

# Business Performance Driven IT Changes – A case review on Unified Communications & Collaboration in MTR

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MTR Corporation Limited**

# Agenda

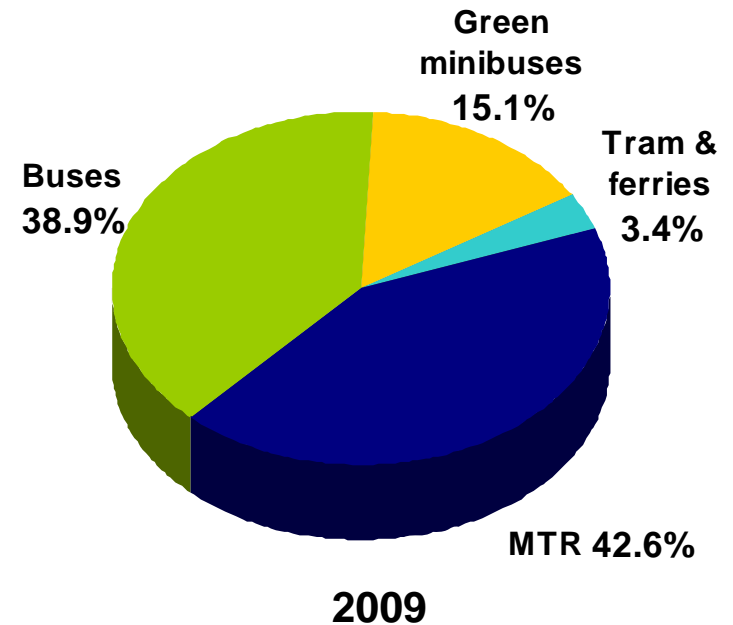
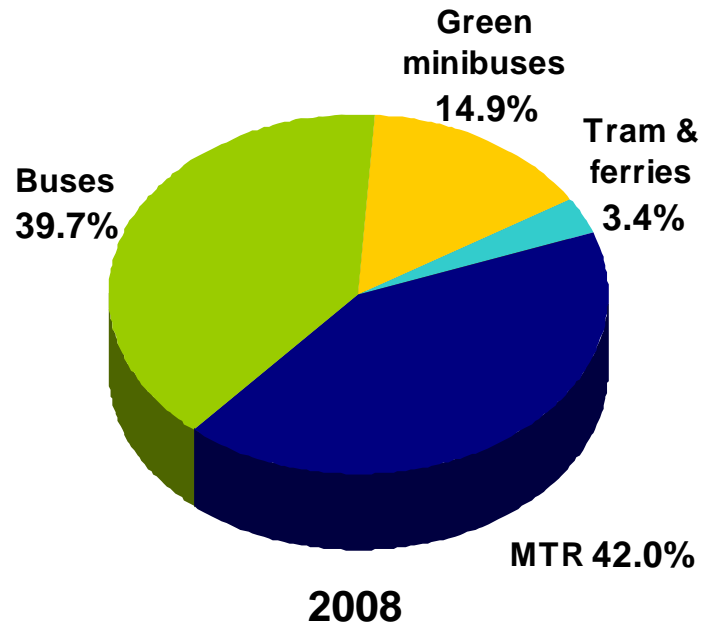
- MTR UCC Vision
- Business Benefits of UCC to MTR
- Implementation Approach – User Lead, IT Facilitate
- Final Remarks



