



> CAREER TRANSITION SPECIALIST SIMPLIFIES VOICE COMMUNICATIONS THROUGH IP TELEPHONY

NORTEL



Case Study

DBM

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> **Dave Coles,
UK IT Manager,
DBM**



The scenario

When an organisation works across multiple sites, internal calls form a huge proportion of a company’s communications – and a similarly large proportion of the telecoms spend.

For Dave Coles, the UK IT Manager at DBM, this was a significant issue. DBM’s business is to support major employment transitions in both the public and private sectors, often working across its different sites to provide a coherent, nationwide service. “With eleven different phone systems in place across fifteen UK sites, we were wasting money, because we had no inter-site calling plan,” he explains.

Dave was keen to introduce IP telephony to overcome this, using the company’s existing data network to carry internal calls. This would also enable a timely upgrade to the systems, as some sites didn’t even have voicemail. “In a smaller office, people could barely go for lunch,” Dave adds.

When one of DBM’s existing suppliers – Midland Telecom – contacted Dave to discuss contract renewal, it was the ideal opportunity. Midland’s Sales Director, Ian Bullingham proposed a new solution, based on the Nortel Business Communication Manager platform. This would give DBM a more manageable network and the additional features he was seeking.

“We felt that the Nortel solution was the most solid, and would give us the resilience we needed,” Dave confirms.



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The solution

The solution was based around a Nortel Business Communications Manager 400 at the head office, with a Nortel 1010 VPN router alongside to provide the highly secure internal communications that DBM wanted. Four Business Communications Manager 50s were installed at key locations, with the other six systems being replaced by small business routers. In addition, some 200 Nortel IP phones replaced existing handsets, giving users an easy way to use the advanced features.

The new infrastructure gives DBM:

- A single solution across all company premises which everyone can easily be trained on
- Cost-effective internal calling over the IP network
- A full range of voice features, including voicemail
- Simplified management

The results

Dave was highly impressed with the professionalism of Midland Telecom during the implementation. "Throughout implementation, it was apparent that they weren't going to let this fail. I've got 100% faith in their engineers, and their service is excellent."

Though it will take time for the financial benefits of IP inter-site calls to be fully apparent, Dave is confident that the Nortel solution will help reduce costs. The technology is easy to use, with a wide set of features, and will also support any further changes DBM wishes to make to its business and its telephony infrastructure. He concludes: "We've only scratched the surface of what the Nortel technology can do. We're looking at things like call management through a single reception desk, and maybe even 'softphones' which people can access via their computers.

"The big advantage is that we're working with a single supplier, so it's much easier for us to develop our use of communications in line with our business goals."

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NN123651-042408-EMEA

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