

UL transforms customer relationships with real-time collaboration

Global testing and certification organization adopts a Unified Communications and Collaboration (UC&C) infrastructure that connects employees with each other and customers

“We want to become integral to the way manufacturers develop their products, and collaborate with our customers as never before. Our HP team created, articulated and demonstrated a vision that provides the infrastructure to advance UL as a truly global company and to ultimately help manufacturers bring safer products to market, faster.”
—Christian Anschuetz, Senior VP and CIO, Underwriters Laboratories



Objective

Standardize and update tools and processes to create collaborative, real-time services

Approach

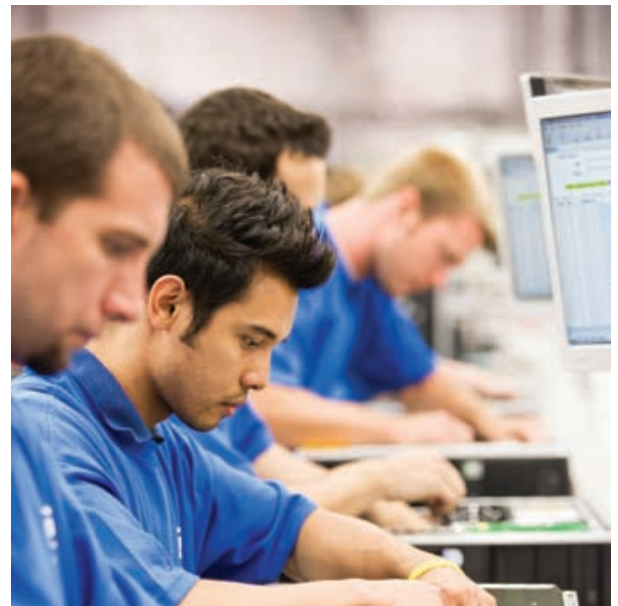
- Develop enterprise-wide UC&C platform and front end, the UL Virtual Workplace
- Incorporate Microsoft, Avaya and HP technologies for unified messaging, IM and presence, collaboration, and voice
- Reduce risk, cost and time of IT transformation by working with HP Services

IT improvements

- Integrate communications across any medium, location or device
- Streamline IT management by standardizing desktops and network infrastructure
- Replace 23 PBX systems with centralized solution

Business benefits

- Adapt business processes and expertise to serve global markets
- Fully leverage 68 lab, testing and certification facilities in 102 countries
- Enhance and accelerate employee-customer collaboration
- Equip UL to integrate services with all phases of customer operations



Underwriters Laboratories (UL) is a household name in product safety throughout the world. Each year, more than 20 billion UL marks appear on products from 72,000 manufacturers in 98 countries.

UL has been certifying product safety and assessing compliance for more than 115 years. But as manufacturers' operations have grown global, the certification industry has changed as well.

“UL has a rich history and commitment to public safety and bringing safer products to market faster, but as our world and its safety needs have evolved, so has UL,” says Christian Anschuetz, senior vice president and CIO of Chicago-based UL, which employs 7,000 people at 64 facilities worldwide. “Not only have we continued to grow and expand, but so have our

HP customer case study: HP Services

Industry: Product safety certification and compliance



customers. We live in a global marketplace, so we need to be everywhere our customers need us.”

Product testing and certification is a knowledge business, and UL considers the unsurpassed expertise of its engineers, technicians and scientists a core asset. The company has been vigorously expanding its capabilities, expertise and overall scope of service offerings through acquisitions and partnerships.

Such expansive growth has left the company with a varied mixture of inefficient and aging technologies as well as disjointed business processes.

Now, working with HP Services, UL is in the process of a multi-year transformation to standardize its processes and technologies and unleash the talents and productivity of each employee.

With a UL Virtual Workplace console on every desktop connecting through the company’s new Unified Communications and Collaboration (UC&C) infrastructure, employees will be able to collaborate with each other and customers without regard to medium, location or device.