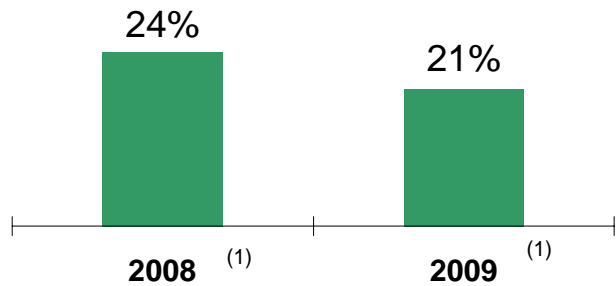


# Market Share

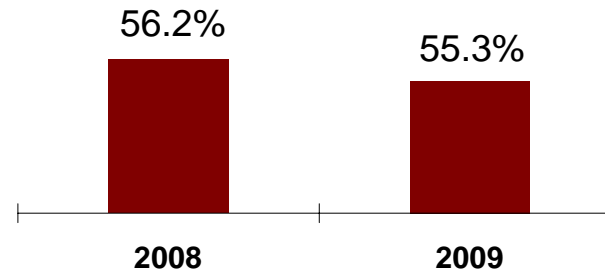
## Hong Kong Franchised Public Transport



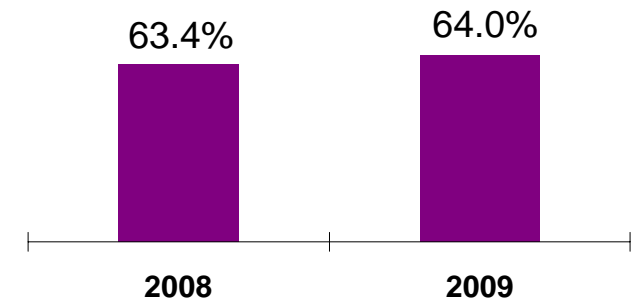
### AEL



### Cross Boundary



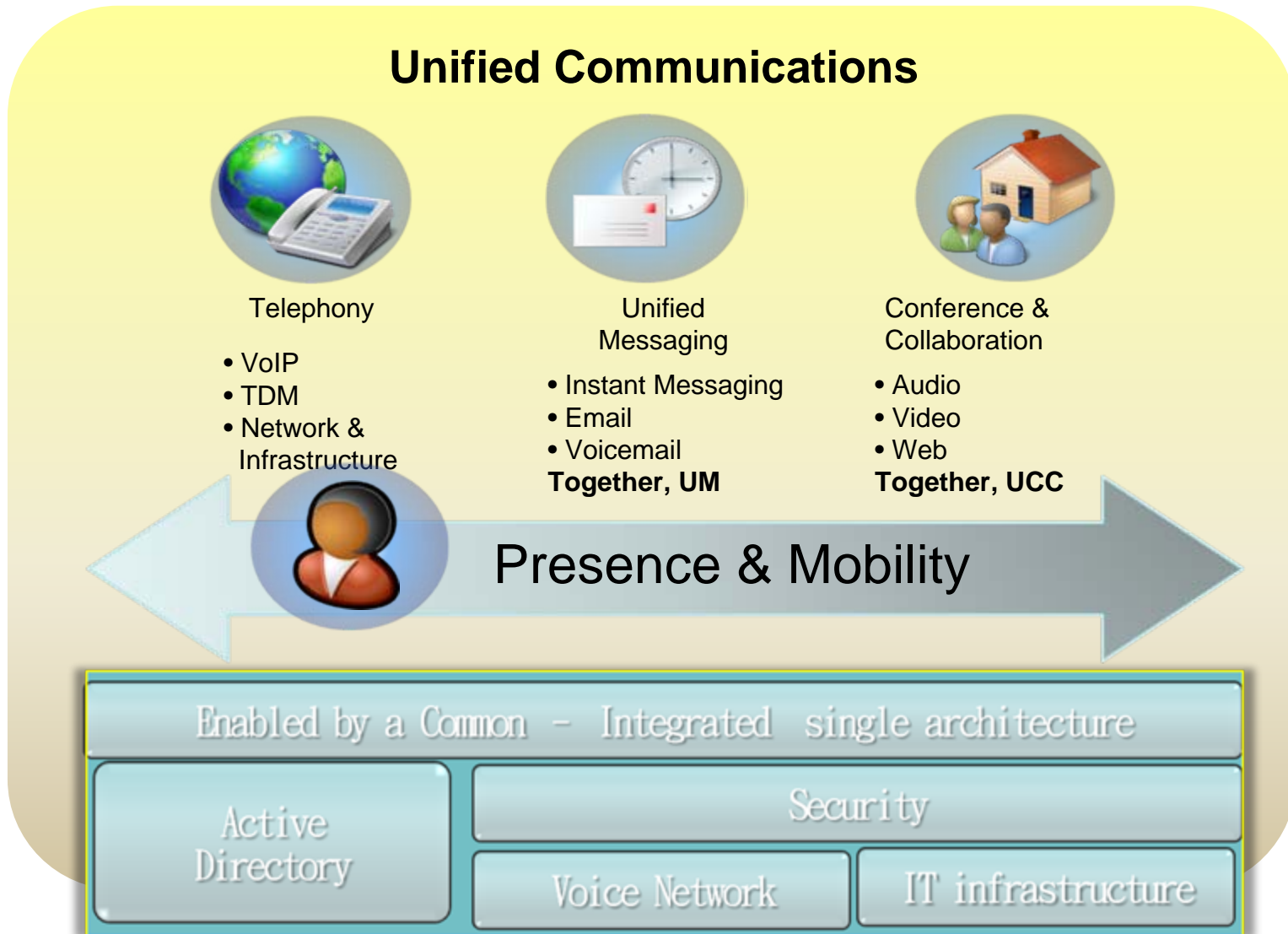
### Cross Harbour



Source: The Transport Department / Immigration Department / Airport Express Market Share Survey

(1) Data based on Airport Express Market Share Survey as of Jan/Aug 2008 and Feb/Aug 2009

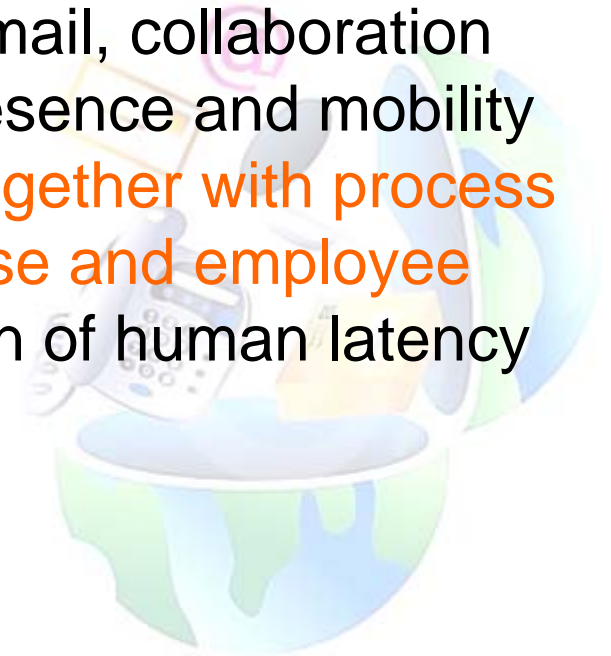
# Unified Communications Definition



# MTR UCC Vision

MTR is looking at the benefits of Unified Communications technologies in order to improve its employee and enterprise productivity and agility.

Unified Communications brings together the communications tools we used today, including telephony, e-mail, collaboration using data/voice/video – and elements of presence and mobility into a single integrated architecture, which **together with process automation enable improvements in enterprise and employee productivity & efficiency** through the reduction of human latency and improvements in quality.



