



# WHY MITEL?

## CUSTOMER HIGHLIGHT SERIES

essensys

Fast-growing UK service provider chooses Mitel® Multi-Instance Communications Director (MICD) to deliver simple, reliable, and flexible end-to-end services to business centers.



## The Rise of the Managed Office Space – and of the Service Provider

It's easy to understand why organizations that have traditionally set up their own IT and communications infrastructures are turning to business centers, office parks, and similar shared working environments as an attractive alternative.

In a world where uncertainty, rapid change, and intense competition is the norm, managed office space frees organizations to focus on their core business. It lets them adapt quickly to change. It provides an IT infrastructure capable of supporting highly flexible and agile business models. And it cuts capital and operational costs while expanding features and functionality.

### The essensys vision

Recognizing the opportunity this trend offers providers who can deliver efficient, full-featured, cost-effective managed solutions, UK-based essensys set out to build a solution.

But their vision went well beyond the basics. "We had a straightforward mission," says essensys CEO Mark Furness, "to deliver end-to-end services more simply, more reliably, and more flexibly than anyone else in the market."

To realize that vision, the company built a service platform that is fully redundant, hosted across multiple data centers, and able to deliver a complete range of services including feature-rich IP telephony, Internet connectivity, and fully managed local area and wide area networks (LANs and WANs). They market the solution to business center operators and others looking to provide building tenants with turnkey office solutions.

### Virtualization – the key to cost effectiveness and flexibility

For the all-important IP telephony component of their solution, essensys chose Mitel's Multi-Instance Communications Director (MICD).

What did Mitel offer that others couldn't? For starters, the Mitel approach to virtualization means that voice communications can be managed like any other application in the data center, reducing hardware, space, and energy needs for a more efficient and cost-effective infrastructure. Furthermore, the virtualization used in MICD has been optimized to let essensys achieve a much higher level of call density and scale than they could achieve using commercially available virtualization solutions.

"Everything we do uses virtualization," says Furness, "and it was very clear to us that no other vendor has such a well-defined and executable virtualization roadmap. From the top down, Mitel has a clear understanding of the benefits of virtualization and is a strong player in the market."

Mitel's virtualization capabilities mean that essensys can deploy completely separate PBX instances to different customers without incurring extra hardware and related expenses. This, in turn, means they can accommodate different service demands, providing flexible options for everything from features to software versions to billing plans.

### Only open solutions need apply

essensys works closely with a few carefully selected vendors, all of whom must have open solutions that essensys can customize to realize their vision of a superior offering. "We need all of the vendors we work with to have open APIs and platforms," says Furness.

In the case of MICD, this meant using provisioning software built specifically for MICD by Cambrai to create a single interface for managing the solution. The result was essensys's customer lifecycle management software, cleverly named JEFF, which is a deployment and customer self-service application that enables the management of hundreds of customer sites and tens of thousands of users. Multiple levels of access mean that everyone in the service provider's operations, the managed workspace business, and the end-user tenants' offices can access JEFF securely, and use customized controls to service their particular needs. The result is a fully automated and extremely efficient end-to-end solution with very low management and maintenance overhead.

### Super scalable, highly available, fully redundant

Before deciding on Mitel, essensys looked at alternatives, giving one offering in particular serious consideration.

"We evaluated it heavily," says Furness, "but it lacked the ability to scale efficiently in terms of hardware and costs. MICD, on the other hand, proved easy to set up and scale, so we could deliver a highly resilient and redundant model at very low cost."

As for the reliability of the MICD solution, essensys couldn't be happier. "Since deploying MICD over a year ago," says Furness, "we've had zero downtime on the platform."

One reason for this is the ease with which the solution delivers constructive redundancy. This guarantees availability to essensys customers no matter what, and makes the solution easy to service without disrupting the end user.

"It's great to be able to do bug fixes and upgrades and leave the platform running by bringing a second into play" says Furness. "And it's completely seamless in terms of fail time. Everything stays up. Everything stays working. It's been really impressive."

#### essensys in Action

What does the essensys platform look like in action? Whether it's an essensys employee, someone in the office manager's organization, or an end user in a tenant's workspace, tasks are accomplished using the simple, highly intuitive essensys web-services interface.

