IP NETWORKS

Brocade and ShoreTel Eradicate Communication Bugs for Terminix

Objective

- Deploy a new IP-based telephony solution and supporting infrastructure to deliver advanced unified communications capabilities simply and reliably

Solution

- Brocade FastIron Edge switches with Power over Ethernet and the ShoreTel Unified Communications System

Results

- Greater simplicity and ease of management while providing enhanced calling features and greater network performance
- Seamless scalability to meet evolving and escalating business needs
- Cost-effective solution that dramatically improves communications and productivity

Since 1947, Terminix Service, Inc., has been protecting the health, property, and environment of the residents of the Carolinas and eastern Georgia with quality termite and pest control service. Terminix Service is an independent business licensed by the Terminix International Company, L.P., and the largest pest control company based in the Carolinas—and among the top 10 in the country. The 52 branch locations serve more than 200,000 customers in the operational areas of South Carolina, western North Carolina, and eastern Georgia.

SUMMARY

With both residential and commercial customers, a high level of service is a priority for the company. That means not only having well-trained staff, but being responsive to customer needs. As part of that commitment, Terminix Service selected a new IP phone solution from ShoreTel to deliver even higher service levels from its headquarters and branch locations. In addition, a new Brocade® infrastructure supports the new unified communications (UC) system and ensures the high level of performance and reliability both Terminix Service and its customers have come to expect.

OBJECTIVE

For Terminix Service, the ability to respond quickly to customer needs while providing reliable communications for a distributed organization is vital for delivering quality service and advanced technology, as well as reliable guarantees.

"Our existing phone system had reached its end of life, and we needed a new solution that not only provided advanced features, but could grow with the business," explains John Dorn, Director of IS at Terminix Service. "We evaluated several alternatives and decided an IP-based solution was the best fit for our communications needs as well as our IT organization."

With an IT staff of four tasked with managing the entire network, its branches, and applications, ensuring the simplicity of the solution was paramount. Gaining advanced features was one thing, but adding complexity that requires additional resources was an unacceptable trade-off. In addition, reliability is essential. A diverse customer base means the company has to accommodate a range of needs—from guaranteed service contracts to critical needs in acute situations. Terminix Service could not risk investing in a phone system that was unable to deliver the level of reliability the organization demanded.

In addition to deploying a new IP-based phone system, the organization also wanted to put an infrastructure in place to support the advanced converged telephony application. Again, reliability and simplicity were critical, but so were proven technology and a strong support organization.

SOLUTION

When evaluating telephony alternatives, an IP-based solution fit with Terminix Service's business and IT requirements. Converging voice and data services on a single IP network could create significant business benefits, including reduced network costs, simplified management, improved productivity, and the seamless exchange of information and communications across a distributed enterprise.

"With all of the benefits an IP-based solution could offer—from the flexibility to the cost savings and advanced voice mail features with integrated e-mail and call management—we determined it was the right direction for us," says Dorn. "And once we looked at all of the alternatives, it was clear ShoreTel was the right solution."

Terminix Service selected the ShoreGear-40 Voice switch, one of the core building blocks of the ShoreTel Unified Communications (UC) System, as well as ShoreWare® Operator Call Manager and ShoreWare Personal Call Manager to streamline both operator and personal communications.

The ShoreGear-40 communicates with IP phones, soft phones, and other IP endpoints using the Media Gateway Control Protocol (MGCP). The ShoreGear-40 interfaces to standard analog trunks using loop start or wink start signaling as well as to standard analog telephones including CLASS feature phones with Caller ID Name and Number and Message Waiting. ShoreWare Operator Call Manager offers Terminix Service a cost-effective solution to handle calls with an improved personalized, professional service, while ensuring that high volumes can be managed quickly and accurately. The customizable interface allows all users to configure the application view according to the way they work. And since ShoreWare Operator Call Manager shares the same single interface as Personal and Professional Call Manager, training efforts and operating expenditures are reduced. By leveraging the integrated Personal Call Manager, Terminix Service has realized better communications and improved customer service out of the box.

"The new ShoreTel UC solution was easier to manage than the others we looked at," confirms Dorn. "Although we wanted new advanced features, we couldn't afford to increase the management and support demands on our IT staff. With ShoreTel we got the best of both worlds."

Once Terminix had selected the new ShoreTel UC System, the company decided to re-cable the network to support both voice and data services. In turn, Terminix Service needed a new infrastructure solution.

The company selected Brocade for its new converged network infrastructure, leveraging the interoperability between Brocade and ShoreTel. Together, Brocade and ShoreTel provide an easy to deploy, interoperable VoIP networking solution based upon a Brocade infrastructure and ShoreTel's UC solutions. With validated solutions that ensure the interoperability of the joint platforms, as well as customer validation of the ease of installation, operation, and ownership, the partnership delivers a fully integrated VoIP networking solution. Support for new and legacy telephony equipment, Quality of Service (QoS), Power over Ethernet (PoE), and standards-based networking security ensure the reliable delivery of telephony services.

RESULTS

Today Terminix Service has three Brocade FastIron® Edge switches with Power over Ethernet (PoE). FastIron Edge Series switches offer Terminix Service expanded Layer 3 routing capacity and scalability in a compact package. FastIron Edge Series switches deliver greater flexibility, higher reliability, enhanced security, and extensive redundancy for better operational efficiency and faster response to business opportunities today and into the future.

By coupling greater capacity with wire-speed performance, superior functionality, embedded security, IPv6 capability, low power consumption, and compact size, the FastIron Edge Series switches have helped Terminix Service significantly increase the network's ROI and decrease total cost of ownership.

"We selected Brocade because they delivered the greatest value without sacrificing advanced technology or reliability," notes Dorn. "Brocade's infrastructure is able to provide the performance we were after with the ease of use and management we needed. And the high level of support we've received from the beginning has been superb; they've been there for us every step of the way."

Terminix Service relied on ShoreTel and Brocade to ensure the joint solution was up and running with minimal downtime and the least amount of disruption. Both organizations continue to work together to help Terminix Service maximize its investment in the solutions.

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