

MATRIX NETWORKS+SHORETEL

Matrix Networks and ShoreTel team up with the NBA's Portland Trail Blazers to improve collaboration, ensure public safety, and empower employees



Forklift Upgrade Proves Less Costly than Maintaining the Existing System

The Portland Trail Blazers IT department is responsible for all team communications at the arena and practice facility, its outside catering company, as well as events at both Moda Center and Veterans Memorial Coliseum. Communications are critical to marketing and selling tickets 365 days a year.

The Portland Trail Blazers were considering replacement of a legacy Nortel system and an Interactive Intelligence application in the call center as the two systems were disparate and lacked modern telephony features. After running the numbers, Trail Blazers Telecommunications Manager Lou Pallotta determined that to rip and replace the Nortel system with the ShoreTel VoIP solution would actually save the organization a significant amount of money.

"The upgrade for my Interactive Intelligence call center alone was going to cost more than the forklifting of the entire system and putting in an all-new ShoreTel call center, building the IVR, and putting in new telephones," said Pallotta. "Our ROI was a slam dunk."

Matrix Networks: A Teammate the Trail Blazers Could Rely On

With a small IT department of only four people, help with implementation, training and service and support was indispensable. Pallotta had previous experience with telephony systems from most of the major vendors, none of which he felt were a fit. The solution that satisfied all of the organization's needs came down to one vendor—ShoreTel—and one like-minded partner, Matrix Networks.

"In my opinion, our partnership with Matrix Networks exceeded expectations because they are phone people," said Pallotta. "They're also data people and VOIP people, so they know both worlds. When you're transitioning from a Nortel system to a new ShoreTel solution, you need that depth of knowledge."



Challenges:

The Portland Trail Blazers needed to replace a legacy Nortel system and an Interactive Intelligence application in the call center. The two systems are disparate and lack modern telephony features. The organization needs a solution that easily integrates with its CRM application. Support costs were also a factor. Expenses to maintain the outdated system were mounting and hard to justify for an inadequate communications solution.

ShoreTel Solution:

Matrix Networks deployed a ShoreTel unified communications solution with a foundation for ShoreTel Mobility, ShoreTel E911, ShoreTel Enterprise Contact Center, ShoreTel Conferencing and web sharing, integration with Microsoft Dynamics®, and 400 series IP phones.

ShoreTel Benefits:

- Savings of up to \$45,000
- Increased revenue via productivity tools
- Robust, workflow-changing features
- Seamless deployment
- Intuitive user interface and ease of administration

Matrix Networks Ensured that ShoreTel's Efficient, Easy-to-Use Features Were a Double Bonus

With the help of Matrix Networks, deployment of the ShoreTel solution was implemented to 450 users in phases without a hitch.

"The deployment was seamless. The Matrix Networks staff is really well-trained on the ShoreTel product so any issues that came up were resolved immediately," explained Pallotta. "Matrix spent every day here. They took over a conference room and worked with every agent. They went cube-to-cube to make sure everything worked, so the transition went perfectly."

The ease of use, the transition from Nortel to ShoreTel, and robust features enhanced productivity and enabled better workflow processes. During the implementation, a network engineer for the Trail Blazers said, "That's it, really, that's all we have to do? I give you some IP addresses and we plug these devices in, we do a little magic here and bingo, it works?"

The network engineer wasn't the only one impressed with ShoreTel's easy implementation and use.

"ShoreTel provides everything I need in one integrated solution," said Pallotta. "I've worked on many systems in my 30-year career, and ShoreTel is the easiest to set-up and maintain. Also importantly, our employees love it – they especially like the ease of web sharing, which sales people have been using in place of traveling to some client sites."

Users Become ShoreTel's Biggest Fans

ShoreTel Conferencing, web, and desktop sharing have literally transformed the way Trail Blazers sales representative conduct business. The partnership and ticketing team is responsible for securing millions

in revenue each year. Previously, the organization subscribed to WebEx, but it was not intuitive, and presenters weren't comfortable with the application. Now the group uses ShoreTel frequently, scoring additional revenue.

The Portland Trail Blazers Save Up to \$45,000 Before Even Picking Up a Phone

After the ShoreTel implementation, the Trail Blazers organization became much more productive. By moving everything over to ShoreTel, replacing all the phones and forklifting the call center, and eliminating two physical servers that had to be maintained and upgraded frequently, the organization saved \$40,000 to \$45,000 just by installing a new phone system.

"For me, service and support is very important," said Pallotta. "Even though ShoreTel is a big company, they feel and act like a boutique. I can talk to engineering about issues I might have, and actually get them resolved."

Pallotta went on to add, "And I can say the same thing about Matrix Networks. I call them and they are immediately working toward a solution. They fix things as if they in the office right next door. It's made my life so much easier. I can focus on other important issues, which is what I really need to do."

No doubt Matrix Networks has a fan in Pallotta.

"On all fronts, Matrix Networks delivered as promised. The pricing was right. The product was right. The service was great. Everything worked and we were able to do the things that were previously considered impossible," said Pallotta. "I'm very passionate about ShoreTel and Matrix Networks because I think the combination represents the best of all worlds for a lot of companies like us that are short-staffed."

ShoreTel. Brilliantly simple business communications.

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

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Lou Pallotta,
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IP communications for the
GROWING BUSINESS



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