

freedom



WHY MITEL? CUSTOMER HIGHLIGHT SERIES

World Wide Metric

Many small business owners will tell you that it is a real challenge to provide employees with advanced tools to increase productivity on a limited budget. But this is not the case for World Wide Metric of Branchburg, New Jersey – at least where their voice system is concerned.



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one identity | software stream | solution... MITEL



Vanishing Act: Cost and complexity disappear with Mitel AnyWare hosted service

A 35 person distributor of valves and fittings with a focus on maritime industries, World Wide Metric has chosen to replace a hodgepodge of old key systems and PBXs in their four U.S. offices with a simple-to-use hosted service from Mitel®.

With Mitel AnyWare they simply pay a monthly all-inclusive per user subscription fee and receive a robust unified communications solution that is hosted and managed in a Mitel datacenter. The only hardware deployed on World Wide Metric's data center sites are the actual phones.

By swapping their internal infrastructure for the Mitel AnyWare hosted business communications service, they'll be able to retire legacy equipment and replace it with a cloud-based voice solution that meets their needs in some novel ways.

A better idea

As Theo Contos, President of World Wide Metric recalls, the move to a hosted service was a happy surprise. "We thought we wanted to upgrade and standardize on a premises-based platform across all of our sites, but the more we looked at hosted services, the more sense they made." In fact, World Wide Metric was well along in its evaluation of Cisco® and Avaya® as well as Mitel premises-based offerings before they discovered the Mitel AnyWare solution.

They were looking for a solution that would address some weak points in their existing voice environment. Disaster recovery was a key concern. Most of their customers contact them by phone and they could not afford even a brief outage, but they also had their eyes on some much needed improvements to the way their staff worked. For example, with additional offices in Florida, Texas and California, seamless four digit extension dialing was an important feature for efficient communication between locations. Similarly, the inability to transfer incoming calls between locations was frustrating for staff and customers alike. "In the 21st century it does not make a good impression when you tell a customer to hang up and dial another number," explains Contos.

Another important feature was easy-to-use company-wide conferencing – even between offices. With four different systems, some up to 20 years old, interoffice conference calls had simply not been possible.

The shoe dropped – not the call

World Wide Metric knew that while either a new premises-based solution or a hosted solution would deliver a much-improved feature set, only a hosted service would provide the cost-effective peace of mind that comes with guaranteed uptime. Resilience and disaster recovery are expensive for a small company, requiring switches in multiple offices and associated infrastructure to harden them. "With a hosted solution, all the problematic and expensive infrastructure issues go away," says Contos. Indeed, since the hosted service resides in industrial strength data centers, outages are a non issue. "Everything just works. We don't need to think about backups or calling a technician in to maintain our setup." In fact, World Wide Metric no longer needs to task an employee with the distraction of administering the phone system, or place expensive service calls for updates and maintenance — they can focus on running their business.

World Wide Metric also liked that a hosted service is a non-capital expense with the safety net of a built-in upgrade path, that avoids up-front capital outlays, long depreciation periods, and monthly financing. With Mitel AnyWare they also avoid the risk of buyer's remorse as rapidly changing voice technology makes the future hard to predict. "Communications technologies are changing so quickly", relates Contos. "We were very concerned that by the time we owned a system in a few years, it would be obsolete." Since software upgrades are an intrinsic feature of the Mitel AnyWare hosted service, they knew that they would always be current.

Mitel AnyWare also means that they can count on predictable billing each month without surprises like repair or replacement costs, and since they only pay for the number of users they need, they can scale up as their needs grow.

Being a good host

Not all hardware solutions are made equal, and neither are hosted services. World Wide Metric evaluated several providers before settling on Mitel AnyWare. "We were already impressed by Mitel," recalls Contos. "From our earlier research we knew that Mitel took disaster recovery seriously, designing fault tolerance and failover into their equipment, and had deployed communications solutions for thousands of businesses like ours. So it was no stretch that their hosted service would be just as strong."

Also important was that Mitel AnyWare includes executive-class Mitel 5330 IP business phones as part of the monthly subscription fee. Every other service provider they looked at would have required them to outlay additional funds to buy the phones up front. The 5330 IP phone gives them sophisticated access to applications like conferencing and voicemail, a large display with 24 self-labeling softkeys, and superior voice quality. "We liked the 5330 IP phone so much," recalls Contos "that we would have tried to use it even if we'd had to fall back on another service provider."

More than technology – a business solution

Another key feature that made Mitel AnyWare stand out from the crowd was unified billing. Since no other offering included voice and data services combined for all four offices, World Wide Metric would have had to provision each one themselves. Mitel AnyWare is truly turnkey, providing all the network connectivity they need as part of a comprehensive solution. They get one monthly bill, which helps them streamline accounts payable. "It's just another subtlety of Mitel's offering that shows they are more than a technology company – they're a business solutions provider. That gives us a lot of confidence," related Contos.

World Wide Metric knows that they've made the right decision. But they also know users will find ways to take advantage of Mitel AnyWare that they have not thought of. Already they've identified time-based call routing as an easy way to extend their support hours by taking advantage of their presence in time zones across the country. West coast customers can reach support earlier in the day through the east coast office, and eastern customers have access to California-based support into the evening – all through one phone number – without adding a cent to payroll. Contos explains that "Mitel will let us provide better support coverage to our customers at no extra cost." With features like mobile twinning and unified messaging, he is sure their staff will surprise him with ingenious ways of using Mitel AnyWare to work smarter.

COMPANY

A 35 person valve and fitting distributor to the maritime and fluid power industry.

CHALLENGE

To improve reliability, functionality and flexibility of their telephony system while lowering costs.

CHOICE

Mitel AnyWare Hosted Business Communications Service

WHY MITEL?

- Consolidated solution with zero administration
- Intrinsic reliability and disaster recovery at no additional cost
- 4-digit dialing across locations
- Interoffice transfers
- Conferencing
- Enhanced customer support
- Future-proof against rapid pace of innovation

"With the Mitel AnyWare hosted solution, all the problematic infrastructure issues go away. Everything just works. We don't need to think about backups or call a technician in to maintain our setup."

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– Theo Contos, President,
World Wide Metric



About World Wide Metric

Founded in 1970, and based in Branchburg, New Jersey with offices in Florida, Texas, and California, World Wide Metric serves the needs of the global Maritime and Industrial Flow Control and Fluid Power markets. They serve leading manufacturers and distributors around the world with a range of industrial products.

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