



Customer Success Story

Building Tomorrow's Blockbusters with the Cisco Business Communications Solution

Executive Summary

Customer Name

Jerry Bruckheimer Films

Industry

Film and Television Production

Employees

30 permanent

Business Challenge

- Support fast-paced voice applications, including distinctive “rolling calls” conferencing used by the entertainment industry.
- Easily manage and support phones for a dynamic, constantly-changing workforce and production partners.
- Ensure that network solution is secure and can easily scale to support rapid growth and new business applications as needed.

Network Solution

- Cisco CallManager and Cisco Unity Unified Messaging solutions enable nimble, responsive conferencing and advanced voice and e-mail messaging.
- Cisco integrated services routers and Catalyst switches provide a secure, intelligent network foundation based on IP for voice and data.
- Cisco IP phones 7970 provide clear voice communications, one-touch dialing, and advanced display screens in a sleek, futuristic design.

Business Value

- Intuitive, easy-to-use conferencing system facilitates collaboration and responsiveness to business partners.
- Web-based management makes phone system moves, adds, and changes faster and less expensive.
- Cisco Business Communications solution provides an integrated, scalable foundation for future growth and new applications.

Customer Background

One of the most successful entertainment production companies of all time, Jerry Bruckheimer Films produces cinematic adventures and television programs that engage audiences worldwide. The company’s many successes have included films such as “Pirates of the Caribbean”, “Black Hawk Down,” and “National Treasure,” as well as the “CSI” television crime dramas. Jerry Bruckheimer Films has enjoyed worldwide revenues of more than US\$13.5 billion in box office, video, and recording receipts. The company has also been honored with five Oscars, five Grammys, four Golden Globes, seven Emmys, and numerous MTV Awards. Jerry Bruckheimer Films is headquartered in Santa Monica, California, with a permanent staff of 30 employees, as well as dozens of associated staff and partners who work on specific projects or productions.

Business Challenge

Phone calls are the arena where multi-million dollar deals happen in today’s high-powered entertainment industry. Timing and responsiveness are crucial in film and television production, and the ability to manage calls and get back to people quickly can make all the difference in signing a contract.

“Everything is measured in milliseconds in our industry,” explains Jeremiah Steen, the production company’s facilities manager. “In some cases, if an executive is kept on hold for just a few seconds, it can be too long. Speed and responsiveness is a huge part of how we do business.”

With stakes this high, anything less than a top-notch phone and messaging system can quickly become a business liability. In 2004, it became clear that Jerry Bruckheimer Films’ analog phone system was no longer up to the challenge of supporting a world-class entertainment production company. Although the company was growing quickly, the phone system had difficulty accommodating new lines. It was inflexible, and required an expensive service visit by a telephony vendor to change lines or add voice mailboxes every time a new production began. And it could not support the latest applications and rich media conferencing tools.

“The old phone system was so antiquated, it was quickly becoming obsolete in our rapidly expanding company,” says Steen.

When its old phone system came up for renewal, Jerry Bruckheimer Films contacted LA Networks, a Cisco Systems® partner certified in the design, implementation, and support of Cisco® IP Communications solutions. After examining the company's business needs, LA Networks determined that migrating its phones to a converged IP system would provide the optimum mix of responsive performance, flexibility, and manageability that Jerry Bruckheimer Films demanded. A converged voice and data network would enable the production company to easily accommodate a variety of rich media conferencing applications. Frequent moves, adds, and changes could be managed easily, and the system would scale to take on new lines as needed.

"The Cisco Business Communication solution has delivered cost savings with long-distance and conferencing services, as well as improved employee productivity. As a small business owner, this is a huge business advantage."

– Jerry Bruckheimer, President, Jerry Bruckheimer Films

Network Solution

LA Networks installed voice, video, and data networking products from Cisco to meet the needs of Jerry Bruckheimer Films' growing business. This solution, called the Cisco Business Communications solution, is a smart, simple, secure system that lets businesses migrate to a converged IP network to improve operational efficiency and address changing business needs.

At the heart of Jerry Bruckheimer Films' solution is Cisco CallManager, which handles the company's call processing and conferencing. Film and television executives use a distinctive conferencing system called "rolling calls," in which administrative assistants rapidly connect two executives with one another. Working closely with Jerry Bruckheimer Films, LA Networks customized the Cisco CallManager solution to support this unique phone etiquette, so executives could collaborate with one another and make deals without changing the way they did business.

In an industry where image and visual impact are critical, even design of the phones was a critical consideration. Jerry Bruckheimer Films installed Cisco 7960 and 7970 IP phones, which feature cutting-edge industrial design and vivid LCD displays. Executives were particularly impressed when, on the first day of operation, their phones sported the Jerry Bruckheimer logo on their color screens.


