

DORNER MANUFACTURING CORPORATION +SHORETEL

Global manufacturer Dorner deploys ShoreTel UC to lower TCO, increase productivity, and simplify communications with customers



Challenges:

To improve global business communications and employee productivity, Dorner wanted to replace the costs and complexities of its aged phone systems with a modern VoIP architecture.

ShoreTel Solution:

ShoreTel UC included ShoreTel IP Phones, ShoreTel Voice Switches, ShoreTel Contact Center, ShoreTel Communicator, and ShoreTel Support Switches.

ShoreTel Benefits:

- Significantly lower TCO
- ROI in under three years
- Simpler administration and more flexibility
- Higher end-user productivity

Replace aging system with better technology

The company's PBX phone systems needed to be replaced with a more versatile and robust solution. Ease of support was also a factor since there is only one person who repairs PBX systems in Wisconsin.

Modern telephony features to improve business communications

Headquartered in Hartland, Wisconsin, conveyor systems manufacturer Dorner supplies products and services to a vast channel network and customers in more than 1,200 different industries worldwide. We handle everything from jelly

beans to prescription drugs to hand grenades," says Dave Leannah, IT director at Dorner Manufacturing.

To keep customer service standards at the highest possible level, Dorner needed a more versatile and robust phone system. "Our old PBX system was always breaking down and there was only one repair guy in the entire state of Wisconsin. The voicemail system alone was the size of a freezer chest. We are a leader in our own industry and are always looking for ways to evolve how we do things. We wanted to be a leading user of technology for business communications as well," Leannah explains.

The IT department had several requirements for a new phone system. Leannah knew that a Voice over IP (VoIP) platform would bring new capabilities and tools. The right solution also needed to deliver outstanding cost efficiencies and flexible scalability to meet future changes. Employees wanted better collaboration tools and a unified contact center application. Simpler maintenance and management of the phone system were also important.

"We looked at several vendors, particularly Cisco, before choosing ShoreTel. Cisco was complicated—even the demo was complicated. In IT, I have enough to do without having a really complicated voice system. The Cisco system would require a lot of servers, and our environment already has a lot of servers and desktops to keep track of. To have to keep track of a complex phone system would mean either outsourcing it or finding something easier," adds Leannah. "The ShoreTel salesperson brought a demo kit with a whole phone system. ShoreTel was by far the simplest to use, administer, and change. Nothing else was even close."

Dorner moves forward with ShoreTel UC due to ease of use and administration

Dorner selected a ShoreTel Unified Communications (UC) solution that included ShoreTel Contact Center, ShoreTel Communicator, ShoreTel Voice Switches, ShoreTel IP Phones, and 190 licenses. The solution was deployed at one site, and Dorner purchased ShoreTel Support Services to ensure smooth ongoing success.

The ShoreTel system is purpose-built for reliable IP and business agility. Its unique distributed architecture combines with premises-based IP for highest availability of mission-critical applications. ShoreTel core software and switching technology add intelligence to the solution so users can quickly access UC tools without worrying about availability or consistency issues.

Dorner uses ShoreTel Communicator to connect people faster with multimedia capabilities, enterprise apps, and personal information, and is

integrated with Microsoft Outlook so that Dorner employees can effortlessly move among voice and data tools to share and collaborate across diverse work environments and devices.

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Dorner also deployed ShoreTel Contact Center, which offers agents a unified desktop experience with a cohesive feature set for real-time call management. Contact Center can significantly help to lower TCO with better integration of key business applications, faster customer resolution, and improved call management.

The ShoreTel system has been integrated into Dorner's virtualized environments. Because it's easy to integrate with existing virtualization environments, ShoreTel helps to simplify administration and lower ownership costs even more.

Effectively communicating with customers via Web chat

"One of the ways customers and employees can communicate effectively is with the ShoreTel Contact Center Web-based chat feature. I think it's really important that we communicate the way our customers want to communicate, whether it's by phone, web chat, or email. We didn't even announce it when we'd brought up the chat feature, and within 30 minutes of bringing it up, people were using it. Customers love it," says Leannah.

ShoreTel Success Story

Contact Center has added enhancements to its chat capabilities, with timestamps, monitoring, and reports. For contact supervisors, ShoreTel adds the ability to monitor multiple ongoing chats simply by hovering over a tab that displays a few lines of chat content.

Dorner has implemented its Customer Service Live Chat for customers seeking answers to conveyor application questions and customer inquiry needs. "We are also looking to integrate a post-call customer survey and leverage other new technology that might come down the ShoreTel pipeline," states Leannah.

ShoreTel delivers impressive cost savings and improvements

At the finish line are Dorner's impressive cost savings and improvements. "We paid for the entire system in less than three years, with just the phone savings," says Leannah. "Some of the top reasons we bought ShoreTel were for its expandability and its extraordinary ease of use. Personally, I love how ShoreTel integrates with call forwarding and mobile devices. Our phone operator loves the presence feature. The ShoreTel Contact Center has been amazing, and ShoreTel Support is outstanding—we rank it as world class—and everyone is helpful and knowledgeable."

In fact, Leannah has been so delighted with the ShoreTel implementation, he too is chatting it up. "We belong to NOREX, a collaborative network of IT professionals, and I mention ShoreTel all the time. I have managed four different phone systems

over the years, and ShoreTel is clearly the winner when it comes to phones and contact center systems," concludes Leannah. "Our objective is to provide a greater ease of doing business than anyone else. ShoreTel helps us achieve that, because it's easy to expand, simple to grow, and extremely cost efficient. I love that ShoreTel is a platform we can build on, that allows us to very quickly respond to change."

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ShoreTel. Brilliantly simple business communications.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity.

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