

**Industry:** Professional Services

**Installation:** 5 locations, 4 ShoreGear voice switches, 75 ShorePhone IP phones

**Date of Install:** 2005



## Challenge:

ICON's outdated PBX system was too costly in terms of telephone line leases, toll charges, management, and service fees.

## Solution:

ShoreTel provided the pavement and site development company with a comprehensive VoIP system, including voice switches and IP telephones.

## Benefits:

- ICON saves money on long distance and line lease charges.
- ICON sales have increased because the ShoreTel system makes the company more efficient.
- Powerful management features allow ICON to manage the system in-house, which saves time and money that was once spent on a service provider.
- With ShoreTel, ICON employees are all on the same phone and voice mail system, using 4-digit dialing to reach co-workers at any location.
- Powerful user features enhance employee productivity and ensure call routing accuracy.

## SHORETEL PAVES THE WAY TO COMMUNICATION COST SAVINGS AND INCREASED SALES FOR ICON MATERIALS

Leading Paving and Site Development Company Switches from PBX to VoIP for Savings, Simplicity, and Improved Productivity

ICON Materials is Western Washington's leader in paving and site development. Whether a mountain needs to be moved, a building site needs to be prepared, or a homeowner needs pavement, ICON handles it. Companies like Atlas Paving, the City of Seattle, Corliss Construction, Emerald Paving, Miles Sand & Gravel, Northwest Asphalt, the Port of Tacoma, Target Corporation, The Boeing Company, Union Pacific Railroad, and more rely on ICON's high quality products and service. ICON has 300 employees in five locations in Washington state.

### GROUNDWORK: ANALYSIS

In 2004, ICON was conducting its annual budget analysis and looked closely at its communications costs, including phone lines, service fees, toll charges and management. ICON was using a Merlin PBX telephone system and Centrex phone lines at some of its locations. The company decided it was time to take advantage of the leading edge infrastructure that had been put in place to capitalize on the benefits of Voice over IP (VoIP). In addition to providing significant savings, ICON knew that VoIP would improve its overall communications and simplify management.

Once it was decided that VoIP was the way to go, the network team called on vendors and value added resellers, requesting presentations, demonstrations, and customer references. The criteria by which ICON would choose its new VoIP provider included cost-effectiveness, scalability, reliability, ease of use and management, and a strong local support team. The short list came down to 3Com, Avaya, Cisco, Inter-Tel, Mitel and ShoreTel. 3Com, Avaya, Cisco and Mitel were eliminated fairly quickly for the cost and complexity of the systems and the limited capabilities of those vendors' resellers. The choice was then narrowed down to Inter-Tel and ShoreTel.

The next step was to evaluate the costs more closely, see each system in action, and decide which was a better fit. Based on total cost of ownership (TCO) of the system, the quality of the phones, and simplicity of management, ICON decided on ShoreTel for its VoIP solution.

"ShoreTel offered a lower bottom-line cost, including the cost to implement, monthly costs, and maintenance costs," said Andrey Marchenko, ICON's Network Administrator. "ShoreTel was just much cleaner and more efficient than the Inter-Tel solution, which was not built as a pure VoIP system."



*"I don't know of any other system that's as easy to use as the ShoreTel system."*

**– Andrey Marchenko**  
Network Administrator,  
ICON Materials

## LAYING THE FOUNDATION: THE SWITCH TO VOIP

ShoreTel's local partner provided ICON with four ShoreTel ShoreGear switches for its five locations, including one ShoreGear-120/24 voice switch, one ShoreGear-60/12 voice switch, and two ShoreGear 40/8 voice switches. ICON has also phased in over 75 ShoreTel ShorePhone IP telephones, including ShorePhone IP 210, 530, and 560 telephones. While the deployment required a fair amount of up-front work to get ICON's LAN/WAN ready for VoIP, the entire implementation still only took about three weeks.

## INCREASED EMPLOYEE PRODUCTIVITY

ShoreTel phone systems are easy to use, simple to manage, flexible, and reliable. With the ShoreTel system in place, all ICON employees are now on the same phone and voice mail system, using 4-digit dialing to reach colleagues at any location and dialing co-workers by name. The least-cost routing capabilities also allow the organization to minimize costs by avoiding toll charges.

