DATAMART
unified communications

Industry: Professional Services
Installation:
- 8 locations
- ShoreTel Voice Switches: 90, T1k, 90V, 24A® voice switches
- 400+ ShorePhone IP230 phones

Fleetmatics

Challenge:
Fleetmatics, with eight offices around the globe, needed to standardize on one phone system and wanted to switch to VoIP in order to simplify management, enhance productivity, save money, and further enhance customer service.

Solution:
DATAMART provided the organization with a comprehensive ShoreTel system including ShoreTel Voice Switches and ShorePhone IP phones throughout its eight offices in the US, Ireland and the UK.

Benefits:
- The ShoreTel system is extremely reliable and easy to deploy, allowing new offices to be brought online quickly and recovery is seamless in the case of a switch outage.
- ShoreTel's powerful feature set improves productivity by allowing employees to concentrate on business rather than administration.
- ShoreTel Director allows a busy IT staff to easily and seamlessly administer and manage the global deployment remotely from anywhere on the network.

Fleetmatics Standardizes on ShoreTel Throughout Worldwide Offices, Driving Up Productivity and Customer Satisfaction
DATAMART and ShoreTel Provide Leading SaaS Firm with Scalable, Reliable and Easy-to-Manage VoIP Telephony System
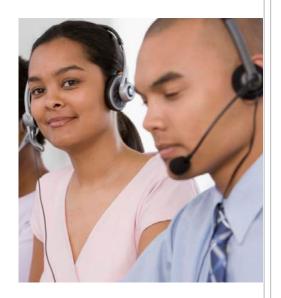
Summary

Fleetmatics, a software-as-a-service organization that went public in late 2012, provides GPS tracking services for commercial vehicles at more than 16,000 small- to medium-sized businesses. These businesses collectively track more than 281,000 vehicles using Fleetmatics' SaaS, extracting actionable business intelligence from real-time and historical vehicle and driver behavioral data, which enables them to meet challenges associated with managing local fleets and improve mobile workforce productivity. The company, with approximately 500 employees, has its North American headquarters in the Boston area, and additional offices in Chicago, Charlotte, Clearwater, Cleveland, Phoenix, Ireland and the UK.

Moving to a Unified System

Since the company's founding in 2004, a number of different phone systems had been accrued throughout Fleetmatics' eight global offices. According to John Wigginton, Global VP of Information Technology for Fleetmatics, "Every office had its own phone system, each one having been installed adequately when the need arose and when the office was established, but we eventually needed to replace those eight different phone systems with one cohesive system. We needed a system that would offer seamless connectivity, reporting, robust features and interoffice dialing and transferring."

Fleetmatics looked at Voice-over-IP (VoIP) and Unified Communications (UC) solutions from leading vendors, including Avaya and Cisco, with which the company had experience at a couple of its offices, as well as Mitel and ShoreTel. "As part of the rollout, we brought up an MPLS network connecting all of our offices and then assessed what we'd need from a bandwidth perspective, moving forward from there to select the VoIP solution," said Wigginton. "We are very heavily dependent on the phone system, so we needed a lot of features to support telesales, we needed a solution that would be easy to deploy and manage, and we also wanted a scalable solution."

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Eventually, after talking to sales representatives, contacting references, and seeing product demonstrations, Fleetmatics chose a solution from ShoreTel. The integration partner the company chose was DATAMART, a 37-year-old organization focused on helping businesses design, install, and support cutting-edge unified communications solutions that improve communications, efficiency, reliability and productivity.

"I'd heard so many positive things about ShoreTel, and finally saw it in action," said Wigginton. "All the pieces of the ShoreTel solution, from the switches to Call Center, are designed by ShoreTel and work seamlessly together, whereas other vendors often work with partners and the result just isn't as smooth."

Seamless Deployment and Scalability

Once the decision had been made to go with ShoreTel, DATAMART provided Fleetmatics with design and deployment expertise as well as installation assistance. The deployment took just over two months with minimal downtime. The system is comprised of ShoreTel Voice Switch 90, T1k, 24A and 90V voices switches, in each of the company's offices, capable of supporting up to 90 IP phones and up to a maximum of 12 analog ports. More than 400 ShoreTel IP230 phones are deployed across all offices. 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, multiple feature keys, an easy-to-ready visual display, high fidelity speakerphone, soft key functions, a headset jack and more.

"The architecture of the ShoreTel solution is really appealing in its simplicity," said Wigginton. "We were able to rapidly deploy it – we rolled out four offices in one month, which I'm pretty sure we couldn't have done with other systems. Also, the reliability is great and we have the same switches at every office, all scalable and easy to manage from the central location."

The ShoreTel system deployed at Fleetmatics is a single, unified platform, distributing intelligence across the communications environment so it scales and grows as needed across offices. With ShoreTel Director, an intuitive browser-based administrative interface, Wigginton and his staff can maintain the solution from anywhere with Web access.

