

Industry: Professional Services
Installation: 19 Locations: 24 ShoreGear®
Voice Switches, 450
ShorePhone IP230 phones

Date of Install: August 2010

HALEY & ALDRICH

Challenge:

Haley & Aldrich, with a lease on a PBX-based system across 19 locations about to expire, wanted to switch to VoIP in order to boost productivity, save money, unify communications, and improve customer service.

Solution:

DATAMART provided the firm with a comprehensive ShoreTel system after Nemertes did a network evaluation and telecommunications assessment and recommended MPLS and VoIP.

Benefits:

- ShoreTel's powerful feature set improves productivity by allowing engineering professionals to concentrate on business rather than administration.
- The ShoreTel system's Office Anywhere™ feature allow employees to sign in from anywhere to work from wherever, whenever they are needed and even put in their hours from home, while appearing to customers and prospects as though they are working within the walls of Haley & Aldrich, projecting professionalism and protecting privacy.
- Management of the system is simplified with ShoreTel ShoreWare Director, allowing a busy IT staff to concentrate on proactive business.

Haley & Aldrich Engineers a Phone System Change to Enhance Productivity and Customer Satisfaction

DATAMART and ShoreTel UC System Benefit Engineering Firm with Robust Features, Cost Savings, and Expertise



Summary

For over 50 years, Haley & Aldrich's team of professionals has been advising clients based on solutions-driven practical experience and providing such services as environmental remediation, real estate and facilities services, site remediation, energy development and more. With 24 offices across the United States, the firm has a reputation for meeting environmental, engineering and management challenges that's been recognized by professional organizations and publications both domestically and internationally.

Experts Look to Other Experts

When the firm's PBX-based phone system lease term was coming to an end, Haley & Aldrich Infrastructure Manager Steve Kauffman and his team decided it was time to look into Voice-over-IP (VoIP) and Unified Communications (UC). "We'd been watching the price of Multiprotocol Label Switching, MPLS, come down over the years so the timing was right to switch to VoIP," he said. Haley & Aldrich hired emerging technology experts at Nemertes Research to help them with the telecommunications decision, first going through an entire assessment of the firm's network, and later having Nemertes take them through the Request for Proposal (RFP) process for a new VoIP system after making the decision to move the network from VPN over IP to MPLS.

"Nemertes pointed us directly to ShoreTel after we made the move to MPLS," said Kauffman. "Nemertes provided us with excellent insight and kept us informed with their reasoning along the way, and we were very happy with their advice. They recommended ShoreTel without hesitation and that was enough for us. Once we knew the vendor we needed, it came down to the integrator, and we had been introduced to DATAMART in 1995, and I was very impressed by their representatives. They have always been selective in the products they offer, have great business sense, and run a good service organization." DATAMART is a 37-year-old firm focused on helping businesses design, install, and support cutting-edge unified communications solutions that improve communications, efficiency, reliability and productivity.



“We’d been introduced to DATAMART in 1995, and I was very impressed by their representatives.

They have always been selective in the products they offer, have great business sense, and run a good service organization.”

– Steve Kauffman,
Infrastructure Manager,
Haley & Aldrich

Going Live

Once the decisions had been made to go with ShoreTel, Haley and Aldrich chose DATAMART as its technology partner, and the solutions expert provided Haley & Aldrich with design and deployment expertise as well as installation assistance. The deployment took less than three months in 2010, and according to Kauffman, he had no worries about the ShoreTel system. “Not once did I worry about ShoreTel,” he said. “My main worry was the telecom carrier—I always worry about carriers. Once I have the network up and running and I’m past telecom carrier challenges, I know it’ll be fine.”

Together with DATAMART engineers, Haley & Aldrich deployed the new network infrastructure and completed a thorough VoIP network assessment and optimization. Once this was completed, the ShoreTel system was ready for rollout.

The system is comprised of three ShoreTel ShoreGear 90 voices switches in the firm’s headquarters, each supporting up to 90 IP phones and up to a maximum of 12 analog ports. While the physical connection from the carrier is PRI, services are provided via SIP trunking made possible with ShoreTel ShoreGear switches, which connect Voice-over-IP to the public telephone network. ShoreTel ShoreGear T1k switches and primary and distributed voice mail servers are deployed in Boston and at an off-site data center. In this day and age, deploying critical resources at an off-site data center provides greater network resiliency, ensures business continuity and brings peace of mind.

ShoreGear 50V voices switches are deployed throughout the rest of the organization, each with on-board solid state voice mail storage and each supporting up to 50 IP phones, 50 voice mail boxes and up to 6 analog ports. Ideal for the knowledge worker who relies on telephone communications, the ShoreTel IP230 phone delivers a wealth of features including a directory button with everyone in the company listed, high fidelity speakerphone, soft key functions, a headset jack and more.

Haley & Aldrich benefits from the productivity-enhancing tools of the ShoreTel UC system and is utilizing many of the features available. It also plans to integrate additional applications into the system, including Microsoft Communications Server as well as Live Meeting for videoconferencing, which will save the company up to \$80,000 annually.