# MTR One Seamless Communications and Collaboration Program

## Customers

Enhance Customer Service – Enable creation of new services – Brand Recognition

New Services Enablement – Customer satisfaction

### People

### Process

### Technology

Adoption of new ways to do things and the skills to do them

UC Architecture blueprint: will drive UC technologies implementation

Cultural  
Change

Business  
Process

Unified  
Messaging

Telephony

Collaboration

Measure

Training and operational support

Unique Operations and Support of UC elements

# Modernize MTR Communications Platform



**MTR has commenced to modernize its communications platform with 2 initiatives:**

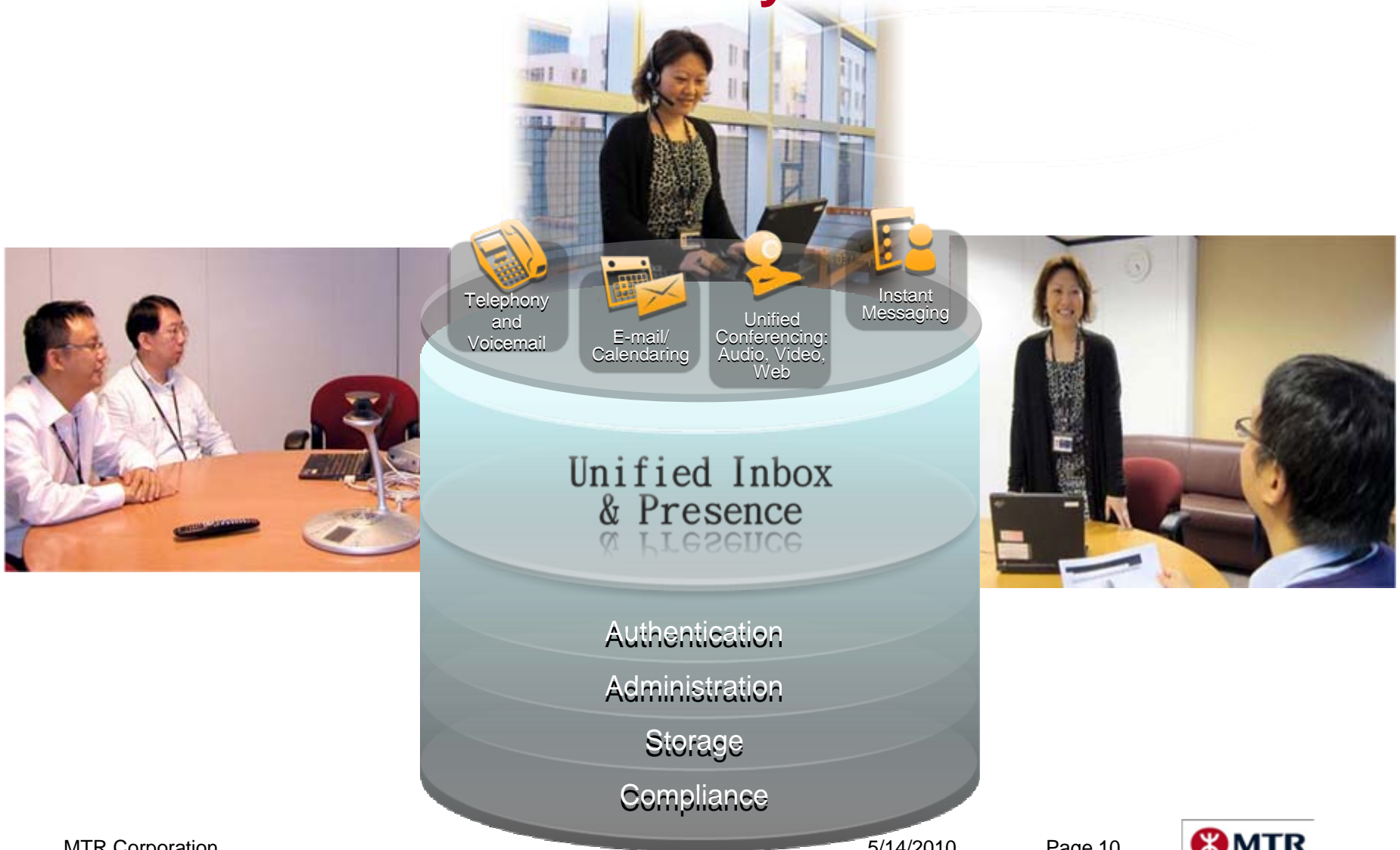
- 1** Replacement of traditional telephone (TDM PABX) system
- 2** Introduction of Unified Communications and Collaboration (UCC)



