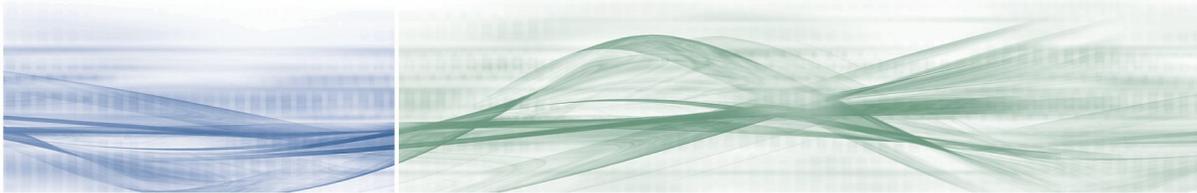




CASS Provides China Construction Bank with Complete IP Office Solution



Profile

China Construction Bank (SSE:601939, SEHK: 0939) is one of the 'big four' banks in the People's Republic of China. Currently, CCB is ranked as China's second largest bank and the fourth largest in the world by market capitalization. CCB has approximately 13,629 domestic branches and maintains overseas branches in Hong Kong, Singapore, Frankfurt, Johannesburg, Tokyo, and Seoul. Additionally, the bank maintains representative offices in London, New York, and Sydney.



The Challenges

China Construction Bank is planning to expand its influence in the American market by establishing a branch in New York City. As the business is growing, the technology needs are escalating and the bank needed a complete office solution that would allow for easy implementation of additional business systems. The New York City branch would be staffed with 60 employees and required a scalable phone system with a robust voicemail platform.

The Solution

CASS Business Systems offered China Construction Bank a complete IP Office solution. Key elements of the IP office solution include built-in recording features with the add-on contact store application. CASS' solution provided China Construction Bank with unified communications, including mobile twinning and phone manager. CASS was also able to provide call recording, which solidified the capability and scalability of IP Office over offerings from the incumbent competitor.

In early July 2009, CASS successfully installed the complete solution at CCB's New York City location. CASS provided CCB with 50 user licenses for unified messaging. Additionally, CASS' IP Office solution provided China Construction Bank with easy TAPI integration and Avaya headsets that will accommodate future growth and functionality. Overall, CASS' solution unified communications at China Construction Bank, allowing for increased mobility, ease of use, and scalability.

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