



Challenge:

Butler County, Ohio had an outdated NEC PBX system that was becoming unreliable and increasingly costly to maintain.

Solution:

ShoreTel provided the county with an end-to-end solution, including ShoreGear voice switches and ShorePhone IP telephones. The county's telephone system still includes some of the NEC gear, and the county can complete the deployment in phases as time and budgets allow.

Benefits:

- Butler County can now manage its telephone system in-house rather than having to depend on - and pay - an outside provider.
- Employee productivity is enhanced with rich telephone system features.
- The distributed nature of the ShoreTel system means disaster recovery is simplified.

BUTLER COUNTY, OHIO TURNS TO SHORETEL TO REPLACE OUTDATED PBX TELEPHONY SYSTEM

ShoreTel Provides County with Reliability, Simplified Management, and Enhanced Employee Productivity

Strategically located in the center of the eastern United States between Cincinnati and Dayton, Ohio, Butler County is at the center of a population of 2.8 million people. The area features world-class air service from two international airports within 30 miles, 11 interchanges on major interstate highways, and reasonably-priced office, commercial, and industrial space. Twelve Fortune 500 companies and seven Fortune 1000 companies are headquartered in the Cincinnati - Dayton region of Butler County, and a total of 40,000 working scientists and engineers live within a 50 mile radius of the county.

Butler County services include the Sheriff's department, clerk of courts, engineering, and others, including services provided specifically for the state of Ohio. Butler County was using an outdated NEC phone system, one that was costly to maintain and utilized outdated technology. At the time, the county was also in the process of moving one of its sites, a remote real estate office which provides property appraisals, so the organizations network team decided it was time to look at replacing the NEC PBX system with a new Voice over IP (VoIP) solution.

"We needed a more cost-effective phone system with more features so that we could improve county communications and end-user productivity," said Tom Line, Network Engineer for Butler County. "Our goal was to try and get a system that would help us be more responsive to callers and send fewer of those calls into voice mail."

The county evaluated systems from Avaya, Cisco, InterTel, Nortel and ShoreTel. The county was specific in its requirements, prioritizing reliability, cost-effectiveness, scalability, and solution features. Butler County thoroughly evaluated every system, viewing demonstrations, talking to customer references, and testing products in their own facility. One by one, Avaya, Cisco, InterTel and Nortel were crossed off the short list and ShoreTel came out on top.

"Cisco needed us to replace a lot of our equipment, Avaya had a solution that would keep us at the mercy of a service provider, InterTel didn't scale well enough to support a county, and Nortel didn't work well during the demo," said Mike Felerski, Network Architect for Butler County. "In addition to meeting our reliability and scalability needs, ShoreTel has allowed us to transition from our old phone system in phases, which is imperative since funding for the county is controlled by so many disparate



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organizations. ShoreTel was also going to be easy to integrate with our existing NEC system, which meant our users would be able to use their old telephones to access the new ShoreTel voice mail system.”

Adds Line, “Unlike the other solutions we evaluated, ShoreTel has been built from the ground up to be a VoIP system with all the advantages, plus the reliability of a big PBX. ShoreTel just plain does what it's supposed to do, and now we're able to easily manage the system in house. Right from the evaluation phase, we were impressed at how easy it was to get the ShoreTel system up and running without any outside help. ShoreTel really let their engineers think 'out of the box' and they have built a landmark product. Other vendors were completely constrained by their ties to old telephone technology or trying to sell overpriced network products and services as part of the package.”

UNIFIED PHONE SYSTEM

ShoreTel provided Butler County with ShoreTel ShoreGear-T1 voice switches, ShoreGear-120/24 voice switches, and ShoreTel ShorePhone IP telephones. Because of the distributed architecture of the modular ShoreTel system, disaster recovery is much simpler, and even though Butler County still has a mix of IP and PBX equipment, it still looks like one phone system in terms of management and customer service.

“We started deploying ShoreTel with one remote office and 12 users at the beginning,” said Line. “We had the ShoreTel system working in less than one afternoon. It was easy to integrate with our legacy phone system right from the start. Soon after the first office was deployed as an evaluation, we moved quickly, adding the Auditors' office, and since then we've brought the entire Auditor's office onto the ShoreTel system, including real estate, finance, G.I.S., Information Services, and the entire Treasurer's Office. We initially deployed a mix of IP and analog telephones but when we saw the extra features, reliability, high quality speaker phones, and ease of maintenance with the ShoreTel IP phones, we quickly made ShoreTel IP phone sets our standard.”