“Our goal is to be the fastest, highest-quality and most customer friendly company in our business,” says Anschuetz. “We want to become integral to the way manufacturers develop their products, and collaborate with our customers as never before.”

“We started working with HP before we even conceived of an UC&C infrastructure. HP Services designed it—every element—but only after guiding us through a careful assessment of our business needs.”

Christian Anschuetz, Senior VP and CIO,
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Streamlined, collaborative tools and processes will enable UL to offer better, faster, more innovative services and help manufacturers accelerate time-to-market throughout the product lifecycle, from R&D and testing to manufacturing and environmentally sound disposal and recycling.

HP sends in “A Team”

“As our global systems integrator and strategic partner, HP is working with us in a highly collaborative fashion to great effect,” says Anschuetz. “These changes we’re undertaking will affect every person in the company. Our HP team created, articulated and demonstrated a vision that provides the

HP Services

As global systems integrator, HP Services assesses, plans, designs, pilots and orchestrates roll-out of UC&C infrastructure and UL Virtual Workplace

HP Services include HP UC&C Business Value Services workshops, strategic architecture consulting, global program management, and integration and deployment services

- UC&C infrastructure employs:
ProCurve 8212zl switches from HP networking
- UL Virtual Workplace will include:
Microsoft® Office 2007
Microsoft® Exchange Server 2010
Microsoft® Communications Server “14”
Microsoft® SharePoint Server 2010
Avaya SIP phones

infrastructure to advance Underwriters Laboratories as a truly global company and to ultimately help manufacturers bring safer products to market, faster.”

HP Services has established a dedicated program management office to oversee the planning, design and implementation of the UL Virtual Workplace and UC&C infrastructure. Headed by a lead architect, the HP Services team includes consultants in assessment, strategy and architecture as well as experts in wireless networking, security, and IP telephony located in North America, Asia and Europe.

“HP sent us their A team,” says Anschuetz.

“HP Services brought us great resources, senior consultants who are able to look at high-level business strategy and translate it down to the level of elements and components.”

Through a series of HP Business Value Services workshops, the HP consultants worked with UL to understand its business vision and goals. The HP Services team then developed an architecture and two-year roadmap to achieve UL’s objectives. The roadmap encompasses three phases: needs assessment; detailed design and implementation planning; and the current stage, global deployment, including employee education.

The HP program management office manages the complex interdependencies among UL’s partners and suppliers while conducting the global rollout of the UC&C network and desktop devices.

“Working in partnership with HP,” says Anschuetz, “we are moving forward with a high level of confidence.”

Engaging advocates of change

“Like many companies, we’ve inherited a mix of legacy IT systems,” says Anschuetz, “and groups within our company employ different tools, ways of working, and methods of storing information. As a result, we cannot effectively connect and collaborate with each other as consistently as we would like on a global level.”

A UL product evaluation includes project planning, the actual evaluation, testing, and a report as well as inspection of the manufacturer’s sites and follow-up visits over the lifetime of the UL certification. Access to UL expertise and data throughout all stages can streamline the process, reduce costs for the manufacturer and speed time-to-market.

Relying on dated technologies and redundant or manual methods of recordkeeping, employees lose time accessing data or colleagues with relevant expertise, delays that can stall even a routine testing project.

“Our engineers, field inspectors, lab researchers, and customer service specialists need to quickly access the right people and information if they are to serve our customers in real time, when and where they need our expertise,” says Anschuetz.

“HP Services brought us great resources, senior consultants who are able to look at high-level business strategy and translate it down to the level of elements and components.”

**Christian Anschuetz, Senior VP and CIO,
Underwriters Laboratories**

Despite a compelling case for change, Anschuetz fully understood that such transformation often encounters a certain amount of internal resistance, a factor that he regards as the biggest risk to the success of such an ambitious project.

With the HP consultants, Anschuetz and his IT group have taken steps to identify and overcome not only technical obstacles to standardization but also organizational hurdles.

