



## WHY MITEL? CUSTOMER HIGHLIGHT SERIES

### Llewellyn Worldwide

Llewellyn Worldwide is all about exploring new worlds of mind and spirit. Formed in 1901 by Llewellyn George, and located in Woodbury, Minnesota, the company is the world's largest New Age publisher. They sell books, cards, and audio and video products covering everything from auras to the Zodiac, including the best selling Llewellyn Planetary Guide and Llewellyn Green Living Guide.



## Llewellyn Enters New Age of Communications with Mitel Technology

Until recently, Llewellyn's quest to be the world's leading provider of works for personal growth and the transformation of Body, Mind, and Spirit was being supported by an outdated communications system that was expensive to run and difficult to administer.

In their search for an alternative that would save money and drive more efficient and productive business performance, the company looked at solutions from a half-dozen leading vendors. But in the end the choice was clear. As Llewellyn's MIS Manager Daryl Connell describes it, "none of the others met the standards set by Mitel®."

### Easy administration lessens burden on IT

The company's new purchase won't be the first Mitel system that Connell has used. Seven of his ten years in the business have been spent administering Mitel technology, and he knows very well what Mitel offers. "In the past, I worked at a 35-person contact center with over 2000 extensions," he explains, "and the ease of administration of the Mitel technology that supported it was amazing."

Connell expects Llewellyn's Mitel solution will prove equally easy to administer, demanding fewer human resources than competing systems. Rather than assign one dedicated person to support the system, as he would with some solutions, he knows he can "spread the responsibility across several people, without having any appreciable impact on their workload."

### Cost savings and greater efficiency for Marketing and Sales

Llewellyn's day-to-day operations depend on effective telephone communications. Marketing and sales personnel deal with calls to and from authors, whose works they publish, and customers worldwide calling to inquire about and buy their products.

The company's Mitel system will help these operations in many ways. For one, the Call Accounting component of the Mitel Contact Center Solutions means that Llewellyn will be able to track incoming and outgoing calls and compile local, long-distance, and international call statistics. This will enable them to choose the most inexpensive telephone service plan.

And it will give Marketing additional insight into where their products are most in demand and their dollars might be spent for maximum effectiveness. Add to this the fact that their new phone system's power consumption will be 40% less than the old one, and the savings start to add up, along with the system's green appeal, which is in keeping with the company's goal of increasing planetary awareness.

### Advantages for the road warrior, and the corridor warrior

The company is also excited about the Mitel Applications Suite's Unified Communications Mobile technology, which will ensure that Sales and Marketing personnel, as well as workers in IT and other departments, never miss an important call.

"If I'm away from my desk," says Connell, "I can have my calls forwarded to my cell phone. If I'm on a call and have to leave to attend a meeting, I can seamlessly transfer from my desk phone to my cell. And if I'm in the server room or leaving my car, I can transfer just as easily to my desk phone. The person I'm talking with doesn't know and isn't affected in any way."

Sales staff and other employees will be able to make and receive calls securely from any workstation – on-site or off – by signing in to display their personal computer desktops and access their phone extensions. Connell expects Llewellyn will use the capability to provide selected personnel with the opportunity to explore working from home, and then possibly expand the program over time.

### A positive sales experience

A major factor in Llewellyn's decision to go with Mitel was the way that Mitel approached the sales situation. "One thing I've always liked about Mitel," says Connell, "is that they are not pressure sales people. When they walk through the door they want to work with you to figure out what you need. And they don't try to sell you more than that."

Avaya proposed a hybrid digital / IP solution at a much higher monthly leasing cost, with lesser functionality which didn't address Llewellyn's operational requirements. Connell wasn't impressed that Avaya was going to overcharge the company without investing the time to understand Llewellyn's growing needs.

Mitel took the time to understand Llewellyn's business, what they were looking for, and the technology they needed to achieve their goals. "Mitel figured out what we needed, and how best to fulfill those needs, without trying to pressure us into something we didn't want or need," says Connell.

