

INVESTING IN LOGICALIS' DATA CENTER EXPERIENCE AND UNIFIED COMMUNICATIONS SKILLS PAYS BIG DIVIDENDS FOR CATHAY BANK

CATHAY BANK, founded in 1962 to provide financial services to a fast-growing Chinese-American community in the greater Los Angeles area, expanded rapidly beyond its original market and is now part of a publicly traded financial institution with stockholder equity of approximately \$1.3 billion and total assets of more than \$10 billion. Its service network now includes offices throughout California and Washington, as well as in Illinois, Texas, New York, New Jersey, and Massachusetts. Overseas, it has a presence in three important commercial centers of the Asia-Pacific Rim: Taipei, Shanghai, and Hong Kong.

The construction of Cathay Bank's new corporate headquarters was part of a strategy to provide offices for its senior executives and consolidate several offices in the LA area that housed various corporate business departments. Anticipating that the IT department would need to stay focused on supporting routine banking operations, Cathay CIO Bob Romero turned to Logicalis to design, manage, and execute the build-out of the data center, the cabling infrastructure, and the converged IP voice and data network, and to manage the move of technical equipment for more than 300 office staff. The bank also wanted to implement a state-of-the-art IP video solution for real-time collaboration, conferencing, training, broadcasting, and human resources.

DESIGN AND IMPLEMENTATION

"Logicalis worked on the design and implementation for all those projects," says Romero. "Anything that dealt with the infrastructure—the network, the wireless, the data center, as well as the movement of everybody and the video conferencing infrastructure."

Cathay Bank has been a Logicalis client for many years. Logicalis Account Executive Ken Ohlson, in fact, has been a trusted advisor to the bank for more than a decade.

Logicalis designed and implemented a converged IP voice and data network for the bank in 2006, and Logicalis Managed Services has served as the network operating center for all Cathay's locations for more than four years.

Other Logicalis services provided over the years include supplemental staffing, training, and business continuity.

"A lot of credit goes to Bob Romero," says Ohlson. "He recognized the challenges the bank faced as it continued its impressive growth. He developed a solid strategy for how his IT organization could use technology to address those challenges and leveraged Logicalis' core competencies to enhance his team's effectiveness."

Logicalis assembled a team with a broad range of skills for the world headquarters project. The first phase was the design of the data center. Logicalis lead network engineer Jay Kim constructed the IP infrastructure, and data center expert Bob Mobach and his team started early to design and oversee the wiring of the data center and the entire building from the ground up during construction.

Closer to the occupancy date, the Logicalis team ramped up operations to build the wired and wireless networks, the IP phone system, and the IP video solution. All these were completed prior to employee move-in to ensure a seamless transition.



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Bob Romero, CIO, Cathay Bank

By the time the building and the data center were ready to occupy, Logicalis Project Manager Greg Mest had planned for every detail—and every contingency—for the arrival of the banking staff, all their computers and printers, and other office equipment. The actual move was accomplished over five weekends.

The relocation had the potential to become a very unsettling event for bank employees, all the way from the executive suite to the clerical staff. “There were lots of changes for people,” Romero notes. “They were in a new building, in new work areas where the layout was different. We didn’t want a bunch of techs going in there saying, ‘Here’s what you get,’ and then leaving.” But that’s not how Logicalis does business.

CUSTOMER SERVICE SKILLS

“The Logicalis team really excelled during the implementation,” Romero says. “They worked extremely well with our users and made it an easier transition for everyone. We had made many changes in how we structured printers and other equipment, and the Logicalis technicians did a really good job working with all our users. They have great technical abilities, and they also have great customer service skills. They answered everyone’s questions completely and explained why we were doing certain things a new way. Having

Logicalis here took a lot off my plate.” Despite the complexities of moving people and technology, there were no major surprises, Romero says.

“Having Logicalis involved in the initial design of the data center and the cabling was a big help,” he says. “They knew our current environment. That, and good up-front planning, eliminated a lot of problems for us during implementation and afterwards.”

As they settled into their new surroundings, the bank employees were able to take advantage of a number of new technologies that enhanced their productivity. One of the most dramatic, Romero says, is the new IP video system. Bank executives can now communicate face-to-face across the US and as far away as Hong Kong, saving significant time and money. The bank also saves dramatically by using Cisco MeetingPlace as an enterprise-wide workspace for training where employees can share materials and presentations interactively.

While all this activity was going on in the background, Romero and his IT team were able to stay focused on supporting the continued growth of Cathay Bank as it expands its services around the world. “Logicalis worked as an extension of our team,” Romero says.

“Logicalis worked as an extension of our team. We couldn’t have done this without them.”

Bob Romero, CIO, Cathay Bank

ABOUT LOGICALIS

Logicalis is an international provider of integrated information and communications technology (ICT) solutions and services founded on a superior breadth of knowledge and expertise in communications and collaboration, data center optimization, application development and integration, and outsourcing and managed services.

With its international headquarters in the UK, Logicalis Group employs more than 1,900 people worldwide, including highly trained service specialists who design, specify, deploy, and manage complex ICT infrastructures to meet the needs of more than 6,500 corporate and public sector customers. To achieve this, Logicalis maintains strong partnerships with technology leaders such as Cisco, HP, IBM, and Microsoft.

The Logicalis Group has annualized revenues in excess of \$1 billion from operations in the UK, US, Germany, Latin America, and Asia Pacific, and is fast establishing itself as one of the leading IT and communications service providers, specializing in the areas of advanced technologies and services.

For more information, visit www.us.logicalis.com.

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