

ShoreTel and CPL Resources



Ireland's largest recruitment specialist consolidates four sites with an IP Unified Communications system from ShoreTel



CHALLENGE

- With its headquarters office spread across four buildings, each just 200 metres apart, CPL had no integrated telephone system across the company and instead housed a separate PBX in each building. Not only did this cost CPL in maintenance, but it also meant that calls between offices had to travel via the public phone system, driving up communications costs.

SOLUTION

- CPL deployed ShoreTel's Pure IP Unified Communications (UC) solution to consolidate its four sites under a single, reliable and centrally managed voice and data communications network.

BENEFITS

- Significant cost savings and efficiency gains have been achieved by eliminating multiple PBXs and consolidating separate sites with centralized management.
- System management has been simplified and maintenance can be carried out in-house, saving on costly service contracts.
- CPL realized a 20 percent savings on calls to mobiles by routing calls from each site through a headquarters-located mobile phone CorPorate Network (CPN) microcell.
- Integration with Microsoft Exchange enables staff to work efficiently using ShoreTel ShoreWare Personal Call Manager to find colleagues and log all inbound and outbound communications.

CPL Resources, founded in 1989, is Ireland's largest recruitment and HR solutions organisation, operating on a national basis through offices in Dublin, Kildare, Westmeath, Limerick, Cork and Galway. As an entity, the group of individual specialist recruitment companies offers comprehensive and tailored workforce management solutions to companies of all sizes. The company is currently Ireland's largest employer of temporary and contract staff, placing 20,000 temporary and contract candidates every year.

CPL has been connecting people for almost 20 years, playing a crucial role in the recent economic boom of the Dublin area by matching the right workers to the right jobs at precisely the right time. Reliable and quality communications are critical to the success of this growing recruitment solutions organization. When companies call with an immediate requirement, the ability to connect quickly with the right people, regardless of their location is essential to fulfilling the job vacancy and delivering stellar customer service. So when CPL needed a new communications system, reliability and advanced functionality were key criteria in the company's search. After careful analysis, staff at CPL concluded that the organization could realize increased efficiency gains by layering voice on the

existing IT infrastructure, and by opening telephony to direct management by their IT department

CPL's main office in Dublin is spread across four buildings. Some of these buildings are connected via a wireless network and others use metro fibre. Prior to installing the ShoreTel® UC system, CPL had a separate PBX in each building, which translated to a high maintenance overhead as well as costly toll charges for calls between the offices being routed via the public phone system. Since the existing PBXs were reaching end of life and were in need of replacement, CPL seized the opportunity to look for a better solution.

"We had two Toshiba Strata digital PBX systems which were becoming expensive to maintain, primarily as there was little support available for them," explained Brona Kernan, IT Director at CPL. "We needed to find a new phone system which not only worked across all our offices but was also simple to manage."

IP Unified Communications: Assessing the Options

CPL put the new phone system procurement out for tender and initially short-listed two vendors for further evaluation. However, it





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soon became apparent that ShoreTel’s UC solution was the only system which could meet CPL’s requirements for functionality, management and ease of use.

“When we looked at the other solution in more detail, we realised that they would not offer a significant improvement over our old system,” Ms Kernan said. “The majority of IP communications solutions available had legacy technology which still required multiple PBXs and consequently didn’t offer us the unified system we were looking for.”

The ShoreTel UC system proved to be the complete opposite. Built from the ground-up as a Pure IP unified communications solution, its unique architecture means that it offers the benefits of a true single-image distributed system, with simplified management through a single interface.

Ms Kernan added, “Nearly all the other solutions we looked at carried a lot of PBX baggage, which is really limiting. Conversely, as a pure IP system, ShoreTel was so much more flexible and efficient - it is truly next-generation.”

ShoreTel Wins Out

CPL began a trial of ShoreTel’s UC system in one office in September 2007, when CPL moved four of its medical recruitment companies to a new location in Dublin, linked to CPL headquarters by a metro fibre data connection. Soon all CPL companies at this location became familiar with the advantages and flexibility of ShoreTel’s offerings. These companies implemented ShoreTel’s ‘out of the box’ Workgroup Call Centre functions where other vendor call centre setups would have been complicated and costly.

As some of CPL’s medical recruitment agencies were 24x7 operations, CPL IT staff easily distributed ShorePhone IP telephones to other locations around Ireland to cover the schedules required. In addition, one operator was employed in this location to deal with call traffic for the four companies with overflow Workgroups setup for high volumes of voice traffic.

