



MANUFACTURING SUCCESS STORY

Global Manufacturing Company Cuts Half a Million Dollars in Costs and Accelerates ROI with ShoreTel UC

CHALLENGE:

- Complex customer projects, budget demands, and an increasingly mobile and dispersed workforce are the norms at idX Corporation. To keep pace with business changes and bring together global divisions, the company wanted to replace legacy phone systems with flexible, cost-efficient IP-based communications.

SOLUTION:

The ShoreTel UC Solution at idX is designed to improve workflows and collaboration while reducing unnecessary expense, and includes:

- ShoreTel 12
- ShoreTel Voice Switches
- (370) ShoreTel IP Phones, models 115, 230, 265, and 8000
- (30) ShoreTel VPN Concentrator Phones
- ShoreTel Conference Bridge
- ShoreTel Communicator with Professional Access

BENEFITS:

- Dramatic cost savings, by eliminating \$4,000 in monthly third-party conference services, and up to two-thirds of monthly toll charges
- ROI in less than 12 months, with cost reduction of nearly \$500,000
- Seamless communications across global divisions to enable operations and brand recognition as a single entity

Locations around the world using different and old phone systems make global communications difficult. ShoreTel UC and Conferencing unite 19 sites while improving productivity and slashing costs.

When it comes to the shopping experience, how the customer perceives the retail environment is often as important as what is being sold. From Starbucks Cafes to Charles Schwab offices, the idX Corporation has been helping clients create inviting consumer environments. Recognized as a leader in consumer environmental design and manufacturing, idX offers world-class project management, superior craftsmanship, turnkey services, and extensive technical capabilities. Since 1999, idX has been delighting customers around the globe.

Headquartered in Saint Louis, Missouri, with facilities in North America, Asia and Europe, idX has extensive resources and expertise to provide top-notch solutions for its broad range of clients. With intense focus on meeting the unique needs of its clients, idX provides a special brand of integrated strategic services. Delivering this level of signature custom service demands highly effective communications among idX's global network of employees.

"We are a global fixture manufacturer that serves the high-end retail industry. Being able to communicate without

concern for borders or technical limitations is critical to operating as one company and being successful," says Ryan Dibisch, director of global information systems at idX Corporation.

A Clean Slate to Design Superior Communications

Over the years, idX has enjoyed a stellar reputation for excellent design and state-of-the-art products and services. Unfortunately, the company's phone systems were lagging in progressive technology and features. With a multi-vendor hodgepodge of older proprietary systems, idX professionals were experiencing challenges in communicating smoothly across the enterprise. The systems were not able to effectively support mobility requirements for sales and on-the-go employees, or for those working in different offices needing to collaborate.

"Even for internal calls, you'd have to go through the operator, and the calls would be considered long distance. Our costs for toll and conference calls were extremely high, and maintenance was expensive and time consuming. In one



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Director of Global Information Systems
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office, the phone system was so out-of-date that replacement parts were impossible to find,” explains Dibisch.

It was clear that idX needed a phone system that matched the company’s culture and collaborative business style. “We wanted to standardize on Voice over IP and gain modern functionality such as four-digit dialing, voicemail integration with Microsoft Outlook, and easy conferencing bridging. Reliability across all of our divisions and locations was also important, especially for remote sites and mobile employees. We wanted to present ourselves as one company, one brand that our customers can trust,” he furthers.

A Blueprint for Cost-efficient Global Collaboration

As idX considered possible phone system replacements from Cisco and Nortel, the ShoreTel name “kept popping up in search results,” says Dibisch. He worked with reseller Tri-Tec to learn more about ShoreTel solutions and to participate in a demonstration. “ShoreTel was a compelling solution in every way. It was less expensive than the competitors for the features we needed. The system design and implementation were far simpler than the others, and as soon as we saw a demonstration, it was clear that the system was easier to manage and use than other solutions we looked at. We chose ShoreTel for price and functionality. The system is simple and versatile, yet extremely powerful,” he continues.

The idX Corporation selected a ShoreTel UC Solution based on ShoreTel Conference Bridge, ShoreTel IP Phones, ShoreTel 12 software, ShoreTel Communicator with Professional Access and ShoreTel VPN Concentrator. The ShoreTel platform ensures greater reliability, performance and scalability, with a unique, purpose-built distributed architecture that maintains a single image and simplifies IP-based communications. With no moving parts and relying on switching technology rather than servers to manage the network, ShoreTel provides greater availability even in the event of a WAN outage. The same system can be easily extended from one office to the next, across town or continents, without adding complexity or unnecessary expense. With a unified communications system in place, idX is well equipped to meet its goal of

operating as a single global entity while lowering the total cost of ownership.