The ShoreTel system provides integrated messaging, such as directory dialing, contact screen pop, and calendar integration. ShoreWare Personal Call Manager gives ICON employees the equivalent of a desktop PBX—a powerful, all-purpose tool for managing voice communications. With it, ICON users can quickly browse contacts and make calls from local directories all from the desktop. With the e-mail integration employees can manage their e-mail and voice mail activity centrally and efficiently.

"ShoreTel's partner did an excellent job training users, and the ShoreTel system was very easy for everybody to learn," said Marchenko. "We put the new IP phones in alongside the old analog phones so users could use either one, but users quickly became familiar with the ShoreTel system and the analog phones were gone soon after the install."

Personal Call Manager's friendly, graphical interface provides easy access to sophisticated features, including on-the-fly conferencing and document sharing, and dynamic, online directories eliminate paper directories that are often outdated. Voice mail messages are stored in the industry-standard WAV Audio for Windows format, allowing users to play them on multimedia PCs, attach them to e-mail messages and forward them to the right people, or embed them in other documents as well as keep permanent records on CDs. The ability of the ShoreTel system to track customer phone calls and export and distribute voice mails as WAV files helps ICON continually monitor and improve customer service. Marchenko is also using ShoreTel SoftPhone with Call Manager, which is a utility that delivers telephony capabilities to any PC. With calls directed to a laptop and a headset plugged into the USB port, he can work from anywhere.

"Users like the ability to easily transfer calls and track the history of their calls. They particularly like ShoreTel's Follow Me Find Me feature, which allows calls to follow them wherever they go so people can reach them whether they're at their desk, on their cell phone, or at another location," said Marchenko. "So when a team goes to a new job site, ShoreTel allows them to program their phones to transfer to the job site and they don't need to tell customers about a new number. It's easy for users to make those changes themselves, which also benefits me and frees me to do other things."



*“In addition to cutting long distance costs, phone line charges and management costs, we’ve increased our sales with ShoreTel in place because we can handle more calls at the same time.”*

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Network Administrator,  
ICON Materials

## **ENHANCED CUSTOMER SERVICE TRANSLATES TO INCREASED SALES**

In addition to powerful Personal Call Manager, ShoreWare Operator Call Manager software provides ICON receptionists with key information and control, enabling a significantly higher level of personalized attention for callers. For example, before even answering an incoming call, a call-routing log displays the caller's experience within the system to the receptionist or operator. In addition, before transferring the caller any further, the call-transfer screen displays who is available and who is not, avoiding the possibility of sending callers to an extension that is busy, which is frustrating for callers. With the complete company at their fingertips as well as knowledge about the calling and called party, receptionists can transfer callers to extensions, cell phones or even home phones instantly.

“Voice communications are a crucial component of our business and the ShoreTel system allows us to provide great quality phone calls 24/7,” said Marchenko. “Receptionists especially like that the ShoreTel system shows them the status of employees so that they can provide callers with more precise answers about the status of the person they are calling, and it’s easy for them to transfer calls or initiate a conference with a simple drag-and-drop. This improves customer service tremendously, not to mention the fact that they can take on additional duties because they are maximizing their time.”

ShoreTel’s Workgroups enables ICON to consolidate all its inquiry calls to one number, and calls are routed to the next available call center staff member. Workgroups also provides basic reporting capabilities to help ICON measure call volume and make work schedule changes as necessary.

“The ShoreTel system has already improved our response time to customers,” said Marchenko. “In addition to cutting long distance costs, phone line charges and management costs, we’ve increased our sales with ShoreTel in place because we can handle more calls at the same time.”

