

the

# IPC Integrator

Spring 2009

 **IPC**  
TECHNOLOGIES

## GOOD, FAST *and* CHEAP



Davenport & Co. Headquarters, Richmond

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

*Good, fast, cheap. Pick any two.*

**T**hat aphorism points to the age-old notion that there are certain tradeoffs 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 Jeremiah 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 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 group with a

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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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## Data Breach Costs Rise Again

Data breaches now cost organizations an average of \$6.6 million overall and more than \$200 per compromised record, according to a new survey conducted by the Ponemon Institute and sponsored by PGP Corp.

The fourth annual "U.S. Cost of a Data Breach" study examined 43 organizations across 17 different industry sectors. The study tracks a wide range of cost factors, including expensive outlays for detection, escalation, notification and response along with legal, investigative and administrative expenses, customer defections, opportunity loss, reputation management, and costs associated with customer support such as information hotlines and credit monitoring subscriptions.

Average per-record costs were \$202, up from \$197 in 2007. Most of the cost comes from customer churn — lost customers. Since the study's inception in 2005, this cost component has grown by more than \$64 on a per-victim basis, nearly a 40-percent increase. Healthcare and financial services companies experienced the highest churn rate — 6.5 percent and 5.5 percent respectively, compared to an overall average of 3.6 percent — reflecting the sensitivity of the data collected and the customer expectation that information will be protected.

## CIOs Seek Data Center Transformation

Faced with increasing challenges to control costs and quickly achieve returns on technology investments, 84 percent of technology organizations are planning to implement a data center transformation (DCT) project in the next 12 months, according to a recent survey commissioned by HP.

The vast majority of technology decision makers are currently implementing or planning to implement projects involving consolidation (95 percent), business continuity (93 percent) and virtualization (91 percent). According to the study, 31 percent of respondents named reducing operational costs as their top driver for 2009 DCT spending. Enhancing security followed as a close second, cited by 29 percent.

While most organizations are transforming their data centers through independent projects, a growing number are taking a broad, integrated approach. The survey indicates that 20 percent of technology decision makers are initiating a complete transformation with an overarching DCT strategy.

"CIOs who approach DCT initiatives with a focus on business needs can significantly reduce time-to-value for today's technology investments while laying the foundation for future growth," said John Bennett, worldwide director, Data Center Transformation Solutions, HP.



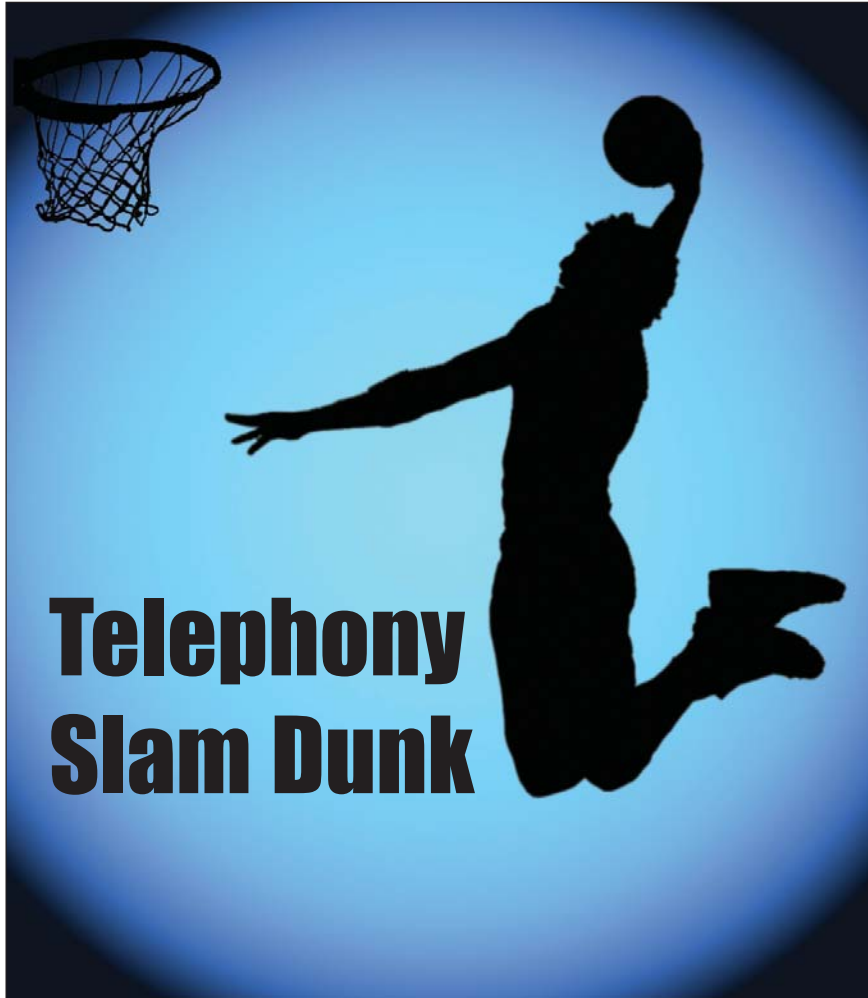
## PICTURE THIS

The new, video-enabled ShoreWare Professional Call Manager is at the center of what's new in ShoreTel 8. The Professional Call Manager leverages the improved look and feel and enhanced usability delivered to all levels of the Call Manager and adds new multimedia capabilities.

