



MICHELSONS
of London

Alcatel OmniPCX Ties Michelsons' Sites Together

"The OmniPCX Office has enabled us to achieve major cost savings by allowing multiple calls over IP between the sites." said Rob Dobell, IT manager at Michelsons

Challenges

- Reduce call costs
- Connect the 2 sites through a single link

Solution

- OmniPCX Office

Benefits

- Cost savings
- The staff have a better communication system
- Flexible network that allows the company to add more features in the future
- Improved customer service

Michelsons, founded in 1937, has become one of the world's leading manufacturers of ties and men's wear accessories. It was a founder member of the British Menswear Guild in 1959. The Michelsons Tie Collection is one of the most comprehensive in the world with over twelve thousand designs and colors, featuring the finest natural fabrics. In addition to its own Michelsons brand, many internationally famous designer names have entrusted their license, manufacture and distribution to Michelsons.

Currently the Company is the neckwear licensee for Paul Smith and Timothy Everest and distributes ties in the United Kingdom under a variety of couture labels.

Moreover some of Britain's finest retailers have chosen Michelsons to design and make their "own label" collections. Among them are John Lewis, Thomas Pink, Austin Reed and Harrods.

Michelsons has two sites one located in Sittingbourne in the county of Kent where more than two hundred people are employed in their 5,500 square meter factory. Additionally the company has prestigious offices and show-rooms at Clifford Street in London's Mayfair, which is the heart of the Company's selling, merchandising and marketing activities. Michelsons were aware that with their old telephone system they were spending an unnecessary amount of money on telephone calls for



communication between their two sites. They wanted to install a voice and data solution that would connect their two sites through a single link and dramatically cut call charges. Michelsons also saw the opportunity to improve the efficiency of their network at the same time, improving the performance of their IT, by providing voicemail to all workstations, and handset-level functionality so that each phone could be adapted to the needs of its user.

Michelsons chose Alcatel's Premium Business Partner ACT Comms, of Caterham, Surrey, to design and install a solution that would both upgrade the functionality and efficiency of their network and reduce call charges. ACT Comms was established over ten years ago as an engineering-based voice and data specialist, providing high quality system installations and maintenance services to enterprises.

For voice traffic Michelsons had previously relied on a dedicated British Telecom private circuit link that would only allow one call at any given time, and cost £3,500 a year, and any other calls were made via the public network at an extra £300 a month, making this system expensive and inefficient. To tackle this problem ACT Comms installed Alcatel's

OmniPCX Office, the integrated voice, data and internet solution. The system is designed specifically to bring cost effectiveness to SMEs, by deploying an IP solution routing calls over many lines and at no cost over the WAN. The ACT Comms solution involved an Alcatel OmniPCX Office with 34 users, 30 ISDN line and a 4 port voicemail and paging system at the site in Sittingbourne, and an additional OmniPCX Office with 12 users, ISDN2 and a 2 port voicemail system at their site in London.

Calls between sites now use intelligent routing, therefore leaving the most appropriate switch, this in turn cuts costs, as many calls that were before charged at the national rate can now be charged at the local rate. The OmniPCX Office has provided other additional benefits for Michelsons, allowing sales staff increased access to corporate data and the ability to print documents across the link in remote offices, instead of having to fax them across. Act Comms chose the solution that would integrate best with Michelsons' existing LAN data infrastructure and would allow continued use of their digital handsets, which was a pre-requisite of the solution. "We were moving site and wanted to overcome the financial commitment of running a dedicated voice link, which was extremely

expensive and not very efficient," said Rob Dobell, IT manager at Michelsons. "The OmniPCX Office has enabled us to achieve major cost savings by allowing multiple calls over IP between the sites. In addition, it has improved our customer service; any clients that call our direct dial numbers in London, but receive a 'busy' signal, are routed over IP to the central operator at head office in Sittingbourne to ensure they are dealt with promptly and efficiently."

The Alcatel OmniPCX Office has dramatically changed the way the staff at Michelsons communicate, adding functionality such as voice-mail, direct-dial, call diversion and routing. ACT Comms have provided Michelsons with a highly effective and flexible Alcatel network that will allow them to add more suitable features in the future without the need to completely rearrange the whole network. Michelsons were very pleased with the user-friendly and easily maintainable result, which has instantly shown benefits and a considerable return on their investment.

Alcatel Business Systems

32, avenue Kléber
92707 Colombes - Cedex
France

Tel : +33 (0)1 55 66 70 00

www.alcatel.com

Copyright © 2003 Alcatel Business Systems. All rights reserved. This document may not be reproduced in whole or in part without the express written permission of Alcatel Business Systems. Alcatel® and the Alcatel logo are registered trademarks of Alcatel. All other trademarks are the property of their respective owners.