

## SHORETEL REPLACES MITEL AT LIPPERT'S CARPET ONE

ShoreTel Delivers Increased Reliability, Outstanding Ease of Use, and Best-in-Class Manageability



### Challenge:

Lippert's Carpet One was looking to replace an outdated phone system, standardize on one system tightly integrating all locations, capitalize on IP telephony to improve communications between sites and decrease telecommunications line costs and long distance charges.

### Solution:

After deploying a Mitel system to one location with plans for more, Lippert's experienced many deployment and operational issues causing them to look for another solution. ShoreTel quickly replaced the Mitel system with a comprehensive end-to-end solution, including voice switches, telephones, and software in Lippert's headquarters and branch office locations.

### Benefits:

The ShoreTel VoIP solution saves Lippert's on long-distance telephone charges, eases administrative burdens, improves reliability, and gives employees powerful productivity-boosting features integrated tightly with their desktops.

Carpet One, North America's leading floor covering co-op of retailers, includes over 1,000 independently owned and operated locations in the United States, Canada, Australia, and New Zealand. Carpet One stores are known for a broad selection of carpet, wood, laminate, ceramic, vinyl and area rugs, including exclusive brands like Bigelow, Liz Claiborne Flooring, Good Housekeeping and LEES for Living. Lippert's Carpet One includes three such locations in Oregon: Grants Pass, Medford and Klamath Falls, and three branch offices in Medford, Bend, and Rogue River. Lippert's Wide Area Network is comprised of six sites.

In January, 2002, Lippert's was looking to improve their communications flexibility, as well as decrease voice line and long distance calling costs. At the time, the company decided to install a Mitel VoIP system in one of its locations, replacing a 15-year old phone system and starting the process of standardizing on one platform. The company had plans to bring the four other locations online within a few months, but, after three short years, Lippert's decided it needed to replace the Mitel solution because of various problems, including equipment bugs and a system that was difficult to manage.

“Our original Mitel system worked 90% of the time, which is unacceptable in the retail business,” said Dan Berntson, Information Technology Manager with Lippert's Carpet One. “In retail, your phone system needs to work 100% of the time, and with Mitel, we were just never at that level. Eventually, after failing to fix all the problems, Mitel told us they just couldn't support their system for us anymore.”

### SHORETEL REPLACES MITEL

Lippert's integrator, Medford, Oregon-based Helix Inc., provided outstanding support for the company, tirelessly attempting to work through the issues with the Mitel system. Once the decision was made to remove Mitel and look at other options, Helix suggested Lippert's strongly consider ShoreTel. “We are focused on complete customer satisfaction and recommended the ShoreTel solution to Lippert's without hesitation,” said Gary Walters, CEO/Owner of Helix Inc. “The ShoreTel system is easy to install, reliable and very easy to manage, making it an obvious choice for many of our customers.”

“Helix gave ShoreTel a high recommendation, which was good news, and the ShoreTel system had lots of options that hadn't been included with the Mitel solution,” said Berntson. “After seeing many capabilities like the great speaker phones, tight voice mail integration, SoftPhone, easy management interface and conferencing, we dropped Mitel and went with ShoreTel.”

In January of 2005, ShoreTel provided Lippert's with equipment to replace Mitel throughout the organization, including ShoreGear Voice Switches



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and more than 50 ShoreTel Telephones. ShoreTel's browser-based management interface, ShoreWare Director, is also used, along with Call Manager for desktop integration with Microsoft Outlook.

“The ShoreTel system is very reasonably priced and it includes so many features bundled together,” said Berntson. “Mitel has few features bundled, and to add on options it got very expensive. The ShoreTel system was a clear choice for us at that time, and we're glad we made the change.”

## **EASY TO IMPLEMENT, USE AND MANAGE**

ShoreWare Director is ShoreTel's browser-based management interface. From anywhere on the network, an IT staff member can launch a Web browser and gain access to ShoreWare Director. Through this browser, Berntson can manage every site and feature, including the PBX, voice mail, automated attendant and desktop applications. When a new user is added, Berntson or a colleague must simply click “add new” and enter the user's name, which in turn updates the centralized database and notifies every voice switch. Once the user is entered, their mailbox is created, the automated attendant dial-by-name and number feature is updated, and online directories are updated—all in a matter of seconds.

“The implementation of our ShoreTel system compared to our experience with Mitel was very smooth,” said Berntson. “There's really no comparison.”

