

Lync 2013 Customer Solution Case Study



Leading cancer treatment center turns to Lync for business-enhancing collaboration

Company: Bank of Cyprus Oncology Center

Website: www.bococ.org.cy

Company Size: 150 employees

Country: Cyprus

Industry: Healthcare

Partner: COMIT Solutions

Partner Website: www.comit.com.cy

Company Profile

The Bank of Cyprus Oncology Center is a leading cancer treatment center. Founded in 1998, it provides a range of cancer treatments such as radiotherapy, chemotherapy and state-of-the-art services.

Software and Services

- Microsoft Lync 2013

“Lync 2013 is a great platform. We have one tool for all needed communications and users are very happy with it.”

Marios Pieri, Head of IT, Bank of Cyprus Oncology Center

When the Bank of Cyprus Oncology Center wanted to upgrade its existing legacy PBX, it turned to Microsoft Lync 2013 because of Lync’s compelling, cost-effective collaboration features. The move has revolutionized the hospital’s ability to collaborate and has provided employees with a vital tool that improves communications: both internally among employees and externally with other organizations.

Business needs

The Bank of Cyprus Oncology Center is Cyprus’ leading cancer treatment center. Founded in 1998 and partly funded by the Bank of Cyprus with joint funding from the government, the Center provides a range of cancer treatments such as radiotherapy, chemotherapy and state-of-the-art services. It collaborates closely with leading oncology institutes in Europe and North America, fosters continuing

education for professionals working with cancer patients and carries out extensive research into cancer treatments.

Since its inception, the center has cared for thousands of patients. In 2014 alone, it worked with approximately 12,000 patients. It was the first hospital in Cyprus to attain an international quality accreditation (a recognition it still retains) and is widely known for having made an important contribution to the country’s

For more information about Microsoft Lync 2013, go to www.microsoft.com/lync





health services. With approximately 150 employees, it also acts as a referral center for neighboring countries.

Since it was founded, the Center had been using a legacy PBX for internal and external communications. However, the hospital wanted to upgrade this PBX platform to a more modern one that would not only provide an up-to-date communications platform, but also enable greater collaboration among its employees.

Marios Pieri, Head of IT, Bank of Cyprus Oncology Center says, "We needed to modernize our communications platform, but we specifically wanted to enable greater collaboration among users. This was our main concern: to make it easier for people to communicate with each other in the hospital and also with doctors when they are outside the hospital."

Solution

The Bank of Cyprus Oncology Center engaged with its IT partner, COMIT Solutions, to find an alternative to the Center's legacy PBX. Together they considered a number of options: including Cisco and Alcatel. They also assessed Lync 2013 and the Center ultimately chose this Microsoft platform.

Marios Pieri adds, "Lync 2013 offers greater collaboration potential thanks to its range of features. You can send instant messages rather than make calls, and a presence features lets you know whether the person you want to contact is available. It integrates with Exchange, which everyone uses, and you can easily set up video and conference calls. It can be set up on mobile devices; making it easier to

collaborate when out of the office. It is also more cost effective than the other options we looked at."

COMIT Solutions initially rolled out Lync 2013 for 150 employees within the hospital. Lync was also integrated with a Polycom teleconferencing room. This is used to communicate with other hospitals around the world to share research and diagnostic information and, as such, was an important consideration. COMIT also integrated Lync 2013 with Exchange Server and both iOS and Android mobile devices for executive level directors. COMIT plans to extend this to other employees in time.

Constantinos Constantinou, Security and Infrastructure Director, COMIT Solutions says, "Lync 2013 is a very strong collaboration platform, and it addressed all of the hospital's needs. Some employees are using it as a softphone (via a headset), while others use it to share documents. It's a powerful platform: implementation was straightforward and the hospital is certainly benefiting from improved collaboration and cost savings. The next step is to upgrade Lync 2013 to Skype for Business."

Benefits

In terms of collaboration and cost-effective communications, Lync 2013 has brought The Bank of Cyprus Oncology Center into the modern era. "Our legacy PBX had been in place since 1998, and while it fulfilled an important role, Lync 2013 modernizes our environment. The main benefit, which is what we were seeking, is extremely good collaboration," says Marios Pieri.

- Voice and video over wireless, rich presence, instant messaging, conferencing and calling features from a single, easy-to-use interface.
- Easy to contact medical professionals when they are travelling, making them accessible.
- Internal communications significantly improved with doctors; able to instant message secretaries rather than make calls.
- Improved document sharing with staff; now able to share important information quickly and effectively.
- Mobile users using Lync as an internal line rather than their own mobile devices.
- Cost-savings of up to 30 percent compared to cost of traditional calls: both domestically and internationally.
- Reduced the need for corporate travel thanks to conferencing.
- Will eventually replace entire PBX; currently integrated with existing PBX.
- Plans to upgrade to Skype for Business.
- Previously some technical issues would be solved a day after reporting. Now they are resolved during the same day.
- Lync is used to set up and create internal meetings; avoiding the need to travel.
- The solution helps drive the Oncology Center's mobility strategy by enabling Skype for Business on mobile devices.
- The next step is to integrate Lync with the PBX so customer calls via Skype can be managed through a call center.