

All England Lawn Tennis Club (AELTC) Wimbledon

Serving up an Ace Service

Background

The All England Lawn Tennis Club (AELTC) at Wimbledon had a number of communications 'pain points' according to John Massey, Managing Director of Actimax Plc.

They required a solution that enabled them to expand from 400 users in normal business times to over a 1000 users during the four weeks of The Championships and also to be able to charge users for the telephone, internet services as well as call charges.

AELTC also needed a solution that helped their ability to deal with the public for ticket queries and enabled them to provide a Voice Disaster Recovery solution and there were also some future requirements for the ability to have integrated Wi-Fi and Fixed Mobile Convergence together with Unified Communications.

The Unified Communications needed to have Fax, Email and Voice included in the system along with Presence Management. Overall, this was a difficult solution to provide, because of the scalability required and the complexity of the product offering.

Solutions

Actimax proposed an Alcatel-Lucent Enterprise telephone system with Media Gateways to enable over 600 phones to be easily deployed for the period of The Championships.

Connectivity to the outside world has been provided by Exponential-e and BT Openreach using a combination of ISDN30 circuits and Gamma Telecom SIP Trunks together with an integrated Management Information System with billing to enable the various user groups to be charged for services and calls.

During The Championships these SIP trunks can be scaled from 30 to 250 channels.

This has replaced the legacy Meridian telephone system and the multiple Analogue and ISDN30 lines.

Consequently, AELTC are able to bill for the lines through the telephone system, providing both reduced charges for themselves and increasing the revenues coming into the organisation.

In addition to this, the system has Collaboration, Hot Desking, Unified Communications applications and an ACD system for the ticket and referees offices.

Benefits

The solution has addressed the main AELTC pain points of having the ability to manage the rapid expansion easily and being able to bill the users for calls made during The Championships.

Implementation

The whole project from conception to ITT, Evaluation, Design and Implementation was managed by independent consultants, MAC Systems, who have considerable experience in this type of work, coordinating the project management of the various partners on behalf of AELTC. Paul Burns, Project Director of MAC Systems said "a complex and interesting project that allowed us to maximise the skills of all of the partners and use the experience of MAC Event Telecom to manage the deployment of services during The Championships"

The processes of Project Management and Data Capture encompassed all of the requirements, both for the business requirements during the normal year and for The Championships. Because of the historic records not being sufficient, a complete data capture exercise was undertaken for The Championships for the previous year, to enable some planning to be achieved beforehand.

The integration of the SIP telephony using the Gamma network and Alcatel-Lucent system needed network address translation using a layer 5 network address translation and 802.1X for network security.

In addition to this extensive training and support was required for both the users and the IT team at AELTC. Training was segmented into end user, super user, reception, ACD and system administration. The support agreement includes 24x7 maintenance cover and during The Championships engineers are physically on site throughout the event.

Return on Investment

The process of deploying temporary telephone and internet services has become much easier for Wimbledon to provide integrated communications services for incoming user groups quickly and easily. The solution not only now costs less, but is easier to implement.

Unplanned gains above the original brief included the ability to link the creation of new users in one action, for both the data network and the telephony, which has made administration much easier for the IT department.

The organisation will also make considerable call charge savings during the year, by using a combination of fixed wire ISDN30 services along with SIP technology, combined with the Alcatel-Lucent integrated billing makes ongoing management simple and easy to use.

The SIP Trunks have been provided with DDI numbers to enable 3rd party users to have the same number year after year. Actimax also customised the SIP Trunk solution, which had never been done before, with a layer 2 connection to the actual Wimbledon Local Area Network via Exponential-E, their IT supplier and Gamma Networks. This was unique at the time and enabled the solution to be fail safe, with more than one point of failure connecting to the session border controllers in the Gamma network.

For More Information on Actimax and the services we offer
please contact us:

ACTIMAX PLC

1 YARDLEY BUSINESS PARK, LUCKYN LANE,
BASILDON, ESSEX, SS14 3GL
Tel: 01268 243900 Fax: 01268 243999

Email: info@actimax.co.uk

Web: www.actimax.co.uk