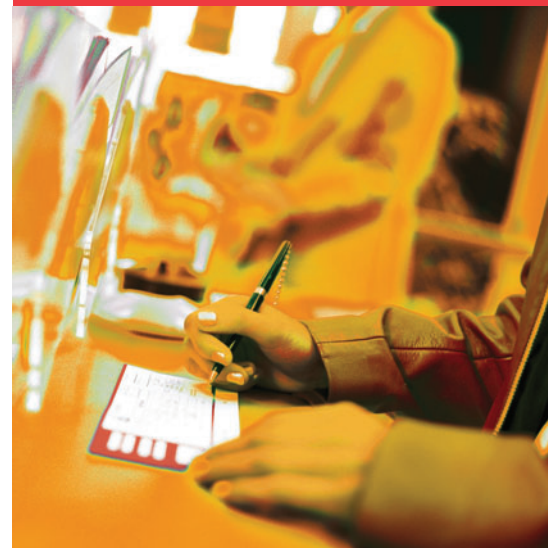
The Nortel Multimedia Communication Server has not yet been implemented, yet Cemal is confident that it will offer the bank’s staff a breadth of virtual collaboration tools: “Users will be able to take advantage of document sharing, instant messaging and video conferencing – all in a highly secure environment. This means staff can benefit from a continued virtual presence, working productively across geographies – without unnecessary travelling.”

Out in the branch network, 25 branch offices have already installed the Nortel BCM 50. Whilst offering a breadth of telephony functionality to staff, this also provides features such as call reporting, helping head office staff to track and monitor call patterns from each individual branch office in real time in order to identify areas for savings.

In fact, with Nortel’s continued help, the bank has plans to expand its portfolio of branch offices by a further 25 sites every year. Each site will have a BCM 50, enabling the branch network to stay efficiently connected with high security.

To date, this Nortel project is one of the biggest and most successful IP telephony installations that Turkey has ever seen.

Cemal reiterates the importance of Nortel technology in helping Fortis realise its plans for growth: “Nortel led the way, providing great value for money and helped us achieve impressive results. With the BCM roll-out continuing across our branches, we are confident Fortis can grow and develop in the way we envisaged from the start.”



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**Network Operations**  
**Manager, Fortis Bank**

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