# Communications Today

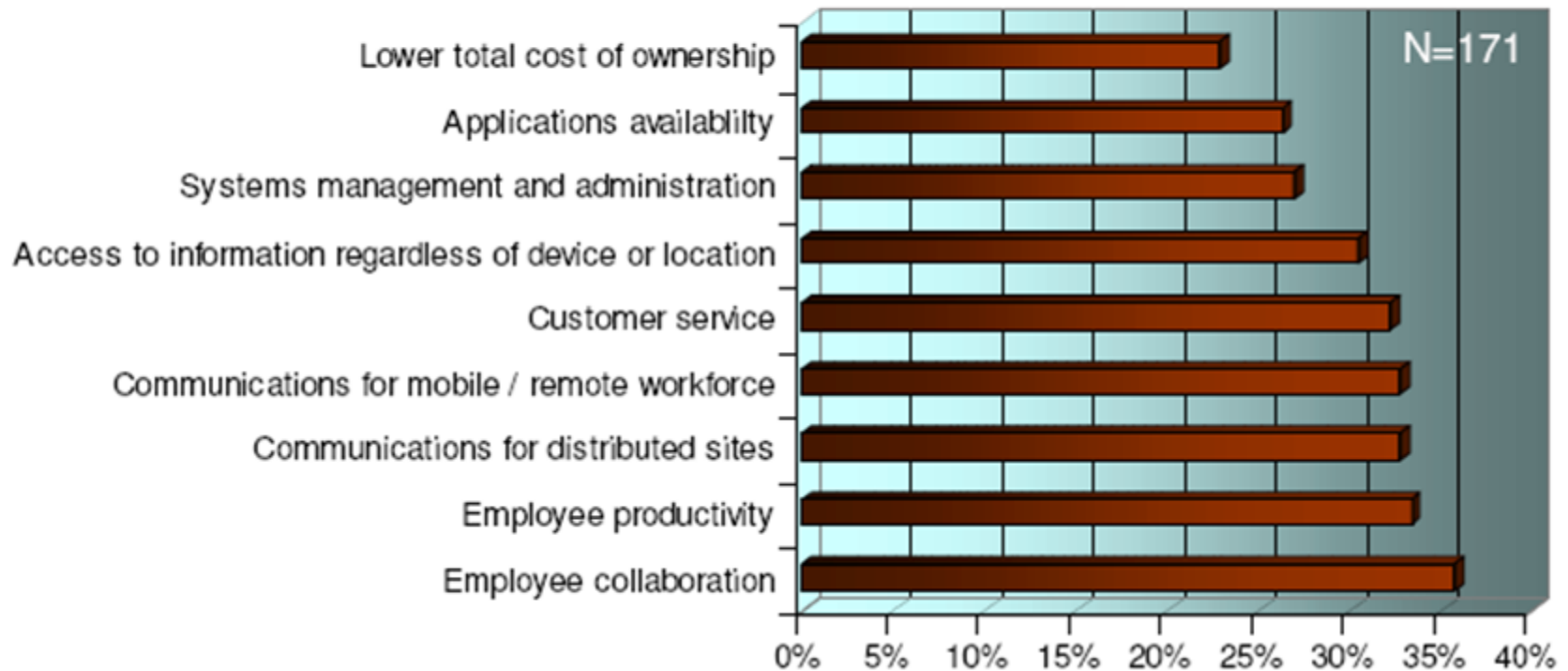


# Modern Communications Platform for MTR in 21<sup>st</sup> Century



# Business Benefits of UCC

*"What were the 3 biggest improvements your organization experienced after deploying UC?"*



# Business Benefits to MTR

Internal Users



Customers



Partners



**Stations**    Ticket Office Staff    Concourse/ Platform Staff    Station Manager

**Customer Services**

Call Centre Staff

**Depot & Headquarters**    Mobile    Wired    On Site Engineer

- Knowledge access and sharing any time any place
- Expert identification and collaboration by UCC means

