



David Russell
IT Manager, The Leading Edge.

CASE STUDY

The Leading Edge is a research based consultancy with a clear vision: to be at the leading edge when it comes to advising clients how to improve their competitive advantage. Aiming to live up to its name in everything it does, the company has installed an AVAYA IP Office 406 to maximise its efficiency, link offices in Sydney and Melbourne, and provide future growth opportunities using the most progressive technology available.

THE BACKGROUND

Until late 2003, The Leading Edge occupied offices in converted terraces in Paddington. It had a state of the art data infrastructure, but its telephony system was antiquated. A move to new offices at Wharf 8, Millers Point, provided an opportunity to install a more modern phone system to accommodate the needs of a growing staff and the distinctive way that they work.

Surveying the options available, IT Manager David Russell found the choice for small to medium businesses was fairly limited. Many of the larger vendors offered older technology, but buying from smaller, more progressive companies posed a risk.

He needed a phone system that could grow with the company, that would offer support, that was produced by a stable manufacturer, and that fell into the right price range. After meeting with CTI Solutions, he discovered that the IP Office met every one of these criteria.

“Leading Edge is the name of the company and it’s what we, especially in the IT department, have to live up to,” he said.



Avaya Inc is a global provider of IP telephony systems and communications software applications and services. Its has provided communications systems to more than one million companies worldwide, including more than 90 per cent of the Fortune 500 companies.

Avaya designs, builds and manages communications networks that help its clients improve their business results. It is a world leader in the convergence of voice and data applications with business applications.

Its unique combination of communications applications, systems and services complement existing technologies from other vendors, enabling customers to achieve the best results from existing and new networks.



“Our receptionist can move round the office with a group of clients – she can look after them while still being able to manage the phones.”

David Russell, IT Manager, The Leading Edge.

ABOUT THE IP OFFICE

The Avaya IP Office is ideal for small to medium businesses, allowing them the room to grow to up to 360 endpoints and more than 200 analogue and digital trunks.

The Avaya IP office has a comprehensive set of features to deliver full voice functionality. It can be used as a traditional voice-only PBX, or as an IP telephony server using high-speed dial-up access.

Multiple Avaya IP office systems can be linked together using a standard data network, providing centralised voice mail and call centre. As a local area network hub, the IP Office can connect up to eight PCs to each other and a router.

The basic system includes a 4-port messaging solution and gives users the ability to manage their calls through a simple GUI. Additional applications can be added later, such as enhanced messaging, web-enabled conferencing and call centre.

An auto attendant enables users to route their calls to the relevant department without having to speak to an operator. The IP Office can also be linked to Microsoft Outlook and other popular desktop applications so callers can manage their calls through their PC.



THE CHALLENGE

Consultants at The Leading Edge work in a team environment, which regularly changes with every new project. Their new offices were designed to enable people to work in various different group settings, and the phone system had to be flexible enough to allow this team-based approach.

Consultants are regularly out of the office, and need to be contacted easily. The receptionists also needed more flexibility than they were provided by a phone system that required them to remain at the front desk.

“It was a case of offering them the best solution of the telephony side which would leverage of their existing investment in their data infrastructure,” said Peter Murray, Director of CTI Solutions.

“The Leading Edge wanted to implement IP telephony, but they didn’t want to roll it out enterprise-wide. They only wanted a few users to have IP and if they were successful, they would go on to implement it throughout the organization. An IP Office provided that flexibility.”

A PROGRESSIVE SOLUTION

CTI Solutions put together a practical solution for The Leading Edge, using a combination of cutting edge technologies to enhance the company’s performance.

“They are a progressive company and were an early adapter to all the different types of technology,” said Mr Murray. “They have implemented all that we had to offer that was applicable to them.”

An AVAYA IP Office 406 was installed. Most of the users have digital phones, meaning their handsets can be logged in to whichever site they are working on a particular day. Consultants thus keep their extension number and voicemail, wherever they are sitting. “It creates an environment of team work without being stuck to your desk,” Mr Russell said.

The two receptionists have wireless IP phones, which enable them to take calls while they are moving round the office, rather than being tied to the front desk. These wireless IP handsets integrated nicely with the company’s existing Cisco Wireless Access points.

The company was also provided with AVAYA voicemail, which includes unified messaging with Microsoft Exchange. Users are notified of a new message in Microsoft Outlook and, by double clicking, can listen to it either via their handset or multimedia speakers. Users can rewind, delete or store messages via their PC. They can also use their PC to store and dial numbers.

All calls are answered by the AVAYA Voicemail PRO automated attendant, providing callers with a range of options. Users are able to choose various settings, such as telling callers that they are in a meeting, or that they are out of the office but will return at a certain time.

About CTI

CTI Solutions was founded in 1992 by management consultants to meet a market need for a systems integrator with consulting and business engineering skills.

Now a stable and dynamic company, CTI Solutions' primary focus is on helping clients use the latest technology to benefit their business. To do this, it provides converged voice and data solutions with a specific focus on Voice Over IP and contact centres.

Its in-house team puts together practical and affordable end-to-end solutions, from scoping the project and system design through to implementation and training. It provides service and support to customers located throughout Australia.

CTI Solutions' partners include AVAYA, NEC and Cisco. It also has in place business relationships with a number of specialist telecommunications vendors to provide a range of services including carrier services, PABXs, call centre, voicemail, data networks, fax servers, predictive diallers, CRM solutions and GSM applications.

Contact CTI Solutions

Phone:

+61 2 1300 888 CTI(284)

Fax:

+ 61 2 8586 8899

E-mail:

solutions@cti.com.au

Street Address:

Level 1, 195 Glebe Point Road
Glebe NSW 2037 Australia

Website:

www.cti.com.au

“Everybody has their own number. We took a big leap from a system where there was a lot of paging across the building and people couldn't be contacted. Everyone is just much more contactable now.”

David Russell, IT Manager, The Leading Edge.

BUSINESS BENEFITS

- + **The staff's personal productivity has been enhanced by the ability to access voicemail remotely and to use the system even while they are out of the office.**
- + **Consultants can easily forward their calls to wherever they are, either in or out of the office.**
- + **Unified messaging with Microsoft Outlook means the voicemail system is simpler and faster to use.**
- + **The receptionists' roles have been expanded with the ability to undertake other tasks rather than having to stay at the front desk to answer calls.**
- + **The AVAYA IP Office is very flexible, allowing for growth to 180 extensions. Many of its competitors can take no more than 65 extensions.**
- + **There is good functionality in terms of IT support, meaning add ons and changes can be made easily without having to rely on a service organization.**

THE FUTURE

The Leading Edge has recently opened an office in Melbourne, where it is also installing an AVAYA IP Office. This will enable users at each site to view what their colleagues in the other city are doing – for example whether they are on a call, or whether they do not want to be disturbed. CTI Solutions is planning to add Voice Over IP between the sites.

A conference calling facility is very strong in the AVAYA IP Office, and The Leading Edge is expecting to use this to its full potential, particularly when the Melbourne office is open.

“It's a case of enabling organizations in different geographic locations to communicate more effectively,” Mr Murray says.

“Winning in business is about teams and putting your best foot forward. If someone is in Perth or Sydney, they are on the same team. Avaya helps people to communicate better.”