

BOSTON GLOBE+SHORETEL

Boston Globe reports \$1.6 million in savings by switching to ShoreTel



Advanced functionality for remote workers and number portability ink the deal

The Boston Globe is a multimedia source of news and information. Plagued with an antiquated phone system that was no longer supported, and lack of mobility features, the Boston Globe called on ShoreTel.

How do you spell trouble? 1,200 POTs lines and a 20-year-old system that was no longer supported

The Boston Globe had several communication issues. The organization was operating with a 20-year-old POTS Centrex system, which Verizon

no longer supported. The amount of copper wiring was substantial, making the legacy system even more difficult and expensive to maintain.

In addition, the organization needed portability and mobility features to accommodate the employees in the advertising and reporting departments, who are frequently out of the office. And since the Boston Globe's current building is for sale, the system had to be easy to uproot and move once the property is sold. The Boston Globe's two very different call centers also presented challenges.

After evaluating Mitel, DSCI, Vertical Wave, and ShoreTel solutions, the Boston Globe chose an on-premises ShoreTel solution based on the feature set, remote call center capabilities, and cost savings. When Mary Beth Bayes, telecom

DATAMART
unified communications

Challenges:

The Boston Globe was operating with a 20-year-old POTS Centrex system, which Verizon no longer supported. With miles of copper wiring, the legacy system was difficult and expensive to maintain.

ShoreTel Solution:

The Boston Globe deployed more than a thousand ShoreTel IP Phones, an on-premises ShoreTel PBX and ShoreTel Communicator based on the feature set, remote call center capabilities, and cost savings.

ShoreTel Benefits:

- Savings of \$1.6 million over five years
- Plug-and-play portability
- Remote call center and VPN capabilities
- Unified communications platform

manager at the Boston Globe, ran the numbers, she determined that the ShoreTel solution would save the paper about \$1.6 million over five years.

ShoreTel meets the unique needs of a media company

A reliable phone system is also must-have for an organization in business 24 hours a day. The news staff comes in at 4 p.m. to write, edit, and lay out the paper. The paper is printed between 11 p.m. and 1 a.m. Then the trucks load up and roll out. "It's never a good time for us to have the phone lines down. If there was ever a problem with a press downstairs and they couldn't communicate to upstairs, it would be a disaster. Employees need to be able to call the printing department and tell them, 'You have to stop the inserters,' or things are going to go completely awry."

Advanced remote call center capabilities are essential for the Boston Globe customer service department. "A lot of our readership is elderly people and they don't want to chat or text or even email. They want to call on a telephone and talk to somebody. So in that respect, communicating with our customers makes it an imperative that we have fully featured remote applications," comments Bayes.

Portability was also a key factor in the Boston Globe's decision. "Unlike the competitors, with ShoreTel we could unplug the phones, move 300 people out of their current building to the printing plant in Millbury, and get our employees up and running quickly with their same 617-929 phone numbers. That's a big issue. We've had those phone numbers for years," says Bayes.

The age of the system and building required the Boston Globe to do a phased rollout because it wasn't possible to port piecemeal. IT started the ShoreTel installation in the call center that handled

classified advertising and then rolled out to the remote call center that handles customer service, delivery, and billing. It took three months to stagger the deployment.

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Mary Beth Bayes, Telecom Manager
The Boston Globe

ShoreTel exceeds expectations

The feedback on the new ShoreTel phones, as well as the ShoreTel Communicator features and capabilities, has been positive. "We're very happy with the product," comments Bayes. "I would absolutely recommend ShoreTel because it's a reliable, affordable, and portable system."

The Boston Globe has also been pleased with ShoreTel support. "If we have a problem ShoreTel is very responsive; they're very quick to create a patch. We don't usually contact them, but if there's a problem and they're contacted, they're very quick to get back to us," says Bayes.

ShoreTel Success Story

“Our partner Datamart in Wellesley, Massachusetts is terrific and very professional. I think their project management was excellent. Keefe worked tirelessly. Their support desk is great, too. They worked in our building almost every day for about two months with us to figure out how to make things work,” remarks Bayes. “What more can you ask?”

“DATAMART IS TERRIFIC AND VERY PROFESSIONAL.”

ShoreTel. Brilliantly simple business communications.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity.

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