"Some of our offices have IT support people but some don't, and in terms of the ShoreTel solution, it doesn't matter because I can do almost anything remotely," said Wigginton. "Even in the case of a new office addition, with ShoreTel, all I need is someone to install the switch, read an address to me and I can do the rest remotely."

Boosting Customer Satisfaction

ShoreTel systems are easy to use, simple to manage, flexible, and reliable. With the ShoreTel solution, all Fleetmatics employees are on the same phone and voicemail system, using the online company directory available from each phone and dialing co-workers at any location by name rather than calling an office telephone or even extension number. They can also see who is calling them and from where, which allows them to decide whether or not the call is urgent enough to take or let it go to voice mail because the work they are doing is more important.

Training employees on the ShoreTel system was easy, according to Wigginton. "Teaching our users how to make the most out of the system went smoothly because we leveraged DATAMART. They spent an hour in each office a day before each cutover and users caught on quickly. One of the advantages of the ShoreTel solution is that the users had none of the features they now have so the bar has been significantly raised," he said.

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ShoreTel Communicator call manager, integrated directly with Microsoft Outlook, offers instant messaging functionality, enables Fleetmatics employees to contact people in remote locations, initiate sidebar conversations while already on a call, or invite several people into a chat session. Before ever transferring a call, ShoreTel Communicator makes it 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 to lunch," "on phone," "in meeting," etc.). This helps enhance customer service by reducing the number of callers sent to an employee's voice mailbox.

Driving Productivity

For remote or traveling users, such as the Fleetmatics sales team, ShoreTel SoftPhone delivers telephony capabilities to any PC. With calls directed to a laptop and a headset plugged into the USB port, users can work from anywhere. Furthermore, with ShoreTel AnyPhone, employees can move locations and temporarily redirect (or re-assign permanently) their extensions in order to ensure they don't miss any calls while working remotely from the road or from another desk.

"ShoreTel Communicator makes things easy and enables users to manage their phones through their computers," said Wigginton. "Sales people especially like accessing their voice mail through email. They can see the voice mail messages in email and click on the one they want to hear," said Wigginton. Messages can also be forwarded from email, which increases customer satisfaction because copies of a message can be sent to the entire sales department or a team of Fleetmatics employees assigned to a customer. In addition, for traveling users, copies of voice mail messages can be sent to their smart phones so they don't have to call into the office for messages, reducing administrative tasks and allowing more focus on business activities.

Finally, as part of the company's initiative to improve communications and productivity, Fleetmatics also relied on DATAMART to provide a LifeSize HD videoconference solution between locations.

CRM Integration

Fleetmatics made a significant investment in SalesForce.com. ShoreTel's Salesforce.com Call Center Adapter Client integrates with Salesforce.com, further improving customer interaction and reporting capabilities by ensuring that notes and call details are recorded directly into the database and records are up to date. "We integrated the ShoreTel system with Salesforce so when a customer calls in or a sales person calls out, a record is created. This enables us to create reports in Salesforce that include call data from the ShoreTel system. We can also match leads against a list of outbound calls through the ShoreTel system. We value being able to track and slice and dice metrics like this."

Road to Reliability and Recovery

The ShoreTel system is built on a distributed architecture design, making it ideal for a multi-site organization like Fleetmatics. It is much more reliable than server-centric solutions, which appeals to Fleetmatics because reliability and recovery is so important for the company. ShoreTel's call control software is distributed to every ShoreTel Voice Switch, eliminating any single point of failure, which means in the highly unlikely event of a switch failure, the other switches on the network take on the call processing load.

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"One impressive thing about the ShoreTel system was the fact that during the demo, a switch was brought up in just 20 minutes and we were making calls," said Wigginton. "With other solutions, you'd have to go to a lab and endure a much longer process to see that. If you can set up a ShoreTel switch and get it working that fast, imagine the replacement process. We had another system prior to this one which had a catastrophic failure and it took about 48 hours—two full days round the clock—to get that system back up and operational. With Shore-Tel, we'd have been able to get back up and running in minutes."

Tracking Savings and Admin Ease

ShoreTel Director is a Web-based tool that provides Fleetmatics with a single management interface for all of its locations. Wigginton and his staff can manage voice routing, voicemail, instant messaging, and basic automated call distribution (ACD) capabilities for every site in the network from a central location, eliminating the need for multiple management systems for different sites. When he needs to add a new user, 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 solution integrated quickly and easily into Fleetmatics' network and the deployment went smoothly as intended, as laid out by DATAMART in the design and planning stages. "DATAMART is very responsive, reliable and knowledgeable," said Wigginton. "I relied on them to roll out all of our offices, including the one in Ireland—we took one of their representatives with us, we trust their expertise that much. We're very happy with our choices in DATAMART and ShoreTel. I'm a very satisfied customer."