



> LEADING LONDON ESTATE AGENCY CHOOSES SINGLE COMMUNICATION SOLUTION FOR 23 SITES

NORTEL



Case Study

Dexters

“The Nortel solution has streamlined our working processes and eliminated all of the telecoms headaches I had before. We can now also manage it ourselves, so it is a vast financial improvement as well.”

> **Andy Merritt,**
IT Manager,
Dexters

The scenario

If your business is expanding rapidly, with plans to double turnover and number of branches over two years, getting the right communications infrastructure in place is absolutely vital.

This was the situation faced by leading London estate agency, Dexters. The company had ambitious growth plans via both business growth and acquisition. As IT Manager Andy Merritt explains: “At the time we started looking for a new telephony solution, we had 14 branches, many of which had come to us via acquisition. This gave us six different manufacturers’ systems and all of the stress that comes with managing multiple suppliers.”

Andy knew that a single communications provider would solve all of these problems and after talking to BT, he selected the Nortel Business Communications Manager. This decision was based on the quality of the Nortel solution and also on the strength of the relationship between BT and Nortel, which Andy knew would ensure the best possible service and support.

Dexters



“70% of our new business comes from referrals, so we needed a system that could cope with the high volume of calls – and we wanted the very best. The Nortel solution was flexible and future proof, and it suited our needs perfectly.”

› **Andy Shepherd,**
Managing Director,
Dexters

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The solution

In the two years since the relationship commenced, Nortel and BT have supplied Business Communication Manager (BCM) 50s to Dexters, plus Nortel Business Communications Manager (BCM) 400s at head office and at some of the larger branches. These are complemented by Nortel Business Series Terminal T7316Es at head office and all branches. Each branch has two incoming main number and DDIs for all key staff, and at head office there is also a PC-based auto attendant console. All sites benefit from the Nortel CallPilot voicemail system.

BT has now installed Nortel's BCM 50 systems in all of Dexters' 23 sites, with an ongoing roll-out plan in place as the business expands further. This solution gives Dexters:

- A sophisticated, cost-effective digital telephony solution
- Capability for centralised administration
- A single solution across all company premises, which everyone can easily be trained on

The results

The Nortel and BT solution has provided major business benefits for Dexters, simplifying the management of its communications infrastructure and freeing up the IT department to focus on other vital aspects of the business.

Andy Merritt confirms: “With multiple manufacturers' systems it was a real headache, but now we can manage everything ourselves as our engineers are fully trained on the Nortel solution. It is also better for users who move between sites, as they are familiar with the handsets. Most importantly, it's quick to set up new sites as we just make one call and it all happens. Lines, broadband, telephone system!”

Although the systems at each branch are currently separate, they will soon be linked over the company's network to provide centralised administration. This will enable all adds, moves and changes to be implemented easily from head office by the IT team.

Andy concludes: “We liked the Nortel and BT backup and after-sales support. We are also very comfortable with the system and with Nortel's track record. We needed a platform to set up new sites very quickly and the voice side of our IT department's responsibilities just isn't a problem any more.”

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