



WHY MITEL? CUSTOMER HIGHLIGHT SERIES

Fencepost Productions LLC

They say you can't stop a good idea, and when Fencepost Productions, a garment distributor based in Kansas City, MO upgraded to a Mitel® 5000 Communications Platform (CP) and a mix of Mitel handsets, they had no idea what they had started.



Mitel 5000 Communications Platform lets garment distributor communicate in fashion

Faced with a move to larger premises, Fencepost Productions saw an opportunity to replace their existing Panasonic system with a robust solution that could grow as their needs became more sophisticated. Through a close strategic partnership with BMS Logistics Inc, which specializes in warehousing, fulfillment, packaging, and distribution, they tasked Danny Cope, Network Administrator at BMS to research and evaluate options.

In addition to 26 employees in their main office / warehouse space, Fencepost needed to support outside sales people and one remote employee in New York City, to keep them accessible and in contact with their customers wherever they are. Fencepost deployed the 5000 CP Dynamic Extension Express to support their mobile employees both on site and off, in addition to the teleworking application to ensure their remote employee can be an accessible, productive member of the team. They also foresaw a need for conference calling to streamline coordination with various business partners. Finally, since Cope at BMS would be supporting the solution, ease of administration was critical to maintain effective use of his time.

Cope looked at systems from Avaya® and Cisco® in addition to Mitel, but only Mitel offered the perfect blend of phones and applications platform. The Mitel 5330 IP Phone had the business features they were looking for, including a large backlit graphics display with 24 programmable self-labeling keys, and superior wideband audio. The rugged Mitel 5610 DECT Handset (a wireless phone) gave them freedom to move around the warehouse while talking to customers, and one Mitel 5320 IP Phone in addition to the 5000 CP teleworking application allows their remote employee in New York to communicate like any other extension. "We particularly liked the large LCD screens on the Mitel desk units," recalls Cope.

Fencepost also liked that Mitel had a local representative, Heartland Technology Solutions (HTS) of St. Josephs, MO, with the skills and parts to support them if the need comes up for on-the-ground assistance. "Neither Cisco or Avaya could provide us the comfort of a local support partnership," states Cope. "Mitel and HTS gave us that."

Equally important, the Mitel 5000 Communications Platform provides Fencepost with the rich and reliable set of features and applications that will support their changing communications needs.

New ways to communicate

In fact, within days of deploying the 5000 CP in April, 2011, staff had started seeing a difference in the way they work. For instance, they use Mitel's Dynamic Extension Express to twin their desk phones with their mobile devices when they are away from their desks. Cope explains that "twinning means fewer delays and frustrations for customers. It's a smoother experience for everyone."

They are also looking forward to using the Meet-Me Conferencing feature of the Mitel 5000 Communications Platform, which will allow employees to easily set up and manage pre-scheduled and on-the-fly audio conference calls from a centralized end-user web portal. "Getting suppliers together on the same call using Meet-Me Conferencing will really help Fencepost tackle the challenges of coordinating complex supply chains," notes Cope.

Fencepost's New York based worker has gained seamless, secure access to the communication capabilities of head office through Mitel Teleworker, another Mitel 5000 Communications Platform application that requires no additional hardware. Cope likes that Mitel Teleworker is so easy for their remote employee to use. By simply entering the IP address of their office gateway on the phone's keypad, the phone is registered as a valid extension. By using the same voice mail, conferencing, and corporate security features as in-office colleagues, remote workers can become more productive and in touch.

Simplicity refined

For Cope, rolling out and turning up the system has been a snap – a good omen for the future. He took possession of the Mitel 5000 Communications Platform with a lot of the base configuration already done by HTS, and the physical installation was complete in less than two hours. He was able to add an unplanned extension group in just a few minutes the day they went live and system turn-up went smoothly.

When they ran into a minor glitch with connections not terminating after callers left messages, a quick call to Mitel had the problem fixed in less than an hour. “The 5000 CP was wonderful to configure and provision,” recalls Cope. “I’ll be able to administer the day-to-day operation on my own, which means more responsive solutions for Fencepost.”

Surprising strength in numbers

Cope can already see that the Mitel solution will be a definitive success for Fencepost. But he never expected that he and his management would be so impressed that they’d also be deploying the Mitel 5000 Communications Platform across most of BMS’s own nine offices and 400 employees. “We saw that the 5000 CP was a great solution for Fencepost, but as we got to know it better, there are a lot of very mature features that make it a compelling solution for a larger, distributed business,” explains Cope.

A good idea comes full circle

Just as important as rich integration support, though, is the transparent access to features and users across the company. Since the same dialing plan can be implemented on all 5000 CPs, employees will be reachable at their extension from across all locations. Similarly, applications such as Hot Desking and Unified Voice Messaging can be accessed the same way from anywhere on the network – regardless of the size or complexity of the installation. Feature transparency is a boon for employees who move around within and between offices since all the same applications work in the same way regardless of location. “Other companies offered only limited feature transparency,” relates Cope. “Only the 5000 CP offered unlimited scalability as the network grows.”

In fact, the innovations Fencepost started with their 30-person deployment will come full circle as their Mitel 5000 Communications Platform is eventually tied together with the three at BMS. In addition to economical extension dialing to people they work closely with at BMS, they’ll gain the ability to seamlessly collaborate across companies through the rich set of communications applications – a good idea they’d never want to stop.

COMPANY

Fencepost Productions is a clothing distributor in Kansas City, MO.

EVALUATION

Select the best communications technology to meet their mobility and collaboration needs. Selection based on the flexibility and scalability of the Mitel solution.

CHOICE

- Mitel 5000 Communications Platform (CP)
- Mitel 5340, 5330, and 5320 IP Phones, and a 5610 IP DECT wireless phone
- Mitel Line Interface Module (LIM) for local telcom and 911 access
- 5000 CP Applications: Dynamic Extension Express, Teleworking, and Meet-Me Conferencing

WHY MITEL?

- **Twinning.** Workers achieve simple and cost-effective mobility by twinning their existing mobile phones.
- **Teleworking.** Enables teleworking and other arrangements for brick-and-mortar savings.
- **Easy administration.** Day-to-day administration is straightforward and efficient, keeping IT costs down.
- **Scalability.** Complete solution handles current needs and can quickly expand as the company integrates telephony with partners.

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– Danny Cope, Network Administrator,
BMS Logistics



About Mitel

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel's US headquarters are in Phoenix, Arizona. Global headquarters are in Ottawa, Canada, with offices, partners, and resellers worldwide.

www.mitel.com

About Fencepost Productions, LLC

Fencepost Productions, LLC is based out of Kansas City and New York, focuses primarily on garment importing and distribution, and has distribution in 8,500 retailers in the US under various brands, including Joe Marlin and Indigo Joe.

About BMS Logistics Inc.

Founded in 1987, BMS runs nine facilities in five states with over 400 employees, providing a full gamut of logistic solutions concentrating in warehousing, contract packaging, fulfillment, distribution, and market development.

www.bmswarehouse.com

About Heartland Technology Solutions

A Mitel authorized PARTNER, Heartland provides technology services and products to small to mid-size businesses, government agencies, education, and the agriculture industry. Their goal is to provide the right combination of IT consulting, solutions, procurement, and technical services to support their client's business objectives.

www.heartlandtechnologies.com

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