

Claremont and May Implements Networked Business Solution from Mitel

CUSTOMER NEEDS

- Single voice, video and data network across geographically disparate sites
- State-of-the-art, simple to use technology with aesthetics to match the new offices
- Less cabling, and lower network costs for voice, video and data traffic

SOLUTION COMPONENTS

- Mitel Conferencing and Collaboration Solutions
- Mitel 5220 IP Phones
- Mitel 3300 Integrated Communications Platform (ICP)

RESULTS

- Cost savings through single voice, video and data network
- Increased flexibility and scalability of the network
- Sleek, state of the art office communications infrastructure



Claremont and May Fragrance and Home is Europe's leading manufacturer of home fragrance products and accessories. The company exports its scented candles, potpourri, oils and incense worldwide from its UK base in Canterbury, Kent. The company has seen a surge in business due to the home makeover trend sweeping the UK, which is inspiring consumers to spend more on finishing touches to their properties. This has helped Claremont and May to expand from just eight employees in 2001, to over 100 in 2004.

The company moved offices in August 2003 to enable increased production capacity and to accommodate its growing workforce. The new factory is over 100 meters long and is based in Canterbury while the offices are 10 miles away in Chaucer Business Park, Whitstable.

The decision to split the production and administration functions of the business was made in order to provide both sides of the business with what they needed to operate effectively: cost-efficiency of space for the large factory; and a "business park" setting with good transport links and proximity to leisure facilities for the office block.

Claremont and May's main consideration when dividing its production and administration staff was the communication between these two groups. The decision was made, therefore, to use state of the art communications technology that is extremely easy to use to link its offices and create a network linking staff with voice and video over Internet Protocol (IP).

"With the Mitel video conferencing solution linking the whole organization in real-time, our Managing Director knows more about the business now than he ever did. Having an IP network is saving us time and money through linking employees across office locations. The positive impact is being felt by everyone – from factory shop floor staff, to HR and finance."

– Malcolm Parker, IT Manager,
Claremont and May



it's about **YOU**

Customer Experience

→ Claremont and May

ABOUT CLAREMONT AND MAY

Claremont and May Fragrance and Home is Europe's leading manufacturer of home fragrance products and accessories. The company has an unrivalled choice of fragrances and scented products guaranteed to create the desired ambience in every room of the house. The Fragrance and Home range includes eight exclusive fragrances and over 20 scented products in each fragrance including potpourri, candles, room sprays, scented petals and sachets, home fragrance oils, and incense.

ABOUT ACTIMAX

- Actimax is a leading supplier of Telephone Systems, Unified Messaging, Computer Telephony and Voice over IP (VoIP)
- Through association with the leading manufacturers of telephone and computer systems, Actimax is able to provide a total solution to any company's communications requirements
- Actimax aim is to improve the financial performance of its clients through the practical use of affordable and understandable information technology and telecommunications solutions

The Solution

Claremont and May worked closely with telecom company, Actimax to identify the most appropriate solution to the communications infrastructure it was looking for.

Malcolm Parker, IT Manager, had two years to review his new communications system. He looked at 10 different potential suppliers for the new network and various different options for its configuration. Malcolm chose the Mitel® 3300 ICP, an IP network combining voice, data and video over a single line, enabling cost efficient networking between offices.

Claremont and May made the decision to go with a combination of Mitel 5220 IP Phones, and a Mitel Conferencing and Collaboration solution. BT provided fiber optic cabling between the two offices, and installation of the Mitel IP solution took just a few days.

The network was completely up and running to coordinate with the opening of Claremont and May's new offices, and the impact was immediate. Cost savings from switching and cabling amounted to 50 percent of the previous network. The Mitel Conferencing and Collaboration Solutions with the Mitel Voice First Application instantly gave users the ability to manage sessions from their IP phones, and at the touch of a button switch between voice and video.

Claremont and May's Managing Director, Sultan Khan, now uses video conferencing to bring him closer to his workforce. Using his PC as well as a large plasma screen on the wall of his conference room, he can communicate directly with four different parts of the company simultaneously.

Malcolm Parker said: "It made the most sense for us to split our factory and administration when we moved offices, and now that we are networking over IP, it means the whole company can communicate effectively without having to make endless trips to and from the two locations. With video conferencing, we know our organization better than ever.

"No other vendor offered video conferencing of this quality over the office phone like Mitel did," continued Parker. "Through working with Mitel and Actimax, we have a network that reduces initial and ongoing costs as well as improving business effectiveness."

An additional benefit of the Mitel solution was that, aesthetically, it complements the state of the art new office and factory complexes. All desktop devices from the Dell PCs and monitors to the wireless IP handsets are black and silver, so the entire IT system has the same smart and sleek look and feel.



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