ShoreTel 12 orchestrates full-featured collaboration with plug-and-play setup and straightforward management capabilities that help streamline business communications across the idX enterprise. With high-definition audio and web conferencing, instant messaging, presence, and full integration for Microsoft Outlook scheduling and multimedia recording, ShoreTel 12 answers the call for going global and mobile.

ShoreTel Conferencing rings in with added depth and business agility to amplify how idX employees can work together from the U.S., China, London—or anywhere. The combination of a thoroughly tested service appliance and integrated audio and web features allow users to take advantage of on-demand conferencing, one-click scheduling, instant messaging, reports of call details, and more effective data share.

“When we updated our conference bridge to ShoreTel, we restarted all of the extensions remotely. This saved us travel time and expense. In the past, we had to send someone to the site to restart the phones manually. The ShoreTel system also flags potential issues so I can address them quickly before they become major problems, and without additional expense. With our old phone systems, even move/adds/changes were out of our control. We had to call the phone company each time—seriously,” Dibisch details.

Using ShoreTel Communicator with Professional Access, idX end users can intuitively move between voice and data on the desktop with an intelligent mix of Softphone and IM presence. Users gain flexibility in how to manage calls, view contacts and interact with callers and each other. The ShoreTel VPN Concentrator supplies the secure connection for remote IP phones to the rest of the system, via a broadband router. Once connected, the remote phone behaves as if it were located at an idX site. This very secure connection method allows staff to manage work from home or wherever they might be.

Experiencing Faster ROI and Lower TCO

The ShoreTel solution at idX was implemented in a phased rollout to best control resources and costs. An initial



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deployment occurred at headquarters, and over a period of several months, the ShoreTel distributed platform replaced idX's existing patchwork of phone systems. “I was amazed at how quickly and easily we were able to install and cutover to ShoreTel. I arrived in St. Louis on Monday night and trained the users on Tuesday. We brought up the ShoreTel system on Wednesday, and cut over the system on Thursday—it was a non-event. Tri-Tec was extremely organized and followed a well-documented process. As we installed one site, we brought in the project manager for the next installation to observe and prepare. This helped the installations go very smoothly and efficiently,” Dibisch points out.

As a result of the ShoreTel deployment, idX began realizing bottom line returns immediately. ShoreTel Conferencing saves idX more than \$4,000 a month by eliminating the cost of a separate conference calling service. Long-distance charges have also dropped significantly. For instance, the idX Toronto office saw its toll charges drop by two thirds.

The company's return on investment has been much faster than expected. “We had forecasted a 16-month ROI on the ShoreTel system. We actually achieved that ROI in less than 12, with nearly half a million dollars in cost savings in that time,” he extols.

The idX employees are praising ShoreTel's easeability. “ShoreTel's rich feature set exceeded our requirements and plays an important role in streamlining communications. Staff is able to handle

voicemail from their Outlook folders, transfer calls to a conference bridge with one click, and easily identify important calls and return missed calls. When people were learning to use the system, they weren't sure how often they'd use Communicator. Turns out, the same people rely on so many system features every day,” Dibisch mentions.

Beyond helping individual employees communicate more efficiently, the ShoreTel system fosters a more collaborative operation. “Application and desktop sharing weren't used very much in the past, but when we introduced ShoreTel Conferencing, employees liked the easy-to-use collaborative tools and are using them much more. For example, when a team is reviewing architectural drawings during a virtual meeting, everyone can be looking at the same drawing on a shared desktop,” he adds.

Perhaps the most far-reaching benefit of the ShoreTel implementation is the transformation of five stand-alone idX divisions into a single mobile organization. “Divisions aren't islands anymore. Transferring callers to other divisions is transparent, and anybody can reach anybody else in the company just as if they were in the same building. Customers can leave a voicemail for a graphic designer in the Baltimore office, and if she needs help from a draftsman in the Toronto office, she simply forwards the voicemail. It ensures that everyone gets the right information and requests are handled faster. ShoreTel helped erase the communications barrier and put all of our divisions in the same picture,” Dibisch concludes.

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



WORLD HEADQUARTERS

960 Stewart Drive, Sunnyvale, CA 94085 USA. shoretel.com and shoretelsky.com

+1 (800) 425-9385 Toll Free +1 (408) 331-3300 Tel. +1 (408) 331-3333 Fax for ShoreTel

+1 (646) 230-5000 Tel. +1 (646) 230-5001 Fax for ShoreTel Sky

+800 408 33133 Freephone +44 (1628) 826300 Tel.

+61 (0)2 9959 8000 Tel.

EMEA
ASIA PACIFIC

