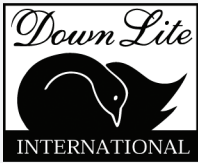




**Industry:** Manufacturing  
**Installation:** 6 locations, 9 ShoreGear voice switches, 200 ShorePhone IP phones  
**Competition:** Cisco  
**Date of Install:** October 2006



## Challenge:

Down Lite was growing from two facilities to four (and has since grown to six) and was quickly outgrowing its aging PBX-based telephone system. The manufacturer needed a system that would scale easily, provide reliability, and most importantly, provide internal emergency notification when a 911 call was placed.

## Solution:

ShoreTel provided the bedding manufacturer with a comprehensive IP telephony system, including ShoreGear voice switches and ShorePhone IP telephones. ShoreWare Director is used to manage the entire solution from anywhere on the network.

## Benefits:

- Enhanced 911 call notification capabilities provides Down Lite supervisors with crucial location information, which means help gets to callers faster.
- System management is simplified and brought in-house, saving Down Lite time and money.
- Robust feature set improves employee productivity and enhances responsiveness to calls.
- ShoreTel scales easily and the current solution will support Down Lite for years to come.

## DOWN LITE RESTS EASY WITH SHORETEL IP TELEPHONY SYSTEM AND ENHANCED 911

Leading Down and Feather Bedding Manufacturer Enjoys ShoreTel's 911Call Notification Capabilities for Enhanced Safety and Security for its Workforce

Down Lite, headquartered in Cincinnati, Ohio, is America's premiere manufacturer of down and feather bedding. A descendant of a 100-year-old feather processing company, Down Lite began to make down comforters and pillows in the late 1970's. Today, Down Lite is recognized as the leader in quality and service. The company's cutting-edge development and innovative products are redefining the bedding industry.

## GROWTH SPARKS CHANGE

In early 2006, Down Lite was growing from two facilities in Cincinnati to six—four in its headquarters city, a fifth in Indiana, and another being configured in New York. With an older NEC PBX-based telephone system, the organization was faced with performance problems that were costing it downtime and money to fix it. In addition, there were often no available parts to fix what was wrong. The company needed to find a phone system that would support its growth and connect all of its sites in a cost-effective way. It was obvious the existing phone system would not meet those objectives.

In addition to requiring a system that was more robust, reliable, available and scalable, Matt Fleming, Network Manager with Down Lite, noted that the organization wanted additional features than the older PBX-based systems could provide. "We were looking for better 911 capabilities," said Fleming. "The old system would flash 911 and give the extension number but not the location of the extension, which is a critical piece of information in an emergency situation. We wanted to offer Enhanced 911, or E911."

Down Lite issued a Request for Proposal (RFP) to a few leading telephone system vendors, the local phone company, and Parallel Technologies, Inc., a local integrator that had been managing the NEC phone system. Fleming and his colleagues viewed solution demonstrations, worked with online demonstrations, spoke with customer references, and spoke with colleagues in the area for input on systems they were using. After months, the choice came down to two vendors for their IP telephony solutions: Cisco and ShoreTel®.

## MAKING THE CHOICE

Down Lite had specific priorities, namely ease of management, reliability, and scalability, but again, a top priority was the ability to alert designated employees when a 911 call was dialed. While ShoreTel was much simpler to manage and it was faster and easier to set up a new user, the enhanced 911 notification capabilities confirmed Down Lite's choice, according to Fleming.



*“While it wasn’t the only reason we went with ShoreTel, E911 certainly sealed the deal.”*

**– Matt Fleming**  
Network Manager,  
Down Lite

“The E911 capabilities on the Cisco side required an additional applications server and additional software in the range of \$20,000, and it required a lot of complicated licensing,” said Fleming. “While Cisco and ShoreTel were close in E911 capabilities, the cost and complexity were far different and ShoreTel was much more appealing. While it wasn’t the only reason we went with ShoreTel, E911 certainly sealed the deal.”

With the help of integration partner, Parallel Technologies, ShoreTel provided Down Lite with two ShoreGear® 120 and five ShoreGear 40 voice switches plus a ShoreGear 60 for five of its buildings, with another ShoreGear 40 planned for its sixth building, and over 200 ShorePhone™ IP telephones. At the time of the deployment, Fleming decided to update the infrastructure and worked with ShoreTel partner, Foundry, for its new networking equipment. The equipment from Foundry proved to be an overwhelming asset to the ShoreTel solution allowing network configurability, management, and functionality that Cisco couldn’t compete with at any price point, while actually being an extremely cost effective solution. Working as a cohesive team, ShoreTel, Foundry and Parallel Technologies representatives got the new network and IP telephony system up and running quickly and at a price that could never have been matched by Cisco.

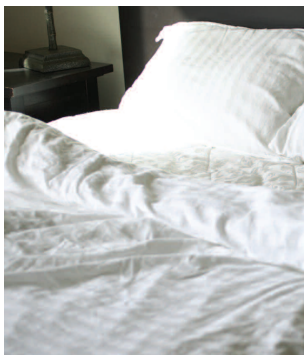
“Comparing actual cost and complexity of the ShoreTel/Foundry and Cisco systems was like comparing apples and oranges,” said Fleming. “The ShoreTel and Foundry quote combined would fit on half a page, but Cisco needed eight pages. It was complex and overly complicated, and we also had a feeling that getting support would also be complicated.”

