

Good, Fast *and* Cheap

Thanks to IPC Technologies and ShoreTel, Davenport & Co. doesn't have to compromise on its IP telephony solution.

Good, fast, cheap. Pick any two.

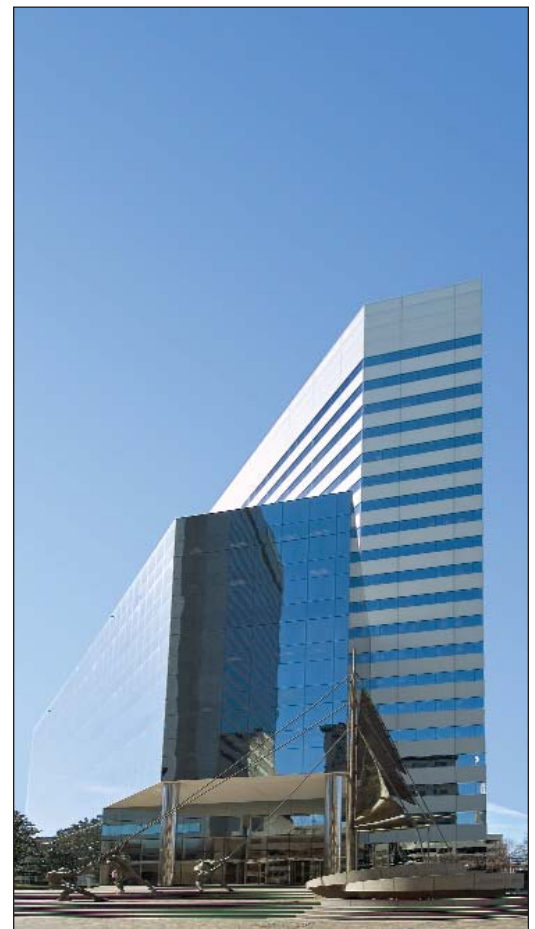
That aphorism points to the age-old notion that there are certain trade-offs inherent in any project. If you do something quickly and cheaply, it will suffer from poor quality. Aim for high quality and speed, and the price will go up. If you want quality on a budget, expect a long wait.

Recently, however, IPC Technologies showed Davenport & Co. that it could reap all three benefits with a ShoreTel IP phone system. Davenport looked at the top IP phone systems on the market and found that ShoreTel offered the ideal blend of features and price.

“We needed to replace a 15-year-old phone system and knew we wanted to move to IP telephony. The first step was to find a solution that would meet our needs today and in the future,” said Jerimiah Cox, VP of IT and Infrastructure Manager for Davenport & Co. “After looking at several vendors, we ultimately decided on ShoreTel because of its flexibility, manageability and cost. IPC did a couple of demonstrations with lots of Q&A afterward, and their knowledge of the ShoreTel product helped seal the deal.”

Good: Flexibility and Features

Davenport & Co. is a Richmond, Va.-based investment firm with 15 branch locations in Virginia and North Carolina. The



Davenport & Co. Headquarters, Richmond

various departments throughout the organization have unique telephony needs.

“That’s why flexibility was a key part of the system,” Cox said. “Your standard one-size-fits-all configuration did not fit our business practices. We needed a system that would work one way for one group, but work completely differently for another

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group with a different set of requirements, without being overly complicated to administer. ShoreTel does that very cost-effectively.”

The ShoreTel system also provides Davenport’s 400+ employees with many key features. ShoreTel Call Manager empowers end-users to communicate via video, voice (wired or wireless) or IM, streamlining business communications, improving communication accuracy, and enhancing overall end-user productivity.

“The Personal Call Manager software — the unified communications piece — offers a lot of flexibility for different departments as well as integration into our company directory and Outlook contacts. That has been a huge benefit for them,” Cox said. “We conducted training over a six-month period, scaling and customizing the training program for each department’s individual needs.”

Fast: Manageability and Ease of Use

After selecting ShoreTel, the next step was to ensure that Davenport’s network infrastructure could effectively support IP telephony. The firm replaced the cabling and switching infrastructure at its headquarters location and made other enhancements and upgrades to bring its network up-to-date.

“Our legacy TDM system wasn’t running on the data network,” said Pete Tatro, Senior Vice President and Head of IT for Davenport. “We knew that no matter what IP telephony solution we selected we’d have to ensure that our data network could support voice.”

ShoreTel’s distributed architecture is ideal for companies like Davenport that span multiple locations because the ShoreTel IP telephony system appears and behaves as a single, unified system. What’s more, ShoreTel delivers unmatched reliability, scalability and

manageability, plus a user interface that sets the standard for ease-of-use.

The ShoreTel system went “live” in Davenport’s Richmond headquarters in the middle of December. So far, the firm has deployed the solution in one of its 15 branch locations. With ShoreWare Director, a Web-based network management tool that provides a single management interface for all voice applications, the Davenport IT team can administer all locations locally as they come online. The system is designed to help improve administrator productivity, lower total cost of ownership and reduce the demand on IT resources.

Cheap: Most Cost-Effective Solution

The bottom-line benefits of ShoreTel provided the icing on the cake. ShoreTel offered Davenport more bang for the buck than any other system on the market.

“ShoreTel wasn’t the cheapest solution we looked at, but darn near. And what we couldn’t have bought from the other guys was the ShoreTel ease of administration,” said Cox. “The ShoreTel product was built from the ground up, whereas a lot of the competitors acquired other products to integrate into their telephony suite. Once you sit down and look at the other dashboards you see how the various pieces have different interfaces, creating an administrative nightmare.

“Plus, with other vendors there’s a licensing cost that goes with every single thing you add on. When we saw all of the features ShoreTel had to offer under a single license, it was a pretty easy choice.”

There are going to be trade-offs with any project, features that must be compromised to reach overall project goals. But thanks to IPC and ShoreTel, Davenport & Co. found that “good,” “fast” and “cheap” aren’t necessarily mutually exclusive.



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