



LEGAL SUCCESS STORY

Lane Powell Law Firm Adds a New Kind of “Legal Ease” with Brilliantly Simple UC from ShoreTel

CHALLENGE:

- When it came time to implement VoIP across the organization, Lane Powell wanted to ensure a user-friendly, feature-rich and highly scalable solution that would be easy and cost efficient to manage and maintain.

SOLUTION:

Lane Powell chose brilliantly simple business communications with ShoreTel UC to streamline the busy legal workflow, with:

- ShoreTel 13
- ShoreTel Conferencing
- ShoreTel Voice Switches, models 90, 24A, and T1k
- (675) ShoreTel IP Phones, models IP 655, IP 230G and IP 115
- ShoreTel Communicator with Operator and Workgroup Agent/ Supervisor Access
- (778) Extension and Mailbox licenses, including Unified/ Integrated Messaging for Microsoft Outlook Client

BENEFITS:

- Lower TCO with reduction of fixed carrier costs, simpler administration and faster MACs
- Enhanced user experience and real-time client communication with easy-to-use productivity features such as workgroups, instant messaging, Find Me feature and voicemail attachment features
- Excellent phone quality with intuitive programming, user-friendly touch screen interface and call history visibility

Large Pacific Northwest law firm emphasizes stellar client service and extensive legal expertise. ShoreTel Unified Communications supports a collaborative, productive environment while lowering costs and complexity.

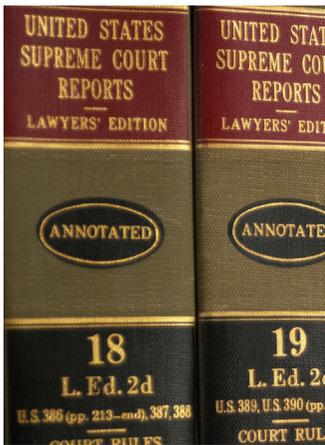
A multi-specialty law firm, Lane Powell has helped emerging and established businesses navigate the Pacific Northwest and beyond for more than 135 years. With a long-standing reputation for outstanding client service and nationally recognized leadership, Lane Powell has cultivated an impressive roster of Fortune 500 companies and small businesses. The Firm was named one of the prestigious “Go-To Law Firms of Top US Companies®” by Corporate Counsel magazine and “Washington Firm of the Year” by Benchmark Litigation for 2013.

Lane Powell offers some of the best legal minds and business practices in the field of law. In fact, the Firm was recently described as “an excellent, full-service firm with bright people and lots of depth” by Chambers USA: America’s Leading Lawyers for Business. The Firm employs more than 200 attorneys and 300 support staff in offices throughout Washington, Oregon, and Alaska, as well as in London, England, and provides services in multiple areas of business, litigation, and labor and

employment. Lane Powell operates with laser-precision proficiency, a commitment to long-term client relationships, and a “can-do” team approach for solving problems.

Business communications are vital to adeptly managing the Firm and meeting client expectations. The professionals of Lane Powell even strive to meet a sunset rule, resolving to return client calls by the end of the day. Attorneys and staff are focused on forward-thinking, sustainable legal resolutions rather than short-term, short-sighted fixes. They take the same approach with the phone systems.

“We are always looking for ways to better serve our clients, so naturally, when it came time to update our phone system, we had our clients in mind. It was necessary for us to move to something more capable of supporting the needs of a thriving, growing law firm,” explains Daniel Lancaster, the network administrator and telecommunications manager at Lane Powell.



“Equally important, we needed to provide the right array of tools for attorneys and staff to manage client communications. Rather than being concerned about missing calls, they want confidence that they’ll have call history and built-in directories, that there are mobility features that allow them to get important calls at whichever office or desk they’re presently working from.”

Daniel Lancaster

Network Administrator &
Telecommunications Manager,
Lane Powell PC

Arguing the Case for Better Business Communications

Like many industries, the legal world runs at a demanding pace. Uniquely, law firms must be able to undertake legal caseloads and numerous areas of practice yet coalesce as a whole organization to share information as needed, usually with urgency. Business communications at Lane Powell entail supreme coordination across departments and throughout cases, and require effective and quick-tempo collaboration with clients and other involved parties —regardless of office location or technology.

Voice over IP (VoIP) offers communication capabilities for the ways in which businesses work. Lane Powell wanted to move from its old PBX system to VoIP, but with a clear set of prerequisites. “The solution had to be easy to use, feature rich, manageable and scalable throughout the organization. And it had to provide us with a smooth transition from the previous system,” says Lancaster. “Equally important, we needed to provide the right array of tools for attorneys and staff to manage client communications. Rather than being concerned about missing calls, they want confidence that they’ll have call history and built-in directories, that there are mobility features that allow them to get important calls at whichever office or desk they’re presently working from.”

Lane Powell worked with a regional reseller TRI-TEC to assess potential VoIP vendor solutions. TRI-TEC is a full-service telecommunications and data convergence partner with 20 years in the business and more than a decade of VoIP implementations. The reseller is also a ShoreTel Certified Orange Champion Partner, with proven technical competencies, expertise and customer service.

“TRI-TEC had a breadth of knowledge on the features to best suit our needs. We were so impressed with the strengths of the ShoreTel IP Phones’ intuitive programming, of ShoreTel Communicator for Windows, and the manageability of the entire solution. We chose IP655 as the primary phone for most of our users.

The touch screen interface and design of the phone made it our clear choice over the competition,” Lancaster further details.

