

## Good Chemistry

IPC Technologies and ShoreTel provide the catalyst for American Chemistry Council’s transition to IP telephony.

“  
*IPC and ShoreTel presented the right solution from day one, while the other vendors had to keep adjusting their proposals.*  
 ”



**W**hen the American Chemistry Council (ACC) started searching for a phone system for its new headquarters in Washington, D.C., IT Director Harley Bledsoe and Senior Telecommunications Administrator Gwendolyn Oberman began the process with the skepticism that comes from years of experience. They were looking for a vendor that was upfront regarding its product strategy and could deliver the right solution to meet ACC’s needs.

IPC Technologies and ShoreTel passed the litmus test.

“Our first contact with IPC and ShoreTel was at IPC’s Summit two years ago in Richmond, Va.,” said Oberman. “We looked at their products and participated in the non-disclosure event so that we could see the future road map for ShoreTel’s solutions. We were very impressed, not only with the technology but with the fact that they were so transparent with us as prospective customers.”

“Our managing director had mentioned ShoreTel to us — I had never heard of them at that time,” Bledsoe said. “We went to the Summit and were thoroughly impressed with IPC, the ShoreTel product and all of the products that it works with. Right off the bat we saw that it’s almost too good to be true.

For two people who have a lot of PBX experience to be taken aback like that is pretty remarkable.”

### Positive Reaction

ACC began an 18-month RFP process in order to compare IPC and ShoreTel with Cisco, Avaya and Nortel. IPC quickly proved that it had a strong understanding of the ShoreTel product and a commitment to meet ACC’s needs.

“Gwen wrote a very challenging RFP and, without a doubt, IPC was forthright and addressed everything we asked for,” said Bledsoe. Not once did IPC say, ‘This is so hard, we can’t overcome this, can we have more time?’ No, they stepped up to the plate and worked with us to make sure that all of our requirements were met.

“One of the primary requirements of the RFP was to make sure we were getting the right size system for our company. Ease of use was also a big consideration. IPC and ShoreTel presented the right solution from day one, while the other vendors had to keep adjusting their proposals. IPC and ShoreTel also negotiated price without changing any of the equipment features they had offered us from the start.”

“IPC was very honest in presenting their quote. There was nothing hidden — everything was laid out in front of us,” said Oberman. “The road mapping of products also made IPC stand out. A lot of times vendors present what is, not what’s coming up in the future. With ShoreTel, we know the future direction of this system.”

### Solid Solution

Bledsoe says one of the unique things about ShoreTel is that it’s a real Voice over IP PBX, not a hybrid solution. Furthermore, ShoreTel developed its technology rather than purchasing it from somebody else or designing it from something else.

“It’s amazing how small it is. We like to say that we got a PBX in a personal pan pizza box,” he said. “ShoreTel’s focus is developing solid technology, and IPC has a strong engi-

neering background as well. We also believe in the products IPC and ShoreTel associate with — LifeSize videoconferencing and all of the other solutions have been very impressive.”

Getting to work with experienced engineers and technicians was very important to Oberman. She also appreciates IPC’s open communication.

“I had had several experiences with other technology providers in the past where the only communication was with a call center. I didn’t want to lose direct contact with engineers or technicians,” she said, “and I didn’t lose that with IPC.”

### Strong Bond

IPC and ACC developed a three-phase implementation plan. For phase one, IPC provided Oberman with a standalone setup and training so that she could become familiar with the system and fine-tune the implementation process. In phase two, IPC and ACC successfully rolled out the ShoreTel system throughout ACC’s IT department. Phase three will culminate in full implementation across the organization.

“It’s pretty much been flawless,” Bledsoe said. “Gwen has been driving this project, and IPC has stepped up to the plate. The project manager has been diligent in working with Gwen to meet our requirements and address any problems.”

“We requested a beta version of the latest ShoreTel solution for testing, and we had only one technical difficulty. Within 48 hours IPC and ShoreTel had a solution, and we haven’t been down since. To get that kind of efficiency and turnaround time just reinforced the impression that we picked the right vendor and the right product,” Oberman said.

ACC approached the selection of its IP telephony solution with the skepticism of science and the rigor of a laboratory experiment. IPC Technologies and ShoreTel proved to have the right formula to meet ACC’s requirements.



IPC is one among a short list of this country’s premier IT solutions providers, delivering to our clients award-winning Consulting Services, Managed Services, and Training. Delivering solutions that make good economic sense to businesses and organizations, IPC supports an ever-changing array of “Best of Breed” Technology Products. Our clients, ranging from Fortune 50 firms to start-up enterprises, have experienced attractive returns on investment from technologies implemented and supported by IPC since 1981.

WWW.IPCTECH.COM

877-9-IPCTEK (877-947-2835)

RICHMOND, VA. McLEAN, VA. ROANOKE, VA. NORFOLK, VA. NEW YORK CITY ALBANY WASHINGTON, D.C. HARTFORD PHILADELPHIA  
CHICAGO BALTIMORE ATLANTA MIAMI TAMPA ORLANDO JACKSONVILLE CLEVELAND NASHVILLE INDIANAPOLIS BIRMINGHAM  
FRANKFORT, KY. COLUMBIA, S.C. RALEIGH, N.C. WINSTON-SALEM, N.C. CHARLESTON, W.VA. SEATTLE, WASH.