



## **CITIC Securities International Raises Customer Services to New Heights with Cisco Unified Communications System and Macroview's LUCAS Application Suite**

*Pioneering Deployment by the Largest Securities House in China Will Directly Tackle Company's Need to Align IT Resources With Business Priorities*

**HONG KONG, Sept 10, 2009** – Cisco, Macroview Telecom and CITIC Securities International Company Limited (“CITIC Securities International”), the largest securities house in China, today showcased a wide range of innovative applications and customer services at the newly opened CITIC Securities International Mongkok branch. The enhanced customer services enabled by Cisco® Unified Communications solutions and Macroview's Leading Unified Communications Application Services (LUCAS) Application Suite help ensure regulatory compliance, enhance customer responsiveness and improve the mobility of the client servicing team, bringing exceptional quality to securities brokerage services for investors.

In the process, CITIC Securities International has replaced its legacy telephone system with an advanced IP-based communications system to address the evolving growth of its businesses as well as the changing needs of the financial markets.

### **Highlights / Key Facts:**

- **Voice Recording Compliance:** CITIC Securities International employs the mobile recording application integrated with the Cisco Unified Communications solution to ensure regulatory compliance. As stipulated by the Securities & Futures Commission Code of Conduct in Hong Kong, a telephone recording system should be used to log order instructions, which need to be retained for at least three months. This application helps ensure that all order instructions made by clients, both on office phones and mobile phones, are recorded and kept properly, providing peace of mind for account executives to conduct transactions anywhere with a mobile phone.
- **Business Process Automation:** CITIC Securities International intends to enhance its customer responsiveness and staff productivity with the business process automation application enabled by LUCAS Application Suite and the newly deployed unified communications system. Integrated with the company's customer database, the application can automatically retrieve and display basic customer information on the screen once a customer's call is received, helping the account servicing team deliver a more personalized service and speed up the business process. The automation is of particular significance to the Company as this greatly enhances the services provided to its customers from different locations, with the ability to recall a customer's background and history within a second, as well as improving staff productivity with such quick retrieval capability.

- **Communication Mobility:** To facilitate more efficient and flexible communications, CITIC Securities International has adopted the communication mobility application built on the Cisco Internet Protocol (IP)-based network to closely connect with its customers no matter where the account servicing team is located. The application enables customers to simultaneously reach the office phone and the mobile phone of the executive, allowing staff members to serve their customers while they are away from the office. This capability helps equip the company with an essential business edge to better serve its customers in the financial market where even a second counts.
- The IP-based backbone comprises Cisco 7962 and 7911 IP Phones, and the innovative Macroview applications, including the voice recording or 'logging' system, communication mobility application and business process automation system. These solutions, implemented by a strong team of professionals with rich experience in the financial industry, are built on the network infrastructure with Cisco routers and switches installed by Macroview for more than 1,000 users in seven office locations.

### **Supporting Quotes:**

#### **Ringo Chiu, chief operating officer, CITIC Securities International**

*“Customer service in today’s financial service industry is a key differentiator. We are keen to upgrade our legacy telephone system with new technologies to provide unrivalled securities brokerage services for our customers, as the traditional telephone system could no longer support our business development and growth. The customized solutions help us meet compliance requirements, increase staff productivity, raise the bar for customer satisfaction and reap the benefits of an IP-based communications system that helps best prepare us for future expansion.”*

#### **Barbara Chiu, general manager, Cisco Hong Kong and Macau**

*“Cisco is delighted to provide CITIC Securities International with a well-proven and innovative unified communications solution, helping address its business priorities with the transformation brought to its business processes. The customized applications layered on top of Cisco Unified Communications not only set a new paradigm for securities brokerage services in Hong Kong, but also underscore our commitment to solidifying Hong Kong as the financial hub in the region. As the service and support needs of financial institutions become more sophisticated, we strive to deliver more customized and advanced technologies to help them achieve their business objectives.”*

#### **PH Tang, founder and chief technology officer, Macroview Telecom**

*“Macroview is proud to be a part of this pioneering implementation, demonstrating our commitment to promoting the benefits of the unified communications system and the compelling capabilities of the LUCAS platform. Our team of experienced professionals has provided valuable recommendations and smooth implementation in deploying the solutions, and by combining Macroview’s advanced application engineering skills with Cisco’s Unified Communications systems, CITIC Securities International has set a shining example of how a unified communications system can help raise the bar for customer satisfaction while improving business processes.”*

**Supporting Resources:**

- To read more on [Cisco Unified Communications solutions](#)
- To learn more about [CITIC Securities International](#)
- To learn more about [Macroview Telecom](#)

**Tags / Keywords:**

Cisco, Cisco Unified Communications, Collaboration, Mobility, Productivity

**About Cisco Systems**

Cisco (NASDAQ: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>. Cisco equipment in Hong Kong and Macau is supplied by Cisco Systems International BV, a wholly owned subsidiary of Cisco Systems, Inc.

**About Macroview Telecom**

Macroview Telecom has been building IP Telephony and IP Unified Communications (IPUC) solutions since 1999. Last year we have achieved the Cisco Master Unified Communications Specialization - “the First and the Only one” amongst all Cisco Gold Partners in Hong Kong and Macau, taking our capability a significant step ahead to uncover the value-adding power of Cisco IPUC solutions for clients.

With unparalleled skills and project experiences, Macroview Telecom not only designs and implements IPUC solutions for individual customers, but integrates People, Process and Technology into innovative generic IPUC-based business solutions and productivity tools via our unique LUCAS platform. (LUCAS : Leading Unified Communications Application Services).

LUCAS enhances the “user-interactivity” and reduces “human latency” in business processes, delivering tailored applications on IPUC systems to meet the general as well as specific business requirements of different industry segments. Information about Macroview can be found at <http://www.macroview.com>.

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*From left to right: Barbara Chiu, general manager, Cisco Hong Kong and Macau (Left), Ringo Chiu, chief operating officer, CITIC Securities International Company Limited (Center) and PH Tang, founder and chief technology officer, Macroview Telecom, co-hosted a media briefing to announce CITIC Securities International's deployment of a wide range of innovative applications and customer services enabled by Cisco® Unified Communications solutions and Macroview's LUCAS Application Suite.*