In addition, ShoreTel 8 also includes improved support for connecting SIP-based endpoints to the system, improved security, better management and many other new telephony features.



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### Verizon Center scores big with communication system from ShoreTel, Enterasys, Meru and IPC Technologies.

**A**ccording to their Web-site banner, the NBA's Washington Wizards are "Determined to Deliver." That slogan also describes team owner Abe Pollin's approach to revamping the communications infrastructure of the team's home arena, Washington D.C.'s Verizon Center.

Pollin, who is also chairman of the Verizon Center, recently enlisted the services of Enterasys, Meru Networks, ShoreTel and IPC Technologies to upgrade the arena's data network and implement a high-tech IP telephony sys-

tem uniquely suited to the facility's demanding communications requirements.

"Technology today is at the forefront of good business and good customer service in the sports and entertainment realm," Pollin said, noting that the new communications infrastructure "has allowed us to continue the trend of being a world-class venue in not only offering the best in entertainment, but the best in customer service technology."

The Verizon Center — home to the Wizards, the WNBA's Washington Mys-

tics, the NHL's Washington Capitals, and the Georgetown Hoyas men's basketball team — hosts more than 220 events and concerts each year. Located in the heart of Chinatown off of the Gallery-Place Chinatown Metro stop, the 11-year-old arena has been a showcase for cutting-edge technology, luxury accommodations, restaurants and other amenities, and needed a network "facelift" to ensure that its IT infrastructure could support the needs of its vendors, visitors and tenants.

"Verizon Center is a point of pride for Washington, D.C., and the city is committed to helping keep it up-to-date," said Eric Bowling, VP of Sales, IPC Technologies. "Three of our key partners — Enterasys, Meru and ShoreTel — provided all-new equipment for a complete network upgrade. The IPC Technologies team then came in to deploy nearly 1,500 endpoints, including both analog and IP phones."

#### Game-Day Strategy

As a first step, Enterasys and Meru upgraded the arena's data infrastructure to better support its vast communications requirements. Enterasys implemented a scalable, high-performance network core, while Meru created a seamless wireless network to extend connectivity throughout the facility. ShoreTel then called on IPC Technologies, its major accounts partner in the region, to deploy the ShoreTel Unified Communications System and ShoreGear Voice Switches. The next-generation ShoreGear-24A Voice Switches were selected because of their ability to manage both IP phones and analog lines, as well as PSTN and ITSP trunks.

"Given the wide range of events hosted there, Verizon Center must maintain a very large analog infrastructure to meet the needs of its vendors," said Kurt Wright, Director of TechFirst Operations, IPC Technologies. "One day you have a hockey game, the next day you have a basketball game, the next day

you have a horse show, so the concourse-level vendors are constantly changing. We needed to deploy more than 400 analog endpoints to support this part of the facility, and the ShoreTel system handled that very well.”

IP telephony technology was utilized to support Verizon Center operations, the event-level suites, the sports teams and the media. The IP phones had to be logically separated yet still managed within a single system.

“For example, the phones within the tenants’ suites needed to be able to connect with operations, first aid and the food vendors, but not have connectivity with the Washington Wizards locker room or the coach’s office,” said Wright. “The ability to logically sepa-

rate everything within the ShoreTel system is an area where we really excel. Everything is dynamically configured. A phone can easily be taken from one location to another, plugged in, turned on, and it will work just fine. No reprogramming is required.”

### A League of Their Own

IPC makes it sound easy, but a great deal of upfront planning and legwork is needed to make a deployment of this scope go smoothly. The IPC team leveraged many years of experience and in-depth knowledge of the ShoreTel system to ensure the success of the implementation.

“The deployment schedule was fairly short – we ran the system out

fairly quickly without disrupting operations. We had live cutover right on schedule and were ready to support The Who concert that same day,” said Wright.

Since Verizon Center opened on December 2, 1997, almost 26 million people have spun the turnstiles to enjoy close to 2,200 concerts, family shows and world-class sporting events. The arena has helped revitalize the historic downtown neighborhood it calls home, and has given the city of Washington, D.C., a world-class venue it can be proud of. Now, Verizon Center is once again on the cutting edge with a winning solution from Enterasys, Meru, ShoreTel and IPC Technologies.

