



Industry: Professional Services/Security
Installation: 7 locations, 21 ShoreGear Switches, 500 ShorePhone IP and Analog Phones
Date of Install: 2004



Challenge:

YSG Door Security Consultants needed a more efficient way to communicate among its locations, including manufacturing facilities, a distribution center and corporate headquarters. It also wanted to provide more effective service to customers via its call centers. The current phone system did not meet the company's growing communications needs.

Solution:

With help from ShoreTel's local partner, YSG rolled out ShoreTel's IP telephony phone system in multiple locations. The implementation includes five T1 PRI switches, 16 SG24 switches, two voicemail servers and 500 ShoreTel IP and analog phones.

Benefits:

YSG's call centers are more productive because of the functionality provided by the ShoreTel system. The system enabled the company to "flatten" its organization and present a unified company to customers. The use of IP phones in various company locations has made it much more cost-effective for managers and staffers to communicate with each other, and has helped boost productivity. YSG has seen savings of \$300 to \$400 per week from a reduced need for phone system maintenance.

OPENING THE DOOR TO VOIP

Employees at this security door consulting company use ShoreTel's IP PBX to more effectively collaborate and serve customers.

YSG Door Security Consultants for decades has provided its customers with high-quality architectural hardware and security solutions. The Monroe, N.C., company markets, sells and supports some of the most well-known brands of locks and door products in the world, including Yale, Corbin Russwin, Norton, Rixson and Ceco.

YSG, which is part of the ASSA ABLOY Group in Stockholm, Sweden, has seen its communications needs expand dramatically in recent years. The company operates five manufacturing plants, a warehouse/distribution facility, multiple branch offices in the U.S. and Canada, and its corporate headquarters. More than ever, employees in each of these locations must be able to effectively communicate with each other in order to collaborate, work more productively and better serve customers.

BUSINESS DRIVERS

"The company originally started as a series of individual businesses that didn't have a lot interaction between them," says Pete Wheeler, director of technical support at YSG. "Over time, the lines have blurred to where the different manufacturing locations don't work independently anymore. They work with each other and with corporate headquarters, and there's a need for a lot more interaction."

There's also a need to provide more effective service to customers. That includes enabling customers to call support representatives directly, and if the reps don't pick up the phone, to be routed to a particular call center that can handle sales, order processing, and anything relating to problems or questions about a specific product.

"We wanted customers to call an 800-number and be able to get to any place in the business," Wheeler says. "We don't want them to realize that the company is geographically distributed. We want to present a single company to customers."

MOVING TO AN IP SOLUTION

Managers at YSG realized that the company's existing Avaya PBX system was not going to support its growing communications requirements and the need for greater call center functionality. They decided that a move to an IP-based telephone system would deliver the features and capabilities the company needed.



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– Pete Wheeler
Director of Technical Support,
YSG

YSG first considered upgrading the existing Avaya system it had in place, but that was too expensive a proposition and didn't meet YSG's needs, Wheeler says. Furthermore, the upgrade would not provide IP functionality.

The company next evaluated communications technology from vendors including Nortel, Toshiba, ShoreTel and Cisco. The company selected ShoreTel's system for a variety of reasons, Wheeler says, including its ability to deliver the call-center features and functionality YSG needed; its complete support of IP telephony; the cost-effectiveness when compared with competing vendor products; and the system's ability to provide standard file formats for call accounting records. Another major factor was ShoreTel's expertise in IP telephony and voice over IP technology.

YSG began deploying equipment from ShoreTel at several locations in October 2004 and continues to roll out systems in its locations around the country. Currently there are two facilities that are fully equipped with ShoreTel technology. Employees are using a total of 500 ShoreTel phones, a mix of IP 100 and IP 530 and analog phones, at six locations. Other ShoreTel products installed at company facilities include five ShoreGear T1 PRI switches, 16 ShoreGear-24 switches, and two voicemail servers.

Wheeler says YSG has relied heavily on ShoreTel's local partner for help with the implementation. “They came in here and basically switched us from a traditional telephone system to an IP system with no problems,” he says. “We had an absolutely clean cutover on a weekend. We couldn't have upgraded our existing system any more smoothly than that.”