## **MANAGEMENT SIMPLIFICATION MEANS CONTROL AND SAVINGS**

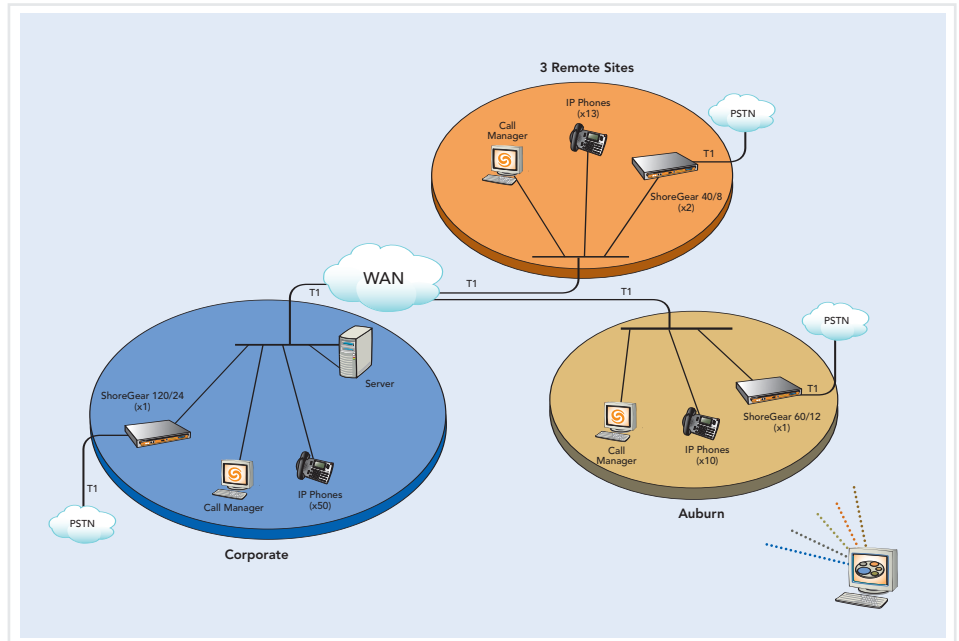
ICON utilizes ShoreTel’s ShoreWare Director, a browser-based management interface that allows Marchenko or one of his colleagues to launch a Web browser and gain access to the system from anywhere on the network. Through ShoreWare Director, ICON can manage every site, including voice mail, automated attendant and desktop applications. Adding a new user is simply a matter of clicking “add new” and entering the user’s name, which automatically updates the centralized database and every voice switch. Furthermore, once the new user is added, a mailbox is created, the automated attendant dial-by-name and number feature is updated, and online directories are revised. The entire process takes just a few seconds.

“With ShoreTel, I can bring up a new user at a new site within ten minutes—an activity that took about four days with the old system,” said Marchenko. “With the old system, I had to contact the phone company and then wait for a technician to come out. Now I have full control and things run so much more smoothly.”

In addition, with ShoreTel, call-history logs automatically record incoming calls and document whether and when a return call was made. This is particularly helpful for supervisors and management to continually monitor customer service activities.



“Managers particularly like the history reporting capabilities to help monitor the performance of users in order to better manage their departments,” said Marchenko.



ICON Materials deployed ShoreTel to five locations with over 75 ShorePhone IP telephones.

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Finally, ICON has a spare telephone line at each of its locations dedicated to emergency 9-1-1 calls, and when the ShoreTel system senses such a call, it routes it to the local emergency number at the specific location from where it is dialed. For instance, if someone at the Seattle offices dials 9-1-1, the switch in Kent, Washington automatically routes the call to the local Seattle emergency number so that it can be handled quickly and efficiently, and the system logs the time and location of the call.

## CONCRETE SAVINGS, INCREASED SALES, IMPROVED BUSINESS

ShoreTel has saved ICON money in every way, from wiring costs to recurring line and toll charges. In addition, employee productivity is enhanced and sales have increased. System management control has been brought in house and ICON is in full control, which saves time, hassle and money.

“I don’t know of any other system that’s as easy to use as the ShoreTel system,” said Marchenko. “From the IT standpoint, it’s easy to deploy, configure, reconfigure, support and maintain. From the user standpoint, ShoreTel gives them the ability to manage all of their communications from their desktop, which improves productivity and customer service. And finally, from the corporate viewpoint, ShoreTel lowers the cost of wiring new offices, lowers toll costs, provides the reliability we require for our business, and gives us great functionality. It’s an all-around win for ICON.”