Following the outstanding success of the trial, CPL rolled the ShoreTel UC system out to the rest of the Dublin offices in January

2008. With the server hardware already installed, it was simply a case of adding ShoreGear® Voice Switches and phones throughout the headquarters where required. The system comprises four ShoreGear 220 E1 voice switches which are connected to 250 ShorePhone® IP 230 telephones.

Once the decision to deploy the ShoreTel UC system was made, the speed and ease of the roll out further reinforced with CPL that it had made the right choice. “The transition to the ShoreTel UC system was very straightforward and was completed in just one morning,” added Ms Kernan.

In addition to the standard PBX functions included in the ShoreTel UC system, CPL staff is also using the ShoreWare® Call Manager application. This application enables employees to manage voice communications directly from their computer, with features such as call logging and click-to-dial. The built-in interoperability between ShoreTel and Microsoft Exchange has also enabled CPL to use Active Directory and Outlook® contacts as a centralised address book for phone and e-mail across all offices.

CPL’s new ShoreTel UC system works seamlessly across all the CPL offices as a single image, replacing the need for multiple PBXs, voicemail systems, automated attendants, and Automatic Call Distribution (ACD) systems. All the voice traffic between the four offices is now carried over the existing data network, and there is no longer a need for a separate telephone network.

Reaping the Rewards of Unified Communications

The most significant benefit for CPL has been the cost savings from having all four offices on a single phone system. Not only has this saved CPL money on calls between offices, but it has also saved on external calls to mobile phones.

CPL uses a CorPorate Network (CPN) microcell to connect its phone system directly to the mobile carrier’s network (Vodafone). ShoreTel’s least cost routing feature means that when anyone on the ShoreTel UC system dials a mobile number, the call is routed to the CPN and made as if it is a mobile-to-mobile call, which costs less than a fixed-to-mobile call. Previously, the CPN could only be used in one of the



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buildings as they were all running on separate PBXs; now, all the offices are on one system, so they all benefit and the cost savings are seen throughout the business.

“Due to the nature of our business, a large percentage of outbound calls are to mobile phones. Now all of the offices can be connected to the CPN, and we have saved in the region of 20 percent on calls to mobiles,” Ms Kernan commented.

The simplicity of the system has also been a major plus for CPL. ShoreTel’s centralised, browser-based ShoreWare Director not only means that the entire system can be administered from one interface, but also that the majority of system maintenance can be performed in-house. The flexibility of the ShoreTel system means that CPL can set up individual profiles for each CPL company, offering them their own identity while retaining centralised control over the entire system. Furthermore, the combination of the ShoreWare Personal Call Manager software and the centralised address book means that staff can work more efficiently, finding their colleagues’ details more quickly and using the call log to keep track of inbound and outbound communications.

Netforce were the ShoreTel reseller chosen by CPL to design, implement and support ShoreTel’s Enterprise UC phone system. Netforce are currently advising on additional site rollouts and added functionality in ShoreTel release 8.1, such as instant messaging (IM) and desktop video conferencing. William Clutterbuck, director of Netforce added: “CPL’s ShoreTel UC system has been a resounding success. We are working closely with ShoreTel to leverage the system to empower additional competitive advantages for the CPL organization”.

Paul Carroll, co-founder and Director of CPL remarked “The service from Netforce can be summarised in one word: ‘Brilliant’. William Clutterbuck and his team knew the ShoreTel UC system inside-out and this in-depth knowledge shone through in their fast and faultless implementation of the entire system. Our advice to anyone considering upgrading to an IP-based UC system is to be sure to select an organisation that knows the

technology and is committed to making it work first time. In our experience the Netforce and ShoreTel partnership delivered totally on this commitment.”

CPL currently has 300 users on the ShoreTel UC system encompassing the four headquarters buildings, a number of additional sites in the Dublin area and the North of Ireland. ShorePhone IP Telephones have also been also deployed in branch locations around the country. All sites, ShoreGear Voice Switches, phones and users are managed from the central location in CPL headquarters with future plans to roll out the system to more locations in Ireland and Europe.

“It’s the flexibility of having an all-IP system which really keeps reaping benefits for us. And the ease of deployment has really changed the pace of the roll out to our other remote offices. We plan to extend the system to our operations in Slovakia, allowing for seamless call transfer, and there is also the potential for closer integration between the phone and IT systems, by adding voice functionality to our HR application,” Ms Kernan concluded.