The result was a Total Solutions package tailored to cost-effectively meet Llewellyn's communications requirements, including technology, training, hardware and software support, and unlimited upgrades during the life of the contract.

Connell doesn't expect to be using a whole lot of that support any time soon. "I've never had a Mitel implementation not be 100% the way I want it when the technicians walked out of the building," he says. "Most of the upgrades and maintenance they do is automatic and pretty much invisible to us. And if we do have a problem, I know Mitel will have someone working on it in minutes, instead of the hours it takes some companies."

### Looking to the future

Great technology, cost savings, a positive relationship, and an attractive cost of ownership sold Daryl Connell and Llewellyn on Mitel as the vendor to meet their current needs. But when making their decision, they didn't just look at the present – they also took into account what their future requirements might be.

Connell is confident that their Mitel communications solution positions them for whatever the future holds. As he explains, "The fact that Mitel is more of a software-based phone system and not reliant on hardware means that, as their offerings evolve, we won't have to replace the core of our system. It's very flexible, with loads of potential to modify and expand it without additional capital expenditures."

Connell sums up Llewellyn's purchase decision enthusiastically. "In a nutshell, Mitel is a forward-thinking company from a telecommunications standpoint. They make administration easy. They have the most flexible solutions. They offer the most appealing cost of ownership. And, as far as support goes, they are the most responsive I've seen in the industry."

Whatever the Tarot cards hold for Llewellyn, they know one thing for certain – their Mitel system will be there to meet their communications needs now and as the company continues to grow and change.

### COMPANY

Llewellyn Worldwide, the world's oldest and largest New Age publisher.

### EVALUATION

Upgraded and replaced an expensive, outdated, difficult-to-manage Avaya digital phone system with a cost-effective IP solution that can grow with the company.

### CHOICE

Mitel 3300 IP Communications Platform (ICP), Mitel Contact Center Solutions, Mitel Call Accounting, Mitel Applications Suite for the 3300 ICP with Mitel Unified Communicator® Mobile, Mitel Teleworker Solution, and Mitel NuPoint Unified Messaging™.

### WHY MITEL?

- **Cost effectiveness.** Mitel provided the most attractive long-term cost of ownership.
- **Call-plan savings.** Call Accounting enables tracking of calls for identification of least expensive telephone service plan.
- **Ease of administration.** Mitel technology's stability and ease of administration frees IT for other tasks.
- **Mobile capabilities.** Sales and IT staff are always available during business hours, even when away from their desks.
- **Flexibility.** Easy modification ensures communication capabilities can change quickly to accommodate evolving needs.
- **A positive relationship.** Mitel took the time to understand Llewellyn's business and their requirements, and provided a Total Solutions Package geared to their exact needs.

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– Daryl Connell, MIS Manager,  
Llewellyn Worldwide



### About Mitel

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel's US headquarters are in Phoenix, Arizona. Global headquarters are in Ottawa, Canada, with offices, partners, and resellers worldwide.

### About Llewellyn Worldwide

Located in Woodbury, in the greater St. Paul, Minnesota, area, Llewellyn Worldwide is the world's largest New Age publisher. The company publishes and sells a wide range of books and other products that promote personal growth and the transformation of Body, Mind, and Spirit. The company's mission is to serve the trade and consumers worldwide with options and tools for exploring new worlds of mind and spirit, thereby aiding in the quests of expanded human potential, spiritual consciousness, and planetary awareness.

[www.llewellyn.com](http://www.llewellyn.com)

[www.mitel.com](http://www.mitel.com)



Global Headquarters	U.S.	EMEA	CALA	Asia Pacific
Tel: +1(613) 592-2122 Fax: +1(613) 592-4784	Tel: +1(480) 961-9000 Fax: +1(480) 961-1370	Tel: +44(0)1291-430000 Fax: +44(0)1291-430400	Tel: +1(613) 592-2122 Fax: +1(613) 592-7825	Tel: +852 2508 9780 Fax: +852 2508 9232

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