The Avaya SCS extends a unified communications solution to PFW Systems Corporation that's simple, open and future-ready

PFW Systems Corporation introduces advanced unified communications capabilities into its business processes, and into those of its customers, with Avaya Software Communication System (SCS), a SIP-based solution. This open, scalable software integrates all systems, redefines the communications experience and optimizes the company's business processes.

Challenge

PFW's management team had several objectives in looking to a unified communications (UC) solution, including cost savings, improved employee mobility and productivity, and more efficient business processes. It sought to reduce long distance costs by providing its mobile and teleworking employees with advanced softphones and introducing such high-productivity applications as Find Me/Follow Me, in-house conferencing for all users, and presence and instant messaging to enhance collaboration.

It was imperative to PFW that its UC solution be feature-rich, simple to use, scalable, based on open standards and cost-effective — with a transparent and upfront pricing model.

Solution

2009 INTERNET TELEPHONY PRODUCT OF THE YEAR

PFW installed the Avaya Software Communication System, an easy-to-manage, user-friendly UC solution that's highly scalable. Based on open standards using Session Initiation Protocol (SIP) and a Services Oriented Architecture (SOA), SCS comes fully integrated with powerful UC capabilities. These include secure presence and instant messaging, integrated voice conferencing, unified messaging, single number reachability (i.e. simultaneous ringing

or Find Me / Follow Me), desktop-based video conferencing and integration with Microsoft® Outlook and IBM® Lotus Notes/Sametime® applications. The per-user SCS software pricing gives employees access to all the advanced UC features and applications without "application-specific" user licenses or additional core hardware costs like competitive solutions PFW evaluated.

According to Joshua Van Buskirk, Technology Evangelist, PFW Systems Corporation, "With SCS, the batteries come included." PFW is also using Avaya 5520 switches, Avaya 3455 UC Client (for remote access) and Polycom Soundpoint IP Phones.

Industry leading Total Cost of Ownership: SCS allows PFW to save close to $10,000 per year. This includes annual long distance savings of more than $3,000 thanks to employees using softphones instead of calling cards. PFW also saves with SCS's integrated Meet-Me conferencing capabilities — with a personal conference bridge available to each of their employees

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> *PFW Systems Corporation*

at no extra charge, they save more than $500 each month on outsourced conferencing fees. "*In today's economy, everyone is looking at cost savings... and when we did the math, SCS just made great business sense*", says Van Buskirk.

In fact, an independent research study from InfoTech Research (July 2009) has even proven the Avaya SCS Total Cost of Ownership is up to 52% less than competing solutions from Cisco and ShoreTel.

UC for business process efficiency: The SCS allows PFW to introduce a breadth of UC applications for improved workforce efficiency and enhanced productivity. This solution expands upon PFW's business-process integration initiative; facilitating a new and competitive way of doing business that allows employees to more effectively communicate and collaborate with colleagues, partners and customers from wherever they are — in the office, on the road or at home.

Open, flexible and future-proof — improved customer service: Open standards-based and designed with a Service Oriented Architecture, SCS easily integrates into third-party applications for a flexible, future-proof solution. In fact, SCS is so open that PFW has even written their own application to integrate with SCS — called VoIPLink — that they use internally as well as offer to their own customers. VoIPLink uses incoming customer phone calls to trigger their Customer Portal application, which brings up the full breadth of relevant information about that customer right on the user's screen. For equipment dealerships using PFW's business solution, this gives staff all the information required to provide excellent customer service, such as current

orders, status on equipment currently being serviced, status of the customer's account, and much more.

"*The ability to customize the SCS quickly and cost-effectively has allowed us to dramatically improve our customer service,*" says Van Buskirk. "*We've developed the VoIPLink application to integrate with SCS so our dealership customers have all the relevant details on their customers before a representative even answers the call. We believe in the benefits provided by VoIPLink, so we also use it internally to better serve our own customers — the Dealers themselves.*"

Value proposition

Simplicity: With a web-based management system and intuitive "self-controlled" end-user applications, SCS is simple to implement, manage and administer.

"*The transition from our old system to the new one was easy, with little training required,*" says Van Buskirk. "*With web-based configuration, adding new users and phones or making adjustments to existing phones and users is a straight-forward process. We do it in-house and save on expensive outsourcing costs.*"

Effective communication and collaboration with colleagues, partners and customers: "*Through presence information, employees can now see when their colleagues are on the phone or away,*" Van Buskirk says. "*If you need an answer and they're on the phone, just send an IM for their response when they get a spare moment — no more voicemail tag.*" This translates into better service to their customers and improves the time to resolution of a customer or internal query.

Softphones are allowing employees to be easily reachable while traveling. They're also now able to access their voicemail via email attachments on their mobile devices, reducing the time it takes to dial in and pick-up voicemail. Find Me/Follow Me features allow customers to easily locate PFW employees when they're away from the office, which means fewer missed calls and improved levels of customer service. Work is no longer constrained to a physical site. With these capabilities, PFW can empower its employees to function from any place where they have Internet connectivity.

Technology is cost-effective and provides autonomy: With softphones, PFW is saving money by reducing its long-distance charges. The company has virtually eliminated its calling-card charges.

PFW also is now managing its own conferencing.

"*Handling conference calls in-house has reduced our dependence on third-party solutions and helped reduce costs,*" Van Buskirk says. In fact, he says, the company estimates it is *saving more than $500 a month in conferencing charges.*

Business-process enhancements: Thanks to SCS conferencing, PFW is much more accessible to its customers, and webinars and training classes are now conducted over the phone.

Openness: Based on open standards using SIP and designed with a Service Oriented Architecture, introducing new applications with the SCS is a cinch to do.

"*That's definitely one of the reasons we selected this Avaya solution,*" Van Buskirk says. "*With SCS's open standards and inherent SOA capabilities, we've got a futureproof solution that links our applications and communications together, and lets us do the same for our customers.*"

Bottom line

"*Our primary considerations,*" says Van Buskirk, "*were cost, scalability, ease of administration, support for open standards and the ability to integrate software with minimal investment in time and resources. We wanted a solution that would run on our IT platform and that could grow and evolve with us — while saving us money in the process. All those evaluation criteria have been met. We've got a simple-to-use solution that's allowing us to introduce a wide range of UC applications that are improving the way we do business — and that's allowing us to introduce those applications to our customers — and we have trust in Avaya.*"

"*We're poised for the future.*"

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Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on **Resource Library** at **www.avaya.com**.

ABOUT PFW SYSTEMS CORPORATION

For more than 30 years, PFW Systems Corporation has been developing, marketing, selling, installing and supporting premier software solutions for construction and agricultural equipment dealerships throughout North America. PFW is based in London, Ontario with some 75 employees.

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

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