



# The Computerworld Honors Program

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## Final Copy of Case Study

**YEAR:**  
*2012*

**STATUS:**  
*Laureate*

**Organization:**  
Thrupoint, Inc.

**Organization URL:**  
[www.thrupoint.com](http://www.thrupoint.com)

**Project Name:**  
Enterprise Mobility Suite

**What social/humanitarian issue was the project designed to address?  
What specific metrics did you use to measure the project's success?**

Companies around the globe are embracing flexible working. More than just an emerging trend, the ability for employees to work from home or other non-corporate locations has the potential to reshape society. Individuals benefit from better work/life balance and increased productivity. Families spend more time together and don't have to relocate when a job transfer occurs. Remote communities have access to employment opportunities in larger commercial centers. Companies can reduce real estate costs and recruit from a broader pool of applicants across geographies. As well, reduced commute times have a corresponding effect on greenhouse gas emissions, and cities experience less traffic congestion. Companies recognize these benefits but many struggle to deliver effective flexible working solutions to their employees. Collaboration tools that workers are accustomed to using while in a corporate office are often not available at home, other locations beyond the enterprise, or even in smaller corporate branch locations. It is often difficult for companies, especially large multi-site enterprises, to address these challenges because their communications environments consist of a mixture of legacy and next-generation technologies from multiple vendors. The costs and complexity to unify these multi-vendor networks and extend new overarching services are often prohibitive. Thrupoint's UC Collaboration Suite greatly simplifies and accelerates the deployment of flexible working solutions across the enterprise that can scale and provide a consistent user experience across locations. Success metrics for this project include user uptake, productivity improvement, employee satisfaction, employee turnover reduction, carbon footprint reduction, and real estate savings.

**Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.**

The first barrier to overcome when deploying a collaboration-rich, flexible working solution is to provide interoperability between various vendors and communication modes across enterprise locations. Thrupoint addresses this challenge through products and services built around Thrupoint Service Broker, a SIP-based session management solution that provides a central point of control over the many forms of communication that occur within the modern enterprise. Service Broker uses multi-vendor adaptations to connect together communications services, applications and tools used across an organization, regardless of location, infrastructure, vendor, device type or product release. Enterprises can therefore federate existing communications technologies without forklifting equipment, performing expensive upgrades, or replacing devices, which translate into significant time and cost savings for IT. Once this federation is completed, new services can be deployed rapidly and in a centralized fashion. Several applications from Thrupoint's UC Collaboration Suite can be implemented quickly to support flexible working. These include: (a) an enterprise mobility application, which turns virtually any mobile smart phone (Apple, Android, BlackBerry) into a PBX IP phone when connected to a public or private Wi-Fi network; (b) a call routing application that lets users set up policies for others to reach them no matter what device they are using (e.g., one number reach, time of day routing, etc.); (c) a rich collaboration application for tablet devices that supports voice, video, instant messaging, presence, file sharing, visual voicemail and other features; (d) a carrier-class conferencing solution that provides a simple Web portal for scheduling, initiating, managing and terminating multi-party conferences; and (e) a productivity application that allows remote workers to click-to-communicate from within Microsoft Office, Lync and other third-party applications.

**Please list the specific humanitarian benefits the project has yielded so far.**

Rollout of the Thrupoint UC Collaboration Suite in support of flexible working has yielded the following humanitarian benefits: Employees can fully engage and escalate engagement with co-workers or customers via a rich, consistent suite of communication options regardless of where they are; carbon footprint per employee has been reduced by over 20% based on estimates that employees avoid commuting to and from work at least one day per week; workers report more time with their families and availability for important personal events; workers have better work-life balance due to work shifting and report increased quality of life; remote communities report increased opportunities for job postings that are 100% home-based; workers in developing economies have increased access to good paying jobs with foreign employers; businesses have more highly satisfied and motivated employees while enjoying the productivity boost of a "work shifting" employee base who are more connected and more productive for more hours during the day. Along with the support of flexible working, the Thrupoint UC Collaboration Suite also provides humanitarian benefits for the healthcare sector, including the following: Nurses can focus more on patient care because they can manage all of their communications and collaboration tasks on a mobile device such as an iPad; doctors can confer with patients when on the go or at home, because office-number calling is available regardless of where they are; paper and pen processes can be replaced by electronic methods and unified with collaboration tools to improve accuracy and provide better healthcare delivery.

6. When was this project implemented or last updated? (Please specify month and year.)

Thrupoint has successfully delivered a growing suite of collaboration applications including Click-2-Communicate, Enterprise Mobility and Conferencing over the past two years. The most recent update occurred in January 2012. The latest addition to our Unified Communications Suite is a video-enabled iPad collaboration client, which is currently in limited release and will be fully available in the spring of 2012.

**Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.**

SunGard Financial Systems, a division of SunGard, which is a global software and services company, faced a number of challenges, including: (a) no common telephony hardware platform; (b) expensive global voice conferencing solution; (c) no common telephony backbone (leading to high long-distance charges from office to office); (d) no PBX integration with Microsoft OCS/Lync; (e) no ability to connect from anywhere, anytime, with any mobile device. Thrupoint partnered with this company to deliver a collaboration solution that enabled (a) global on-net audio conferencing; (b) centralized SIP trunking to carrier; (c) a common backbone with multi-vendor telephony integration; (d) on-net mobile calling for Android, iOS, BlackBerry; and (e) click-to-call from Microsoft Lync. Not only did the company enable a feature-rich collaboration solution in support of flexible working, but it also achieved significant cost savings and increased productivity. Director of Global Engineering Services, Scot LeVan, states the following: "SunGard has been trying to put together a unified communications solution for several years. We've had challenges with trying to integrate multiple technologies. Finding the Thrupoint solution allows us to integrate both our Avaya infrastructure and our Microsoft infrastructure. It gives us the ability to actually integrate our mobile devices into our daily messaging as well as being able to receive and make phone calls on network with our other offices on our mobile devices. It also gives us the ability to house our own internal conferencing server, which saves us millions of dollars annually. The session management Thrupoint provides gives us the ability to integrate any of our communications technologies as long as they are SIP-compliant, which is something we haven't been able to find out there. Usually vendors provide solutions where it is their solution or no solution."