#### Automated from booking to billing – and fast

The system is so automated that tasks from service provisioning to billing are accomplished with little overhead and effort. "With Mitel MICD and our integration of JEFF with Cambrai Oria," says Furness, "if you can put your name into a computer you can procure, provision, manage, review, and bill all of your services."

This makes for exceptionally speedy service – a strong selling point for essensys. As Chief Technology Officer Bryn Sadler describes it, "One of the first things prospective customers ask is, 'How quickly can you respond to service requests and new billings?' They're used to hearing 'hours or days.' We can say it's pretty much instantaneous, and that gives us an incredible edge over the competition."

#### Rich communications for the business user

Of course, the real test of a solution is what it delivers to the business user.

With the essensys platform and MICD, business-space tenants simply sign into the essensys portal to set up and change the capabilities they want, select desired bandwidth speeds, view billing information, even pay bills. SIP trunks are provisioned and delivered, telephone numbers provided, logon IDs allocated, service guides emailed automatically, and feature sets made available online.

Using Mitel 5330 and 5360 IP Phones, users access rich UC features, such as embedded voice mail with standard unified messaging, conferencing, Dynamic Extension that extends PBX features to multiple external devices, Mitel Unified Communicator® (UC) Express features like caller ID screen-pops and speed calling, call recording, automated call distribution (ACD), and more.

One big draw is the cordless handset. "Mitel cordless handsets connected to Mitel IP Phones have proven really popular," says Furness, "because they provide mobility in the business center away from the actual handset. We've seen an increase of over fifteen per cent in call revenues from cordless handsets alone."

#### COMPANY

UK-based essensys delivers fully managed IT and communications services to business centers, multi-tenanted buildings, and other shared workspace environments.

#### CHALLENGE

Deliver end-to-end services, including rich unified communications more simply, reliably, and flexibly than anyone else in the market.

#### CHOICE

For their unified communications services, essensys have chosen MICD, a highly scalable communications services platform; Cambrai Oria to simplify provisioning; and Mitel 5330 and 5360 IP Phones, next-generation desktop IP phones.

#### WHY MITEL?

- **Efficient, cost-effective, and flexible.** Virtualization means voice is managed like any other data center application, saving on hardware, space, and power, and delivering flexible services and billing options.
- **Customizable.** essensys used the Cambrai Oria provisioning tool with its open APIs to build a lifecycle management web-services portal that reduces maintenance overhead and speeds service delivery.
- **Scalable and available.** A highly scalable and dependable solution that has users up and running in minutes instead of days.
- **Simple and self-service.** From booking to billing, tasks are automated and accomplished using an intuitive, self-service, web-services interface.
- **A rich communications experience.** MICD provides integrated Unified Communications (UC) features that meet every business user's needs, building competitive advantage, while allowing operational efficiency.

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– Mark Furness, CEO, essensys



### Success, growth, and a bright future

The success and growth of their UK operations has essensys thinking expansion, and they are well positioned to deliver their superior solution in the global market place.

Says Furness, "Because Mitel uses industry standard hardware and servers, we're able to go to other geographies with strong ethernet capability, light up a couple of data centers, and get our platform out there. That's really exciting in terms of scale and growth for us."

He goes on to explain that "we basically open up a data center in a couple of days, and have all of our services ready to go anywhere in the world, so it means new territories are straightforward for us. We just need a carrier partner to deliver the end connectivity, and we can handle the rest."

With the help of MICD, essensys has realized their goal of delivering the simplest, most reliable and efficient end-to-end service offering on the market. Given the anticipated growth in that market, the superior product and service that essensys offers, and the company's ongoing commitment to excellence, the future's looking very busy indeed for essensys – and very bright.

### 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.

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

### About essensys

Headquartered in the UK, essensys delivers fully managed IT and communications services to businesses operating in shared workspace environments. Deployed in business centers, multi-tenanted buildings, and business parks, the essensys Cloud solution includes IP telephony, Internet connectivity, and a fully managed local area network that features conferencing, collaboration, and unified messaging – all backed with enterprise-level availability, security, and redundancy. essensys provides the competitive advantage that large corporations spend fortunes on, at a fraction of the cost.

[www.essensys.co.uk](http://www.essensys.co.uk)

**essensys**

### About Cambrai

Mitel partner Cambrai enables service providers to grow their business faster through customer self service and delivery automation. The Cambrai Portal is a deployment and customer self-service application for service providers offering hosted voice services with Mitel call directors.

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

**Cambrai**

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



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