



## Call in the Experts

Leading intellectual property law firm relies upon IPC to replace its aging PBX with a ShoreTel Unified Communications platform.

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**S**ughrue Mion is a Washington, D.C.-based law firm focused exclusively on intellectual property. Founded in 1957, Sughrue handles patent and trademark matters for a diverse set of clients globally, including some of the world's most well-known brands. The firm has earned an international reputation for its expansive knowledge of the subtleties of intellectual property law.

Sughrue understands the value of working with experts on important initiatives. That's why the firm turned to IPC when it came time to replace its aging PBX with an IP phone system.

“Our phone system was almost 30 years old — I want to say the firm got it in 1988,” said Eric Slinkman, Director of Information Technology, Sughrue Mion. “We were looking for something with modern capabilities

and had experience with the ShoreTel system. We had put ShoreTel in two of our California offices and knew we liked it. We thought that ShoreTel might be the way to go, so we reached out to some contacts at other law firms to get their recommendations of an integrator to implement the ShoreTel system. I sent out an email and one my colleagues immediately came back and said, “The folks you want to work with are IPC. Call IPC.”

Based in Richmond, Va., IPC is a ShoreTel Platinum Champion Partner with a strong presence in the D.C. area and a proven track record of success serving the needs of law firms nationwide. With IPC, Sughrue gained access to a team of engineers with extensive experience in the design and implementation of the ShoreTel Unified Communications system, as well as the networking and telecommunications technologies that support the platform.

## EXPERIENCE COUNTS

Because it had been several years since the installation of ShoreTel at Sughrue's California offices, the firm was not familiar with the latest ShoreTel software and virtualized platform, and looked to IPC for expertise. The IPC team took the time to understand Sughrue's requirements and designed the solution to precisely meet the firm's objectives.

"We started from a high level and said, 'This is what we're looking to do. What can ShoreTel do now?' IPC showed us a lot of features — things like Scribe, which automatically transcribes voice mail messages and sends them to email. Our attorneys fell in love with that feature," Slinkman said.

"We decided which ShoreTel modules we wanted, which handsets we wanted, and did a pilot deployment with a small group of mostly IT people to test it and get buy-in. A lot of times change is hard within an organization but everyone was very excited about this transition. As we were doing the pilot test users kept asking us when they were going to get ShoreTel."

The ShoreTel solution provides the kinds of capabilities that a busy law firm needs. It incorporates leading communications and collaborations features within one user-friendly interface, and seamlessly integrates with mobile devices and business applications.

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## KNOWLEDGE TRANSFER

Sughrue asked IPC to complete the implementation in phases, including the pilot project, a larger secondary pilot, then the final rollout of the system and more than 300 desk phones. Only a few tweaks to the firm's network were required. The whole process was very smooth, and the ShoreTel system went live without a hitch.

"We went live on a Friday afternoon. All the new phones were already sitting on people's desks, so we just went around and plugged them in and threw the old phones in a box," said Slinkman. "The whole team came in bright-eyed and bushy-tailed Monday morning because we expected a ton of calls. We all got here and just sat around. The only calls we got were from users needing a little help with some of the features."

IPC conducted "train the trainer" sessions for Sughrue's IT team. However, the ShoreTel system is so easy to use, there wasn't a need for long training sessions.

"Other types of phone systems require an immense amount of care and feeding," Slinkman said. "Based upon our past experience with the ShoreTel platform in our California offices, we knew that it was easy to use and administer. We didn't want to have to hire someone to administer the phone system — that's why ShoreTel was the way to go."

Of course, getting to that successful outcome was the result of the careful planning and know-how of IPC's engineers. Just as clients come to Sughrue for help with complex intellectual property matters, the firm turned to the experts at IPC for help in replacing its 30-year-old PBX with ShoreTel.



IPC delivers IT solutions that help organizations become more agile, productive and profitable. We specialize in best-of-breed cloud services, carrier services and on-premises solutions from industry-leading providers, and provide professional and managed services that maximize the efficiency of our customers' operations. We have served as a trusted advisor to our customers since 1981, employing a consultative approach that ensures each solution makes good economic sense and delivers an attractive return on investment.

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