## Values of UCC

### Improved Services:

- Client Satisfaction
- Brand
- Revenues Increase

### Improved Operations:

- Efficiency
- Cost reduction
- New Global Business models & Operations support

# UCC Contribution to MTR Operation Mission Elements

- Enhance productivity & company profits
  - Reducing Travel time & Costs
  - Reducing Operation Support costs
  - Reduce repair time
  - Reduce number of item rejected
  - Increase Collaboration between remote teams



# UCC Contribution to MTR Operation Mission Elements (Con't)

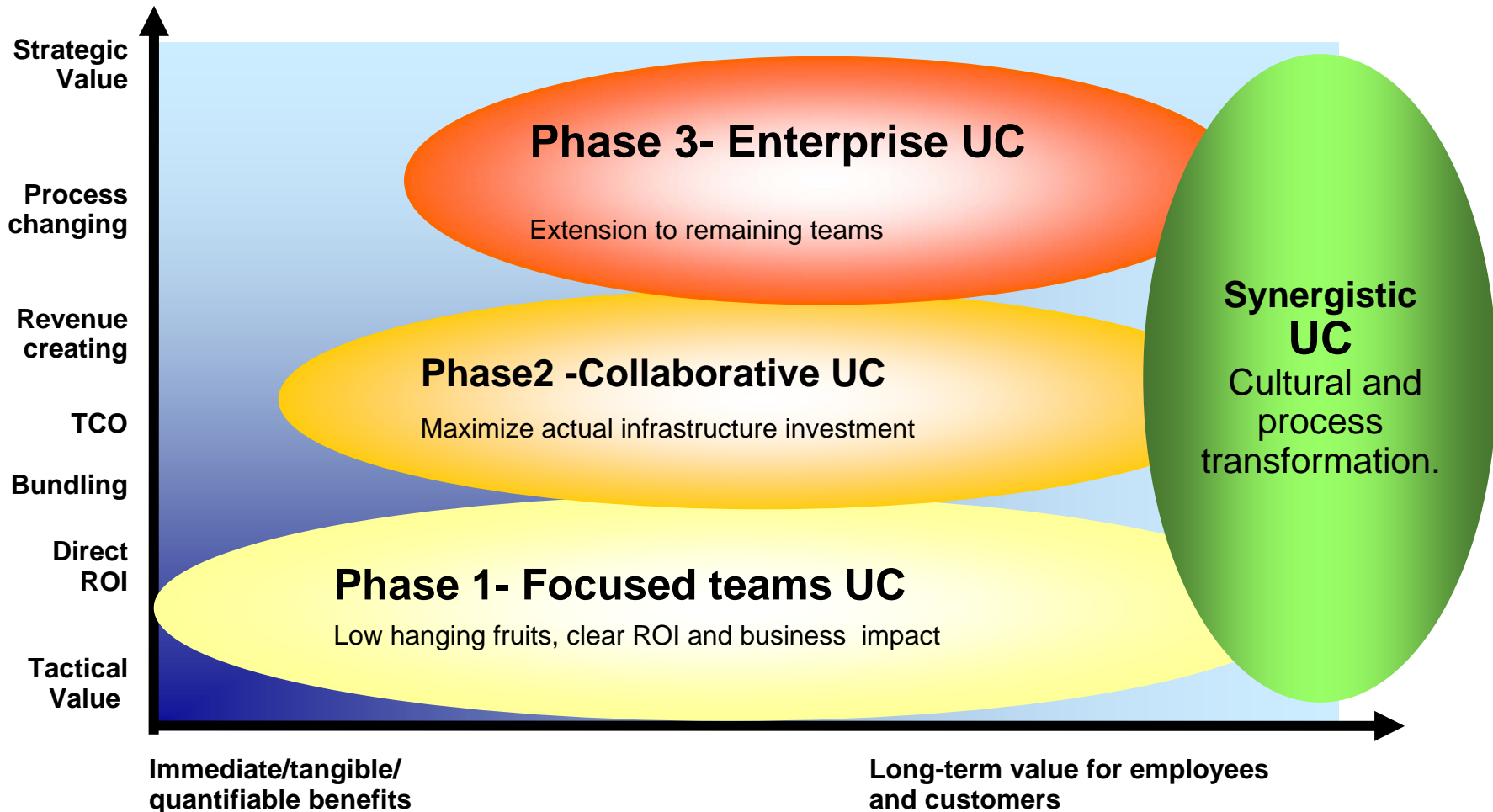
- Provide valued, customer-friendly, safe, caring and reliable railway services
- To be the transport provider of choice through innovation & continuous improvement
- To timely provide operation expertise to support the growth of railway network