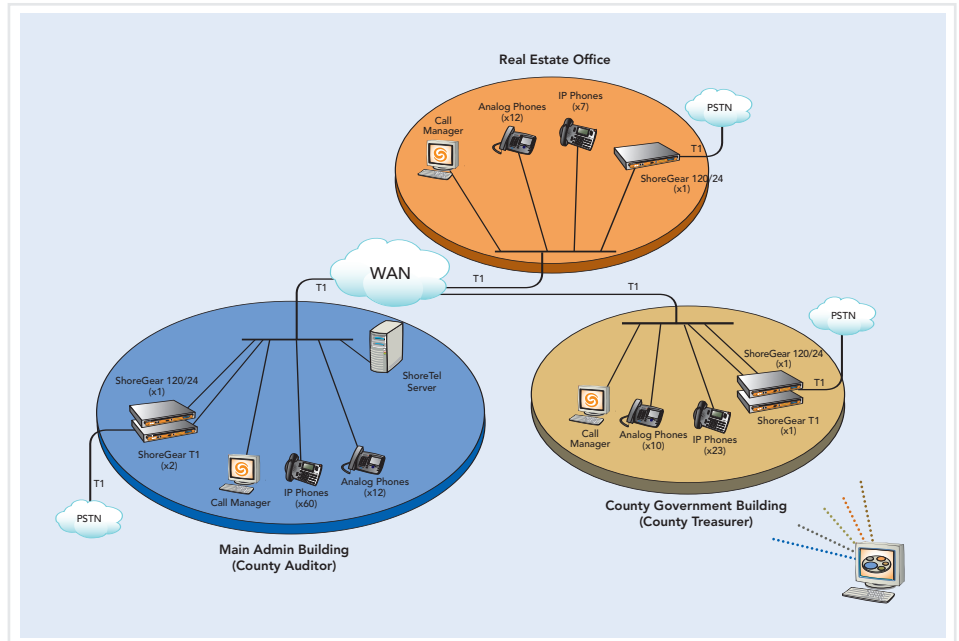
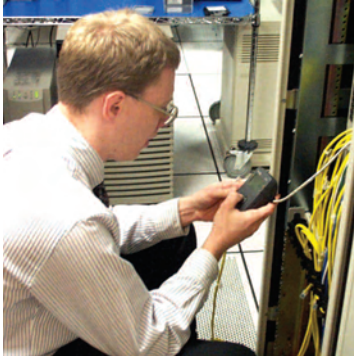
PHONE SYSTEM MANAGEMENT BROUGHT IN-HOUSE

ShoreWare Director, ShoreTel's browser-based management interface, allows Butler County's IT personnel to access the system from anywhere on the network. Through this browser, every site and feature can be managed, including the voice mail, automated attendant and desktop applications. When a new user is added, an administrator simply clicks “add new” and enters the user's name. Then, the centralized database and voice switches are automatically updated, and for the user, a new mailbox is created and the automated attendant dial-by-name and number feature and online directories are updated—all in a matter of seconds. Moves and changes are just as easy.

“The ShoreTel system is very easy to maintain, and it's actually fun to install it,” said Felerski. “It's also a snap to move an employee or make changes to the system.”

RICH FEATURE SET IMPROVES PRODUCTIVITY

ShoreWare Personal Call Manager was easily integrated with Butler County's Novell GroupWise e-mail system so employees can choose to receive an e-mail notification when a voicemail is received or actually have a copy of



Butler County deployed ShoreTel to three locations with a mix of 124 ShoreTel IP and analog phones.

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the voicemail arrive in the email as a WAV file. “This was seen as a major benefit to many people and departments,” says Line. “Voicemails can now be transferred via email or archived. This is seen as a great convenience to employees who are dealing with complicated projects or difficult people. The thing that employees like best, however, is being able to quickly type in a name, hit ENTER on the keyboard, and the phone dials itself. When the phonebooks arrive at the loading dock, they just sit there now.”

With ShoreTel's e-mail integration, employees can also manage their e-mail and voice mail centrally and efficiently right from their desktop. With the ShoreTel solution, employees spend less time navigating complex telephone systems and more time performing job-related duties.

In addition to productivity enhancements, Butler County now has a way to record their phone-based activities, according to Felerski. “It's helpful that employees can see the last numbers they've called, and it's even more useful that the system keeps track of that. With the ShoreTel system, we have a record of every call that an employee has made and if there's ever a dispute, those records are very useful.”

Butler County employees can also control the way their phones work, and features like Follow Me Find Me allows them to have calls track them down wherever they are—at their desk, on their cell phone, or even at home if they choose.



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Finally, ShoreTel's ShoreWare Auto-Attendant provides 24-hour automated call answering and routing capabilities for Butler County, and outgoing prompts can be customized and linked to the time of day and/or day of week. Individual groups can also have their own menus with unique greetings and options.

“We use Auto-Attendant to direct calls from the outside to the right people,” said Felerski. “We're able to easily change any of the features as well. Depending on how a department wants to handle their incoming calls at any particular time, the ShoreTel system meets those needs. With Auto-Attendant, both our auditors' office and treasurer's office have noticed that even at tax time, when calls increase, they still need fewer operators with the ShoreTel solution than they did with the old system. One operator is able to handle more calls now than in the past.”

VERY HAPPY WITH ITS SWITCH TO SHORETEL

“Butler County is very happy with its decision to go with a ShoreTel VoIP telephony system. “ShoreTel just plain works! It's reliable, and the features and capabilities are so much better than our old phone system,” said Line. “Every time someone has an opportunity to try one of the ShorePhones, they want to keep it. Everybody loves the ShoreTel system. For those of us in the network department, there's nothing better than a system that is easy to deploy, simple to manage, and robust enough to satisfy every user. ShoreTel is such a system and we're glad we made the switch. ShoreTel has made the departments we serve happy and made us look good!”