

## FAST GROWING CITY OF NORTH LAS VEGAS ACCELERATES WITH SHORETEL

### The City Replaces Nortel System and Enjoys Significant Savings and Ease of Management

Located at the northern tip of the Las Vegas Valley, North Las Vegas is one of Nevada's (and the United States') fastest growing cities. North Las Vegas is characterized by its friendly atmosphere, development opportunities, civic pride and responsive government. Located in Clark County, the 78.25 square-mile City is surrounded by majestic mountains, desert valleys and an underlying current of dynamic growth. Sunshine is enjoyed 86% of the year with an average daily temperature of 78 degrees.



#### Challenge:

The City of North Las Vegas was utilizing a leased Nortel phone system maintained by its service provider. The phone system was outdated and response from the service provider was unsatisfactory, unreliable, and costly.

#### Solution:

ShoreTel provided the City with an end-to-end Voice over IP (VoIP) system, including switches, telephones, and management software.

#### Benefits:

The City realizes significant savings in terms of toll and T1 lease charges and management costs, and moves, adds and changes can be made quickly and easily from within.

### BRINGING TELEPHONE SYSTEM MANAGEMENT IN-HOUSE

In late 2004, the City of North Las Vegas was faced with a leased Nortel telephone system and a lease that was about to expire in the next year. The City's service provider maintained the equipment, but the service was unsatisfactory, unreliable and costly. The inability to manage the system in-house was a detriment to the City's workflow and budget, so the network operations team started looking at alternative solutions.

The City realized it was time to capitalize on the ongoing toll charge and T1 lease savings associated Voice over IP (VoIP). The City knew it could knock down its 35 T1 lines to just 12 with VoIP and capitalizing on the network infrastructure. So the network operations team issued a request for proposal (RFP), interviewed vendors' customer references, viewed demonstrations, and narrowed down its choices to Altigen, Avaya, Cisco, Mitel, Nortel, and ShoreTel. Priority was placed on cost, ease of maintenance, and the ability to manage the system from within rather than having to rely on an outside service provider to handle upgrades and support moves, adds, and changes.

The City's network operations department put a lot of weight on what its end users thought about each solution, before making its final decision. The ShoreTel system was installed for a day during the review cycle and network operations heard a lot of applause for its features from employees. Upon review of the costs and manageability of the solution, the end users got what they wanted and ShoreTel was chosen as the City's new phone system vendor.

### SWITCHING TO SHORETEL

ShoreTel provided the City of North Las Vegas with four of its ShoreGear-T1 switches, five ShoreGear-120/24 switches, two ShoreGear-60/12 switches, and one ShoreGear-40/8 switch. More than 270 ShorePhone IP 530 and ShorePhone IP 560 Telephones are distributed across three sites, including the neighborhood police substation, the City's justice facility



(which houses the detention center and municipal court), and the information technology (IT) training center. The City uses ShoreWare Director for system management, troubleshooting, and planning purposes. The installation of the first three sites (many more of which will follow), which was completed in phases over five months in order to avoid downtime, was simple and immediately successful. The City was able to put all the pieces in place so that the go-live for 270 users went without a hitch.

## **MONEY-SAVING SIMPLICITY**

The ShoreTel IP telephony solution was not only less costly than the other proposals, but the total cost of ownership (TCO) has been reduced because of the system's ease of implementation, administration, and management. ShoreWare Director is ShoreTel's browser-based management interface. From anywhere on the network, a network operations staff member can launch a Web browser and gain access to the system. Through the browser, everything can be managed, including the PBX, voice mail, automated attendant and desktop applications. Adding a new user takes mere seconds, starting with the click of a button. When a new user is entered, the centralized database and every voice switch are notified and updated, and immediately, the new user's mailbox is created, and the automated attendant dial-by-name-and-number feature and online directories are updated.

## **ENHANCING CUSTOMER SERVICE**

The new ShoreTel system integrates easily with Outlook on users' desktops, providing unified messaging, directory dialing, contact screen pop, and calendar integration, which enhances their productivity and streamlines processes. City personnel also appreciate the ease and flexibility of changing call handling modes, which translates to better customer service for citizens calling in.

Out of the box, the ShoreTel phones are easy to use and support, and the Hunt and Workgroups are especially essential for the City. Many departments need groups of people to handle incoming calls, such as the police station, the warrant division, the court information booth, and detention center booking. With ShoreTel, those calls go into a queue in a holding pattern until an employee is available.

Workgroups provides a number of powerful features, including: voice call routing that consolidates calls to one number; basic reporting for accurate and effective call volume measurement; real-time tolls to help City personnel see their current call volume for time management purposes; and other historical and real-time tools to help with planning and forecasting. Multi-site Hunt Groups deliver flexible call routing and allow resources to be leveraged across sites to ensure rapid call answering. This distributed, multi-site hunting capability has been embedded in ShoreGear voice switches allowing top down or simultaneous ringing even in the event of a WAN outage.



## **RAISING THE ODDS AND LOOKING FORWARD**

The City of North Las Vegas is one of the fastest growing U.S. cities. Personnel responsibilities are constantly changing and new employees are being hired all the time. In addition, there are many people whose roles continually change, such as police officers—one week they are working in an office, the next week they are on patrol, etc. With the ShoreTel system, the City's network operations staff is now better equipped to approve and handle phone system changes, and the changes can be made internally, saving time, money, and frustration involved with waiting for a service provider.

With ShoreTel, the City network operations team can now say “yes” more often to users and process change requests in about 30 minutes. End users are much happier with the ShoreTel system, and the City of North Las Vegas looks forward to working with the company on a number of integration ideas and additional features.