**The challenge is also on the change of culture.**

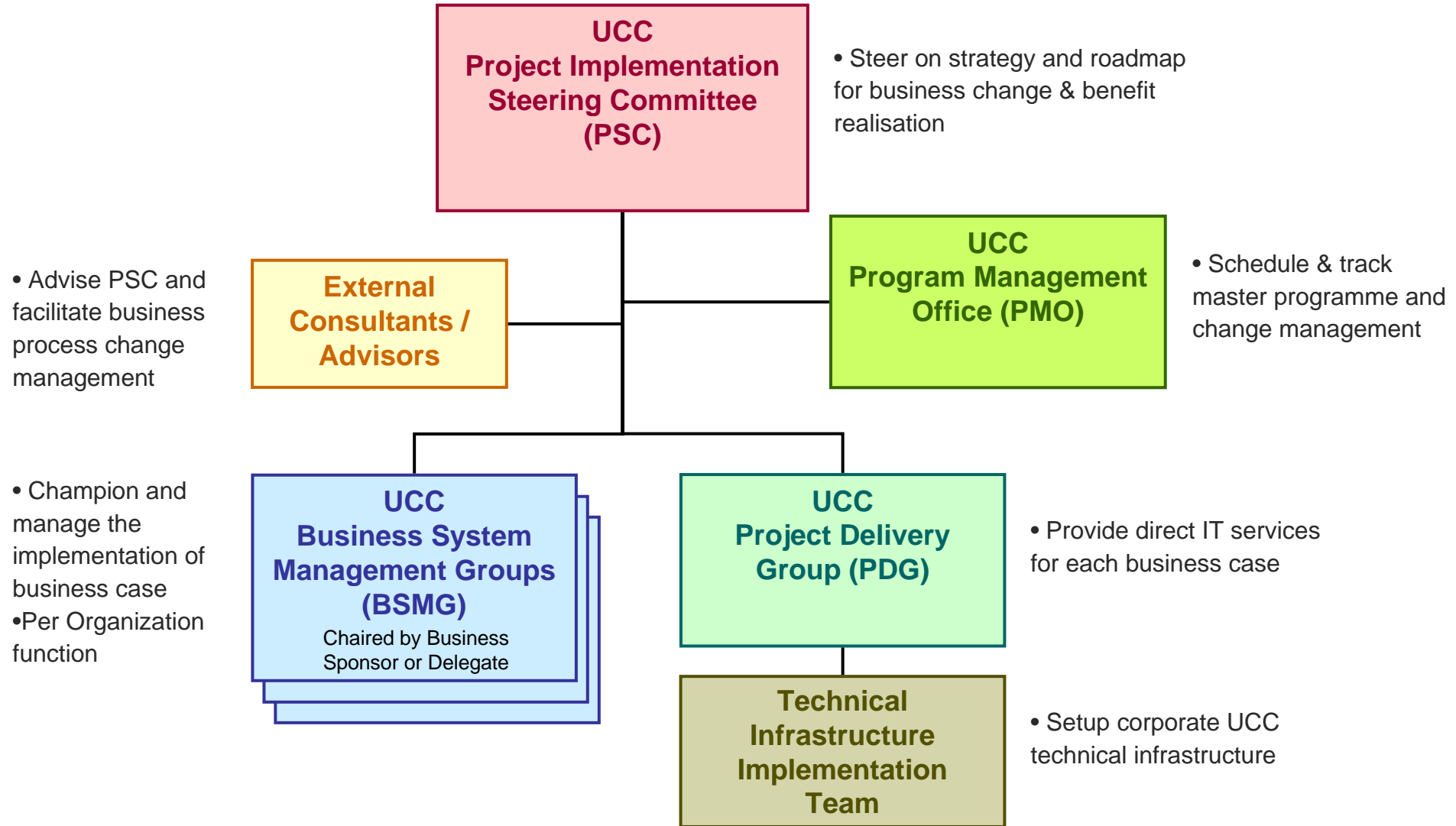




# Implementation Approach

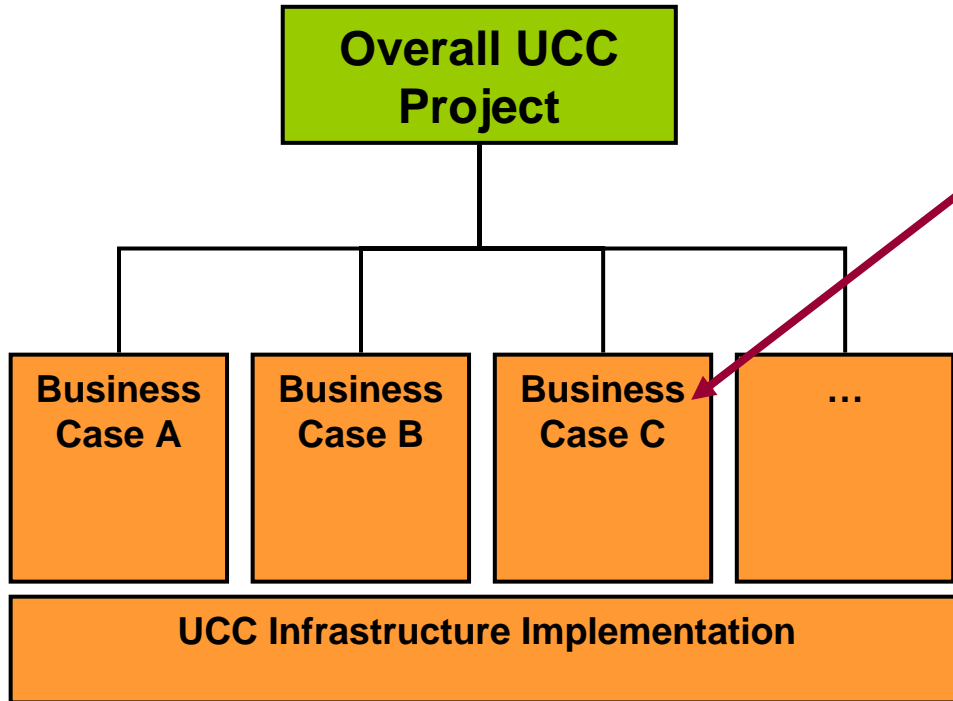


# UCC Program Management Structure – User Lead, IT Facilitate





# UCC Business Case Definition



Each Business Case is a collection of **logical business process(es)** for an organization function.

Characteristics:

Can clearly identify a **business sponsor** (or delegate) to own the process and make decisions

Can easily identify the related **costs and benefits**

Can **justify** the costs and benefits

The overall UCC project is composed of an establishment of UCC infrastructure and a number of UCC Business Cases implementation

## Closing Remarks

- Our vision is to be the best commercially operated metro.
- Continuous improvement on customer service and cost effectiveness is the key for achieving this goal.
- Business driven application of new IT technology facilitates these changes
- Recent IT projects included Enterprise Asset Management System and Knowledge Management (Learning Organisation) had been successfully implemented.
- UCC will be another success.





**Thank You**

# **Modern and Effective Communications Facilities for MTR**

**Save Costs**

**Save Travel**

**Save Time!**



**More Innovations**

**More Opportunities**

**More Green!**

**Let's Go UCC Together**