## **POWERFUL FEATURES IMPROVE RELIABILITY, USER PRODUCTIVITY AND CUSTOMER SERVICE**

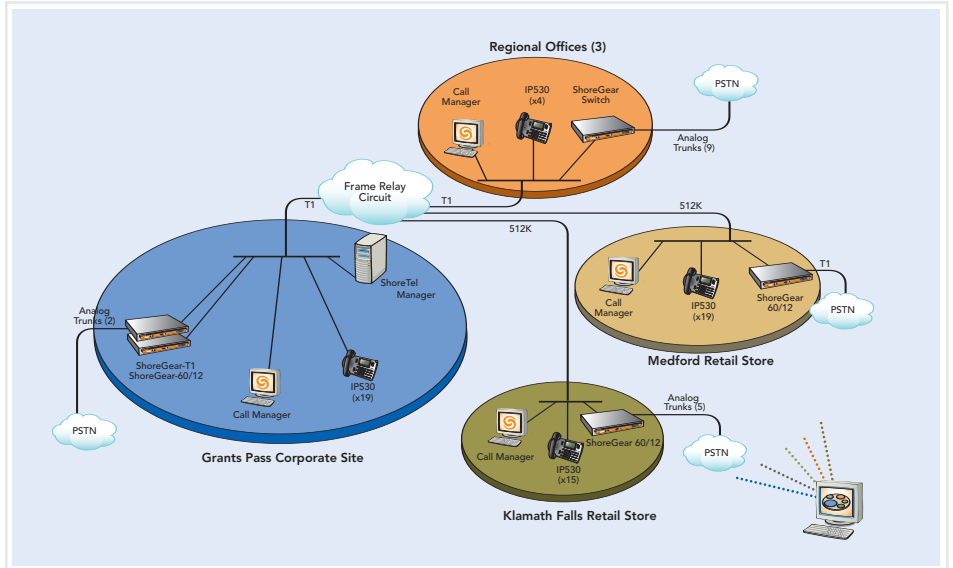
The ShoreTel system provides integrated messaging, such as directory dialing, contact screen pop, and calendar integration. In addition, ShoreTel's powerful Follow Me Find Me feature allows employees to configure the system so that customers calling in can track them down on any phone number they choose—for instance, on their cell phone or home phone. If the employee does not answer any of the phones programmed into the system, only then does the call revert to voice mail. Follow Me Find Me also allows voice mails to be sent as attachments directly to Lippert's employees' e-mail boxes so no customer question or issue will ever get lost in the system.

“Our employees like the quality of the phones and speakers, and they love the user interface,” said Berntson. “And training users is unbelievably quick. We were told the ShoreTel system was designed with minimal training in mind, and we were all pleasantly surprised at how true this was. You're pretty much knowledgeable on the operation of the phones after just the first day.”

In addition to powerful user features, ShoreTel's Call Control software is distributed to every voice switch, which eliminates any single point of failure in the system. In the unlikely event that a ShoreGear voice switch fails, the other switches on the network automatically take on the call-processing load. Therefore, a call never gets dropped coming into Lippert's or being routed to another extension.



“We also like the fact that we can easily broadcast voice mails to the entire staff,” said Berntson. “This enhances our internal communications as well as improving our readiness to deal with customer calls.”



Lippert's Carpet One deployed ShoreTel to six locations with 57 phones.

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## EXTENDING REACH AND REMOVING COLLABORATION COSTS

When no telephone is available, ShoreTel's SoftPhone allows a simple desktop or laptop computer to give Lippert's workers all the same capabilities of their desktop extension - even over wireless networks. When employees work remotely, for instance, their office telephone numbers and extensive voice features go with them, to their home or a hotel room, and with a simple network connection and the click of a mouse, these workers can launch their call manager and SoftPhone and be productive in an instant office.

In addition, ShoreTel Converged Conferencing delivers anytime access for Lippert's for up to 96 ports for audio conferencing. “We like the conferencing options,” said Berntson. “We're able to easily get everyone together from wherever they are. This saves us time and money-after all, it costs more money to meet face-to-face because of the time necessary to get everyone to the same physical location. Conferencing has definitely cut costs and boosted productivity.”

## MOVING FORWARD

Lippert's Carpet One is currently utilizing ShoreTel in three of its retail sites and corporate offices. The company plans to expand the ShoreTel system to another site in the near future. “We are thrilled to have found ShoreTel and look forward to offering the same rich features to more of our employees throughout the organization,” said Berntson. “Replacing the Mitel system with ShoreTel was the best thing we could have done and we look forward to working with ShoreTel into the future.”