Wheeler says a major reason for the successful transition was the partners' knowledge of the ShoreTel system and of IP technology. “They're very focused on finding the right environment for IP and making sure everything that needs to be done is handled before the system goes live,” he says. “Since the installation, any time there's been an issue I've been able to call them and get help almost immediately in most cases.”

IMPROVED CUSTOMER SERVICE

The ShoreTel system gave YSG the chance to implement and test out a call center that crosses product boundaries with other ASSA ABLOY products, enabling the company to more effectively serve customers, Wheeler says. YSG can now provide its own management and administration and set up a call center without the need for help from a partner. Call centers are more productive because of the functionality provided by the new system.

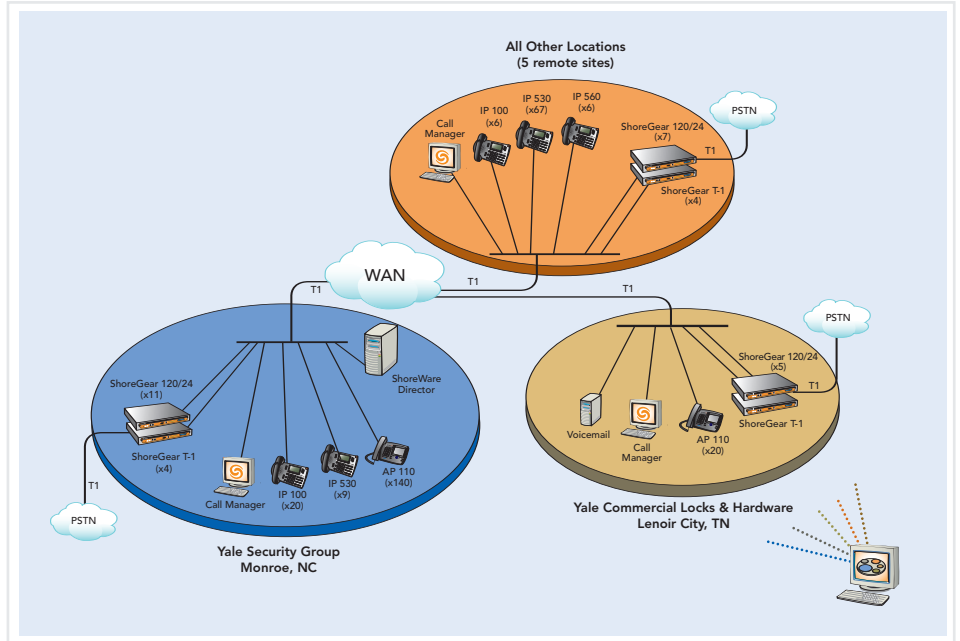
The system enabled YSG to “flatten” its organization and present a unified company to customers. “We wanted to make the business more transparent, so if someone calls the customer service center we can send the call to a plant floor, technical product support or elsewhere” without the customer being aware of the different locations, Wheeler says. “That was just about impossible with the older system” but is now a reality with the ShoreTel products, he says. “We can now provide better customer service in every sense.”



The use of IP phones in different company locations makes it much more cost-effective for managers and staffers in various departments and manufacturing facilities to communicate with each other. Users can take advantage of features that help boost productivity, such as having calls routed to specific devices when they're out of the office, or being able to access the voicemail server from home. Managers can use their IP phones in several remote locations and their phone extensions move with them.

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YSG deployed ShoreTel to 7 locations with 500 ShorePhone IP and analog telephones.

Wheeler says YSG has not measured return on investment for the ShoreTel implementation, but he says one of the more tangible benefits is cost savings. The Avaya phone system that YSG had been using needed maintenance on a weekly basis, which involved a vendor partner coming in to the company's offices, Wheeler says. "With the ShoreTel system we very seldom have problems, and when we do we can always fix them in-house," he says. That has resulted in savings of \$300 to \$400 per week.

Senior executives at YSG are pleased with the performance of the ShoreTel system, Wheeler says. He says ASSA ABLOY's U.S. affiliate is considering an upgrade of its own phone system and is evaluating the ShoreTel system as a possible solution.