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## PARTNERS



# Smooth Talk

*Voice technologies help reduce costs and improve business flexibility.*

**O**rganizations that become too cautious about technology spending can miss terrific opportunities to save money, boost performance and create competitive advantages. Voice over IP (VoIP) and the communications technologies it enables — including unified communications, videoconferencing and telepresence — present organizations with just such opportunities.

Experience from early recessions and economic slowdowns suggests that companies that continue to invest in their IT and communications capabilities are both better able to survive a downturn and can be in a stronger position to thrive when the crisis subsides — sometimes grabbing market share from their competitors in the process.

“For companies able and willing to continue their IT investments during the recession, visual communications and collaboration products and services should become a central part of their strategy for survival — and for creating a dominant position for themselves come the upturn,” said

Dominic Dodd, principal analyst for the Frost & Sullivan technology research firm.

## Stretching the IT Budget

VoIP is a proven winner, cutting long-distance charges by uniting branch locations and teleworkers over WAN and VPN links, and reducing toll-free number costs by effectively routing inbound calls. Converging communications onto a single network lowers maintenance and support costs, while conferencing can help reduce travel expenses.

With VoIP, remote offices don't necessarily require their own PBXs, nor are they isolated from the central phone system. Small offices can often connect to the main office IP

phone system through a high-speed data line. All employees can be reached through four-digit extension dialing and access the same voice mail system, regardless of location.

VoIP can greatly enhance an organization's ability to respond to changing business demands. Traditional PBXs tend to be pretty inflexible — adding, changing and moving extensions is not all that easy, and extending full voice features to remote sites may well be impossible. With VoIP, an employee's extension is no longer tied to a physical phone jack. Employees simply plug their IP phone sets into the nearest data port and log in to accept calls and access phone system features.

Such flexibility is a real boon to today's increasingly mobile workforce and the rise in telework. It enables remote workers to stay in touch through virtually any Internet connection. It also allows organizations to utilize “hoteling” — setting up unassigned workstations that mobile employees can use as needed — to reduce overhead.

## Creating Flexibility

Videoconferencing, telepresence and unified communications all can help organizations become more flexible and resilient. These technologies can allow companies to reduce the cost of travel by replacing many face-to-face meetings with effective alternatives. Organizations also can avoid the costs, carbon emissions and general wear and tear to their employees that accompany long-haul flights.

Furthermore, telepresence and videoconferencing, as key elements of real-time collaboration, can aid organizations in making faster business decisions, increasing their agility and responsiveness to customer demand while helping them to realize business goals more quickly.

Unified communications platforms that combine phone, fax, e-mail, instant messaging, teleconferencing, videoconferencing and Web



conferencing over a common IP network, offer many benefits that positively affect the organizational bottom line. In a recent survey of 766 IT professionals conducted by CDW Corp., 61 percent of respondents identified increased productivity and 56 percent identified operating cost reductions as the most important benefits. Other benefits cited included more reliable communication (48 percent), improved cross-functional communication (44 percent), and more effective use of remote or mobile workers (41 percent).

“Unified communications promises so many benefits that many organizations are eager to find a solution as quickly as possible,” said Ken Grimsley, vice president of strategic sales at CDW. “As the results of the CDW tracking poll illustrate, the attractions and payoffs are very real, provided the implementation is well planned and compatible with the network environment.”

For many organizations, 2009 is a pivotal year for making decisions about their communications capabilities. In 1999, there was a significant increase in PBX replacements due to Y2K concerns. Those PBXs are now nearing the end of their useful lives, and companies are being forced to consider their options. While it is true that organizations that haven’t already invested in VoIP may face significant up-front costs in hardware and training, these costs frequently are paid for in first-year ROI.

It’s natural to take a hard look at IT spending during a recession. However, it isn’t the time to stop spending — merely the time to reassess where and how the money is being spent. Technologies such as VoIP, unified communications, videoconferencing and telepresence deserve special attention because in addition to cutting costs, they can create business efficiencies that drive new levels of productivity, collaboration and responsiveness. That’s a bargain in any economy.

## Telepresence Boom Expected

**T**he telepresence market, which includes telepresence equipment, network services and managed services, is forecast to grow from a 2007 level of not quite \$126 million to nearly \$2.5 billion in 2013, according to ABI Research.

The high cost of travel — in money, wasted time, and carbon emissions — is one reason for the anticipated growth. Key executives can be far more productive if they can effectively meet with several companies around the world in the time it would take to make one trip. The need for time-sensitive collaboration and the demands of worldwide outsourcing also build a case for telepresence.

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