“We started working with HP before we even conceived of an UC&C infrastructure,” says Anschuetz. “HP Services designed it—every element—but only after guiding us through a careful assessment of our business needs.”

HP began with the very sort of collaborative process that has typically eluded groups in the company. Pivotal to grounding the project was a two-month series of workshops during the summer of 2009.

Emerging from these sessions, participants gained a sense of common cause across groups and became advocates of the UC&C undertaking. Their insights guided HP Services in developing an effective roadmap to meet UL’s needs for both technological and organizational change.

“This collaborative process was key to helping generate a lot of buzz and good will internally,” says Anschuetz. “We identified obstacles to address and opportunities to seize and considered alternative scenarios. Today, our significant progress tells us that everyone at UL better understands the substantial benefits that such a massive IT initiative can provide.”

Moving a decade ahead within a year

The HP team is currently installing UL’s UC&C backbone, which consists of a cost-effective and reliable HP networking infrastructure using ProCurve 8212zl switches on an AT&T broadband network to support business grade Voice over IP (VoIP) and converged communications.

While introducing a uniform, multimedia communications platform throughout the company, the infrastructure streamlines maintenance, replacing 23 legacy PBX systems throughout North America with a single Avaya Aura SIP (Session Initiation Protocol) platform at UL’s main data center near Chicago.

The HP Services team is now installing the UL Virtual Workplace configuration on the desktop of every employee in North America. This console for unified, multimedia communication comprises a PC equipped with the Microsoft® Office 2007 suite and an Avaya SIP phone. The configuration makes use of UL’s existing Avaya investment to achieve unified, single-inbox messaging. This VoIP phone environment will be integrated within Microsoft Exchange Server 2007 and Microsoft Office Communications Server 2007 to bring users full UC&C capabilities.

“By the end of 2010, our goal is that every UL employee in North America will have a highly customizable, intuitive set of desktop tools,” says Anschuetz. “We anticipate a wave of enthusiasm in response to this mass modernization, which moves us more than a decade forward in desktop technology.”

Gaining tools for transformation

During the second stage of implementation, in 2011, the HP team will bring the UL Virtual Workplace configuration to the employees at UL's overseas sites.

By then, the HP Services team will have integrated UL's IP phones to work seamlessly with new releases of the Microsoft products, including Microsoft Communications Server "14" and Microsoft Office SharePoint® Server 2010.

"HP recommended Microsoft products as the best choice for our front-end environment, the UL Virtual Workplace," says Anschuetz. "We're counting on HP's expertise with Microsoft technologies to create a highly integrated, state-of-the-art desktop environment that employs the latest UC&C solutions."

UL and its expansive family of companies will reap the biggest payoffs from all these innovations, says Anschuetz, when its core business applications move to Microsoft SharePoint Server 2010. The HP Services team will synchronize its SharePoint Server installation to ensure a smooth transition by Infosys, the company that is transferring UL's applications to the Microsoft environment.

"As our applications and communications come together into a single environment," says Anschuetz, "we will be able to reengineer our business processes and transform ourselves into a highly collaborative organization both internally and with our customers."

Foundation for a new century of leadership

As UL employees collaborate more effectively with each other and customers, the knowledge gained from each engagement will become an asset that can enhance the quality and speed of their services to other customers.

"And by increasing our service capacity," says Anschuetz, "we will continue to grow our public safety mission and advance as a truly global company—ultimately bringing safer products to market faster everywhere in the world."

Working with HP Services, UL is assessing its overall IT strategy and infrastructure to meet the demands of a dynamic, 24 x 7 collaborative enterprise.

"We are increasingly relying on HP for blade servers and storage," concludes Anschuetz, "and looking at the potential advantages of cloud computing and outsourcing. HP is a leader in new ways to deliver IT resources. Whatever direction we choose, we know that HP will put UL's needs first."

For more information visit:

www.hp.com/services/unifiedcommunications

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4AA1-0939ENW, Created April 2010