## **ADDED SAFETY MEASURES**

Down Lite is using ShoreTel’s E911 Notification Application, which provides internal notification that a 911 call has been placed, the name, extension number and exact location of the caller. The ShoreTel E911 Notification Application gives designated site administrators an extra level of oversight and security by automatically alerting them with audible desktop screen pops and placing notification calls when a 911 event is detected anywhere on their phone system. Based upon these alerts, local site personnel can meet emergency crews, guide them to the exact location of the emergency, access locked locations, or provide other assistance that may be required during the incident. It may also be useful in case local site personnel can reach the person in trouble and help before emergency crews are able to reach the location.

“We have cameras in production and outside the building, so if an administrator sees the 911 notification on the screen, they can view the location where the call is coming from and actually see what the emergency might be,” said Fleming. “Oftentimes, it’s a person who has misdialed and the supervisor can intervene and cancel the 911 request. And when there is a problem, we can also see that, and we’re able to provide the emergency team with much more information so they can respond that much faster.”

“The ShoreTel E911 Notification Application worked right out of the box—it took Parallel Technologies just a couple of minutes to set it up,” said Fleming. “We test it frequently to make sure it’s working and it always is. With the old system, sometimes our internal emergency response team would spend five or ten minutes looking for where a call came from. Those minutes could be critical and this application is just another way to help us ensure the safety and security of our workforce.”



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## IMPROVED PRODUCTIVITY

ShoreTel phone systems are easy to use, flexible, and reliable, and all Down Lite employees are on a centralized phone and voicemail system, managing their e-mail and voicemail activity in one place. The ShoreTel system also gives each Down Lite employee a graphical interface on their computer, ShoreTel's Personal Call Manager, which provides Microsoft Outlook integration with employee computers for directory dialing, contact screen pops, and calendar integration. ShoreTel Personal Call Manager is a powerful, all-purpose tool for managing voice communications. With it, employees can quickly type in a name, bring up a number, and make their calls from local online directories—all with the click of a mouse, right from the desktop.

“Customer service employees really like the ShoreTel system because if they're calling many contacts, they just click to dial,” said Fleming. “ShoreTel is just so easy to use, you only have to know the person's name in order to locate and dial the phone number. People also like seeing their voicemail and their e-mail in one place, in Outlook. It's easy to identify important calls, and then it's simple to click and listen to the messages you want to hear.”

## ENHANCED RESPONSIVENESS

In addition to Personal Call Manager, Down Lite is using Operator Call Manager for its operators. This application provides Down Lite operators with critical information necessary for exceptional customer service. For example, when the phone rings, a call-routing log displays the caller's experience within the system to the Down Lite operator. Before transferring callers, the call-transfer screen displays information about who is available and who is already on the phone. With this unprecedented level of information, operators not only connect callers faster than ever, but also give them the highest level of professional service. Also, dynamic, online directories eliminate paper directories – which are usually out of date anyway and not usually available online. With the complete company at their fingertips, along with knowledge about who is available and where a caller has already been sent, the operator can transfer using a simple drag-and-drop tool to the most appropriate person.

“Our operator was nervous about the new ShoreTel phone system—she was concerned about picking up the new Operator Call Manager desktop interface,” said Fleming. “Within just a day or two using the ShoreTel system, she said she didn't know how she did the job without it.”

Down Lite also utilizes ShoreTel's hunt groups capability, which ensures that live calls are answered by having multiple people available to answer. Hunt groups are set up for customer service, operators, Down Lite stores, and corporate executives. There is also a hunt group that rings over the company's public address (PA) system in one of the company's factories so that whoever is available can answer any extension. With hunt groups, when a person is on the phone or unavailable, calls are routed to another extension, preventing callers from unnecessarily reaching voicemail. Calls can also be routed to the operator and if he or she doesn't answer, the call can then be sent back to the intended person's voicemail.



## LINE CHARGE AND MANAGEMENT SAVINGS

Down Lite has been able to avoid having to upgrade its T1 lines to T3 lines, which was in its plans had the old system remained. Because of the old system, half of the T1 lines were dedicated to voice calls, while the other half was used for data. However, not a lot of calls were made from the production area, so that meant half of the T1 lines would go to waste, while the data connection was bogged down. The manufacturer was going to have to move up to T3 connections but with the ShoreTel solution has been able to avoid doing that, therefore saving money.

Additional savings come from ShoreTel's ease of management and administration. Down Lite uses ShoreTel's ShoreWare® Director, a browser-based management interface, to manage the system from anywhere on the network, from controlling or changing the configuration of switches, to managing the voicemail, automated attendant and desktop applications. When a new user is added through ShoreWare Director, the centralized database and switches are automatically notified, a mailbox is created, and the dial-by-name and number attendant and online directories are updated. The new user is then automatically sent an e-mail with a URL to download their desktop productivity application. Changes are just as quick and easy.

"ShoreTel has a much simpler management interface than Cisco for maintenance, and it's easier and quicker to set up a new user," said Fleming. "ShoreTel also allows us to easily expand and do so very quickly. We don't run into scalability issues. We'll be able to grow to twice our size without any problems. ShoreTel has solutions for businesses of every size."

## INTO THE FUTURE

Down Lite plans to implement a company-wide Customer Relationship Management (CRM) system with the ShoreTel system (currently the company only uses single user based CRM's). This will enable the company to obtain even more information on callers through Call Manager. In other words, if an existing Down Lite customer calls the manufacturer, in the future with CRM integration, the person answering will have all of the customer's information, including records of past purchases and inquiries.

"The ShoreTel phone system works just the way it's promised to work," says Fleming. "We could not have received this type of application from any other vendor at this price—ShoreTel met all of our requirements. It's reliable, easy to use, and it offers us the critical E911 internal notification capabilities we wanted. We're happy with ShoreTel and we're happy with support from Parallel Technologies."

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