Customer Satisfaction Enhanced, Productivity Improved

ShoreTel IP Unified Communications systems are easy to use and manage, flexible, and reliable. With the ShoreTel system in place, all Haley & Aldrich employees are now on the same phone and voicemail system, using the online company directory available from each phone to reach co-workers at any location by dialing them by name rather than having to dial extension numbers. With ShoreTel ShoreWare Personal Call Manager, employees make calls from the same directory plus their personal Outlook contacts. They can also see who is calling them and where they are calling from, which allows them to decide whether or not the call is urgent enough to take or let it go to voice mail because the client work they are doing is more important.

With ShoreTel Communicator application running on the desktop, according to Kauffman, “People love the fact that they can click on it, which I personally keep pinned to the bottom of my screen, and enter a name or number, enter a first or last name and it brings up a list you can click and QuickDial to reach the person. It cuts out the need to look up numbers and makes things so simple.” Transferring is just as easy, and there is no longer a need to ask a customer or prospect to hang up and call another location. Says Kauffman, “Now we can transfer a call to



“We’re very happy with our choice of DATAMART as our integration partner, and ShoreTel for our VoIP system.”

– Steve Kauffman,
Infrastructure Manager,
Haley & Aldrich

the right person, whether he or she is down the hall or at another location across the country. With the old system, we’d have to ask people to hang up and re-dial the right person, which is not how you provide good customer service.”

In addition, before transferring, it is easy to check the status of the person to whom a call is being transferred before doing so by checking his or her phone presence status (screen will display “out of lunch,” “on phone,” “in meeting,” etc.). This helps enhance customer service further because fewer clients are sent into voice mail if it can be helped. “We’d rather send callers to an extension where someone can help them right away rather than have people leave voice mail—it’s better for the customer and it’s better for the employee not to have another voice mail to return,” said Kauffman.

The ShoreTel system displays for each incoming call a call routing slip, which allows the receptionist or person answering to determine what to do next with the caller. For instance, if a caller has been sent to three contacts within Haley & Aldrich and has been on the line for 12 minutes, the next person picking up may decide to ensure the next transfer be the last since the caller may be on the verge of getting frustrated. After all, Haley & Aldrich’s goal is to stay on top of its excellent customer service and the ShoreTel system is key in helping it maintain that reputation.

Keeping Administrative Tasks to a Minimum for Employees

ShoreTel Communicator presents end-users a single interface to manage business communications using their ShoreTel desk phone, computer, mobile phone, or home telephone. The application integrates with Microsoft Outlook, and provides visual voicemail, call notes, and routing information. According to Kauffman, employees appreciate their voice mail arriving in their email and the capability to click on the most important one first rather than listening to them in order.

“You’re able to look at the voice mail messages in your email and click on the one you want to hear,” said Kauffman. Messages can also be forwarded from email. “For those who are on the road a lot, copies of voice mail can be sent to their smart phones so they don’t have to call into the office for messages. It’s all about efficiency so our employees aren’t bogged down with administrative tasks. ShoreTel helps us enable them to stay focused on important business activities rather than administration.”

Haley & Aldrich also utilizes ShoreTel’s Workgroups capability which enables the firm to consolidate groups of workers into one organization, even though the individuals may be geographically dispersed, and route all calls directed to that workgroup to the next available staff member. Also, helpdesk workgroup staff members can work from any Haley & Aldrich location, and ShoreTel Workgroups makes it easy for employees to log in and out of a workgroup.

Finally, ShoreTel Office Anywhere allows Haley & Aldrich employees to choose the device they work from – for instance, a cell phone or home phone – and that device assumes the identity and capabilities of his or her regular office extension. This means caller ID information provided when the employee makes a call will reflect the Haley & Aldrich office number instead of the mobile or home office phone number actually being used, projecting professionalism for the firm and protecting employee privacy. Office Anywhere also enables seamless participation in ShoreTel Workgroups, and it provides Haley & Aldrich with a cost-effective method of pulling in remote and home office workers.

Cost Savings and Easy Management

ShoreTel's ShoreWare Director helps Haley & Aldrich with VoIP system management, troubleshooting and planning. From anywhere on the network, Kauffman or one of his staff members can launch the application to gain access and manage any site or feature. When a new user is added, the centralized database is automatically updated and every voice switch is notified and updated. After the user information is entered, a mailbox is created and the automated attendant, dial-by name and number feature, and online directories are updated within seconds. Changes can be made just as quickly and easily.

The ShoreTel IP Unified Communications system integrated seamlessly into Haley & Aldrich's new network and the migration went smoothly. DATAMART and Haley & Aldrich collaborated closely to get ready to train end users on the system, which went very well, according to Kauffman. "One of the guys at DATAMART did an excellent job tutoring me and one of our staff members, and our help desk used it strictly for their purposes for a couple of months to get used to it before we went live, so it was a great rollout," Kauffman said. "We're very happy with our choice of Nemertes to help with our network and telecommunications directive, DATAMART as our integration partner, and ShoreTel for our VoIP system."

Datamart, Inc.

40 Washington Street | Wellesley Hills, MA 02481
Phone: 781-235-5520 | Fax: 781-235-7810
www.datamart.com