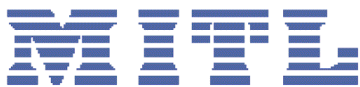


Case Study



MITL An IP Networking Solution



When growing IT solutions provider MITL relocated to brand new shared premises, they needed a first-class phone system solution that would give them unrivalled call processing capabilities and allow them to seamlessly share the system with a sister company. This case study details how they achieved just that, and much, much more.

“Our new Inter-Tel phone system solution has been a thoroughly worthwhile investment”

Steve Young, MITL

Customer Background

MITL is an IBM Premier Solutions Provider and has a wealth of experience covering a broad spectrum of products and services, providing tailor-made solutions for a diverse client base. The combination of first-class customer support and in-depth product knowledge at MITL complements the high standards at the heart of its success.

MITL has partnerships with manufacturers, suppliers and innovators such as IBM, Sage and Lotus to develop a comprehensive range of IT Solutions. These partnerships provide 'Centre of Excellence' standards of support and ongoing development enabling MITL to provide guidance on a wide range of IT issues. MITL is proud of its technical expertise, its wide range of business solutions and its ability to manage and deliver those solutions effectively and efficiently.

The Business Challenge

Reputation for quality is what matters to MITL. In order for MITL to maintain this reputation, it required a phone system that it could depend on and, as a result, identified a number of core areas which a system would need to address. MITL recognises that customer response is a key aspect to business and the use of a phone system with high technical integrity is critical to this response.

The Business Solution

When MITL approached a leading Inter-Tel Reseller, they had plans to relocate staff to new premises in Wellesbourne, Warwickshire. The

new offices were to be shared with Sidewinder Europe Limited, a sister company in the Meridian Group. Besides sharing premises, the two companies also wanted to share the telephone system. This move would mean that the number of users on the phone system would effectively double, instantly.

As a developing business, MITL was already out-growing its existing phone system. It was simply not fit for purpose any more. In fact, neither company's phone system would have been advanced enough to provide the functionality that the new set-up demanded.

Anthony Hughes, financial director, MITL explained, "Although we wanted the two companies to use the same telephone system, we still needed to appear as two different companies. We not only needed a phone system that was capable of this, we also needed a provider that was experienced enough to deliver the practicalities."

Sharing the system with Sidewinder had several issues that MITL required Inter-Tel's Reseller to tackle. Firstly, there was the physical set-up. Although they are separate companies, MITL sometimes need to handle calls for Sidewinder. The two companies had to appear disparate, although immediately and seamlessly be able to connect to the other if required; maintaining a professional customer-facing image. Secondly, there was the system management and administration to consider.

MITL
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Anthony continued, "Financially, it was of utmost importance that I was able to keep the usage costs for the two companies separate, so that we can keep a track of the charges and re-charge Sidewinder for their costs of using the system."

To handle the complexities of the situation, Inter-Tel's Reseller proposed an integrated communication solution with the flexible, scalable and reliable Axxess telephone system at its core. The Axxess's award-winning feature set includes tightly integrated voice-processing technology, IP telephony functionality and transparent networking. With Inter-Tel's well-designed display handset terminals and reception console, the users have complete control over call handling.

Users specifically benefit from voicemail and allocation of individual DDI numbers. This enables each company to maintain their individual identities, with separate numbers being given to each user and department. Callers can therefore dial straight through to whoever they require. Users can also transfer calls between companies at the touch of a button. Denise Smith, administration manager, MITL said, "The system is actually very simple to use. It's an excellent solution for our sales people, who often need to take calls while out on the road. We can just divert calls straight through to their mobiles."

Inter-Tel's Reseller also added the 'record-a-call' facility to the phone system as MITL requested that sales people be able to record a conversation and then play it back to their technical staff if required. A call-logging facility was another useful feature for MITL. The call-logger enables MITL to see all calls processed by the phone system and run reports for individual users and groups over a specified time period. This enables MITL to monitor staff productivity, as well as accurately bill the Sidewinder operation for their use of the system. The feature-rich application also provides the organisation with an unreturned call list. MITL use this report to examine any calls that have rung in, but disconnected before being answered and have not been returned.

MITL also needed integration of their video-conferencing unit into the solution, as they often need to hold video conference calls with the United States. MITL previously rented dedicated ISDN lines from BT to be able to do this. By working closely with the Reseller MITL saved

more money by setting the system up to route calls through the switchboard over the telephone system's ISDN lines. Anthony Hughes said: "The Inter-Tel system is just so modern and easy to use. It's great."

Inter-Tel's Reseller is an award-winning Tier 1 BT Reseller, and one of just 20 approved Inter-Tel Maintainers in the UK, which meant MITL also looked to them to project-manage the installation of BT connections, plus the cabling required in the new building, and maintain the solution going forward.

Results

Inter-Tel's Reseller designed the solution for MITL with the future in mind. For further user functionality, the current set-up would easily permit MITL to move to using IP handsets in the future. Handsets could even be added at remote sites, and configured to function as an extension of the central system, without MITL having to invest in another phone system. They could also easily migrate to CTI Screen-pop database applications, so that users could dial from the desktop.

Seamless expansion capabilities are critical to growing a business without interruption. The Inter-Tel system is designed so that users can keep their existing handsets and hardware, making use of software upgrades to meet their changing business applications.

Steve Young concluded: "As a company at the forefront of technology, our main intention was to invest in a system that will enable us to continue to adapt to the latest technologies, but with minimal equipment obsolescence, our new Inter-Tel phone system solution has been a thoroughly worthwhile investment."

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