Discovering the Powerful Simplicity of ShoreTel UC

As would be expected from a law firm committed to forward-thinking sustainable solutions, Lane Powell recognized ShoreTel UC for its brilliantly simple approach to everything. With unified communications that integrate voice, video and data, ShoreTel is based on a distributed architecture and innovative software built into a scalable modular design. Always striving for excellence and the best customer service, ShoreTel is the recipient of the 2012 Internet Telephony Excellence award and a 2012 TMC Labs Innovation Award.

The ShoreTel UC solution at Lane Powell was designed for pervasive productivity and ease of use across the Firm’s organization. Included in the solution are ShoreTel 13 software, ShoreTel Communicator, ShoreTel Conferencing, ShoreTel Voice Switches, and ShoreTel IP Phones, including the flagship IP 655 with advanced features and a touch screen.

ShoreTel 13 software provides enhanced capabilities for video communications, iOS mobile conferencing, instant messaging (IM), prioritized traffic signaling, and even customizable on-hold music. The core software helps provide Lane Powell with seamless integration of tools and applications for an all-around simpler operation of the system.

ShoreTel Communicator adds to the ease of use with a single interface that provides immediate access to online directories and Microsoft Outlook contacts, and allows users to communicate in a variety of ways — video or voice, web or mobile, wireless or tethered. For the Lane Powell IT team, Communicator simplifies administration because there is only the one application to support and no extra servers to deploy or maintain. Communicator’s fully integrated design also means greater flexibility to share information and manage business processes and efficiencies.



“With ShoreTel, our employees like having the availability of voicemail embedded directly in their email. They also appreciate having the corporate directory available on the phone itself, as well as the ease of quickly reviewing any missed calls while away from their desks. All of these features provide our users with an improved experience and higher productivity.”

Mary Hoskins

Director of Information Technology,
Lane Powell PC

Lane Powell selected Communicator with Operator Access to deliver a higher level of personalized service to callers, while also ensuring that the Firm’s operators have at-the-ready tools to manage busy call times. Communicator with Workgroup Agent Access and Workgroup Supervisor Access allows Lane Powell employees extensive functionality for how best to queue and route calls, access mailboxes and monitor call activity. The system even has a Conference View to unify audio conferencing controls and application sharing windows, with one-click convenience.

Lane Powell employees gain freedom to instantly access their most important messages— first, and to change their destination phone number to any device for more expedient call management. The ShoreTel Call Handling Mode and Find Me features assure that they won’t miss calls or voicemails because the phones are set to “follow” the users to any designated phone number.

Conferencing-In Greater Flexibility and Efficiency

Integral to Lane Powell’s new IP efficiencies is ShoreTel Conferencing, which empowers users with effortless, on-demand audio and web conferencing. ShoreTel Conferencing enables users to schedule a conference or set up impromptu meetings, to add participants at any time, and to collaborate and share documents or a desktop view. Using a pointer or whiteboard session during ShoreTel web conferences allows the host to instantly share the document created during that session.

Lane Powell selected approximately 675 ShoreTel IP Phones to meet the diverse needs of the organization. The primary phone for users is ShoreTel IP 655, which comes standard with 12-line appearances, an ample backlit touch color display and crystal-clear speakerphone. The IP 655 also supplies call history, haptic feedback and versatile audio controls to create a well-rounded indispensable productivity device for busy attorneys and staffers.

For guest locations and secondary offices, Lane Powell decided on ShoreTel IP 230G, which support Gigabit Ethernet connectivity and data-intensive functionality at the desktop. The IP 230G provides three lines and integrated VPN client for remote security. Throughout the open areas of Lane Powell locations is the cost-effective ShoreTel IP 115, with caller ID display, two-way speakerphone and hands-free communication.

A New Kind of Rainmaking

Rainmaker is a term used for lawyers who bring in a lot of new clients and prosperity. With a cohesive business IP platform in place, Lane Powell is able to create some in-house rainmaking of sorts, with abundant productivity and ease of managing client and case communications — all of which facilitate the Firm’s goal of providing excellent customer service and legal acumen.

The ShoreTel implementation was seamlessly rolled out over a couple of weeks to provide the smooth transition that the Firm envisioned. Since deploying ShoreTel UC across the organization last year, Lane Powell has won the case for smarter, simpler VoIP. Lane Powell employees are enjoying ShoreTel’s multitude of choices for accomplishing work. The ShoreTel architecture, software and phones provide new capabilities and effective methods for Lane Powell to manage business communications.

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In addition to the very positive user experience with ShoreTel, the IT administrators have realized improvements in managing the system. As part of Lane Powell's comprehensive business continuity strategy, ShoreTel distributed architecture and straightforward system management support five-nines of availability even during a network outage. "We're now able to handle moves, adds and changes so much more efficiently, and we have also lowered our telecom fixed costs by switching carriers during the transition to ShoreTel," adds Lancaster.

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ShoreTel UC is fostering a greater mobility and efficiency throughout Lane Powell. "Everything from instant messaging, call history, built-in directories, and phone reassignment features to just a wider appreciation for enabling the ways we need to work has made ShoreTel not only the right choice for us, but one we expect will grow with us moving forward," Lancaster finishes.

About ShoreTel

ShoreTel is a provider of business communication solutions whose brilliantly simple unified communications platforms, applications and mobile UC solutions promise a new rhythm of workforce engagement and collaboration. With costly complexity eliminated by design from its award winning, all-in-one IP phone system, UC and contact center solution, and its industry leading hosted business phone system, workers enjoy a freedom and self-reliance that other providers can't match. Users have full control to engage and collaborate, no matter the time, place or device, for the lowest cost and demand on IT resources in the industry. ShoreTel is headquartered in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com or shoretelsky.com



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