"People will walk into our offices, especially people who know phones, and say, 'wow!'," when they spot one of our space-age phones," says Steen.

Cisco phones also provide support for phone conferences with multiple participants, and make it easier to view and manage who is on the call. Using the Conflist softkey on the phone display, conference participants can see all of the end parties, and the conference organizer can disconnect any party by scrolling to their entry and pressing the "Remove" softkey.

"We really like the conference list feature," says Steen. "You can select who's on the call, who you can drop, and who can remain on the calls. It's very visual, and we can support more participants than we could before, which is a huge benefit for us."

Robust messaging was another key requirement, so LA Networks added Cisco Unity® Unified Messaging, which delivers professional voice mail and messaging capabilities in branch offices. Cisco Unity Unified Messaging is integrated with Jerry Bruckheimer Films' pre-existing Microsoft Exchange platform so employees can check voice mail or e-mail from a single mailbox.

To support its intelligent phone system, Jerry Bruckheimer Films installed Cisco 2800 Series integrated services routers, Cisco 1760 modular access routers, Cisco Catalyst® Express 500 Series switches, and Catalyst 3560 switches. Cisco routers and switches provide a converged network that securely and reliably unites voice, video, and data to deliver improved communications throughout the business.



Cisco integrated services routers are the gateway to the public switched telephone network (PSTN), and feature built-in support for IP Communications and robust security. Their intelligence and scalability enable Jerry Bruckheimer Films to easily add integrated wireless, security, and other capabilities as needed.

Both Cisco Catalyst switches include Power over Ethernet (PoE), allowing the company to install IP phones where required, without cumbersome, unsightly power cord tangles that would be unacceptable in image-conscious entertainment offices. Designed specifically for the unique needs of small businesses, the Cisco Catalyst Express 500 Series switches deliver a smart, simple, secure solution for companies that need a secure network foundation. Optimized for data, wireless, and voice, the Express 500 Series provides all the power of intelligent switching, with none of the complexity. Cisco Network Assistant, a simple Web-based graphical user interface (GUI) for management, makes it easy and fast to configure and manage the switches, plus routers, access points, and security.

Whether working from home or the road, the ability to stay connected 24 hours a day is critical for entertainment executives, so Jerry Bruckheimer Films added a Cisco 3002 Virtual Private Network (VPN) Concentrator, which provides secure, encrypted voice and data connectivity for remote workers.

“Our executives are often on the road, working at different studios or from different cities, so to have a secure phone and network connection where you feel like you’re at the main office is very useful,” says David Leener, Jerry Bruckheimer Films executive. “Callers can dial the same number to get to you, wherever you are, and the interaction appears seamless to them.”

Business Value

Just six months from the time of deployment, the Cisco Business Communications solution has already proven its value. The phone system has proven to be reliable and agile, supporting the business-critical conferences that are critical to Jerry Bruckheimer Films’ day-to-day operations.

“The Cisco Business Communication solution has delivered cost savings with long-distance and conferencing services, as well as improved employee productivity. As a small business owner, this is a huge business advantage,” says company president Jerry Bruckheimer.

“The Cisco Business Communications solution integrated very easily with our existing systems, and it hasn’t forced us to change our core business processes,” adds Steen. “We’re still learning what we can do with the system, and I’m sure it will be able to keep stride with us wherever we go.”

The easy Web-based management of the phones is reducing administrative expenses, while enabling the company to accommodate the needs of a constantly changing staff and associates.

“Suppose a movie is conducting casting for three or four weeks at our offices,” explains Steen. “When they come in, we can plug in their phone, set it up, and five minutes later, their first and last name will be on the phone display and in our receptionist’s system. It looks very professional, and it ties back to that image of being able to handle things immediately.”

The company’s advanced new messaging systems are also proving beneficial, enabling staff to respond more quickly to callers, and to document business conversations more effectively.

“Cisco Unity Unified Messaging gives us the ability to save and archive voice messages as files in our Outlook mailbox, which is a real benefit,” explains Steen. “It lets us document our business more effectively, because we can use these message files to verify agreements and assign project ownership and responsibility.”



Next Steps

Administrators at Jerry Bruckheimer Films are impressed with the reliability and cost savings the system has delivered. And with its flexible IP infrastructure in place, Jerry Bruckheimer Films can easily add new applications such as video conferencing and other rich media tools, without the expense of additional network upgrades.

“We’re building a new conference room, and we anticipate videoconferencing will play an important role at the new facility,” says Steen.

Jerry Bruckheimer Films will continue to build on its scalable Cisco network foundation, as it expands its business to take advantage of new business opportunities.

“We’re expanding our facilities now, working on a huge remodel that will open up more offices for a video game division that we’re going to be moving in,” explains Steen. “I feel confident the Cisco Business Communications solution will not only be able to keep up with what we need in the future, but provide us with the right foundation to get there.”

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