



GOVERNMENT SUCCESS STORY

Camarillo Municipal Government Elects ShoreTel

CHALLENGE:

- Replace an aging PBX with an IP-based communications system to improve performance, reduce costs, enhance reliability and unify communications across all local government offices.

SOLUTION:

- A ShoreTel UC system deployed across five municipal sites: 225 ShoreTel IP Telephones, models 230, 110, 115 and 560; and ShoreTel Voice Switches, models 24A, 50, 60, T1, and 220T1A.

BENEFITS:

- ShoreTel's competitive pricing delivered rapid return on investment, while ShoreTel's simplicity and ease of management keeps operating costs under control.
- ShoreTel's flexibility makes it easy to meet unique departmental communications requirements.
- The distributed architecture delivers rock solid reliability and high availability.
- Desktop integration and personal call management streamline business processes and increase productivity.
- ShoreTel's workgroups, hunt groups, and emergency notification expand the city's capacity for serving its citizens.

The California city of Camarillo is a thriving community of 66,000 residents, located between Santa Barbara and Los Angeles. These residents pride themselves in the city's unspoiled, friendly, clean and safe environment that attracts caring neighbors and nurtures quality schools. A key reason for this comfortable quality of life is a city government that focuses on openness and accessibility, and understands how to identify and respond to its citizens' concerns.

Just nine miles from the beautiful Pacific Ocean, the city of Camarillo offers an appealing mix of both rural and suburban lifestyles, a temperate climate and a peaceful environment within easy reach of Los Angeles and Santa Barbara. It also offers exceptionally responsive local government to its residents. A brilliantly simple ShoreTel Unified Communications (UC) system now helps ensure that callers to city offices speak quickly to a live person who cares about their call.

When Camarillo constituents call city services, they don't want to be jockeyed between voicemail boxes or listen to endless elevator music on hold. They expect to be treated in accordance with the city's commitment to constituent satisfaction. However, Camarillo's aging PBX system was at the end of its useful life and was increasingly costly and burdensome to maintain.

Camarillo began the process of looking for a new phone system for their new state-of-the-art library that was under construction. This presented a perfect "green field" opportunity for testing a new phone system. If test results were good, Camarillo could confidently adopt the new system across all its operations.

ShoreTel Answers City of Camarillo's Call

Voice over IP (VoIP) was the clear choice for the savings and functionality Camarillo needed, said the city's Director of General Services, Richard Petropulos. "Easy, configurable call handling with integrated presence information was critical. We also wanted a system that we could manage ourselves in-house and save valuable time and money in routine management tasks such as moves, adds and changes."



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As the team evaluated systems from ShoreTel and other suppliers, they decided to visit a ShoreTel customer to see the system in action and liked what they saw. “We were particularly impressed with the extensive features, such as hunt groups and rollover capabilities to help ensure all calls are answered. ShoreTel was the most cost-effective system and it was visibly easy to implement, manage and use,” Mr. Petropulos said.

After evaluating several ShoreTel resellers and reviewing proposals, Camarillo selected Lanair Group LLC to help implement the ShoreTel UC system in the city, and provide on-going support. To meet the city’s requirements, Lanair provided two proposals: one for the pilot system at the new library, and the other for expanding that installation to the city hall, corporate yard, sanitary plant and the Old Court House.

“Lanair has done a great job in helping to ensure the smooth running of the project,” commented Mr. Petropulos. “In addition to ShoreTel’s cost-effectiveness, a long-term service and support relationship is vital for the city. Lanair stepped up to the plate.”

Comprehensive Support Smooths the Learning Curve

The new ShoreTel system was installed in the library in February 2007 and proved to be the most seamless implementation of a major product Mr. Petropulos had experienced in his career. Rollout to the city hall, corporate yard and the Old Court House followed the next year.

The implementation was a showcase for best practices in training and support. “We wanted to be sure that our network infrastructure would support the additional VoIP traffic,” said Rod Owen, a city of Camarillo Network Administrator and implementation team member. “A network assessment pinpointed the upgrades needed to our data network and we were able to put those in place before the system went live,” he added.

Training end users and ensuring widespread system adoption was also a priority for the deployment team. While the new library only uses ShoreTel, the other sites had a 10-year history with the legacy system. This presented a challenge in how to best design training for workers in many different functions, with different levels of experience, and who, while they wanted new features, also wanted the system to work in a familiar way.

Camarillo’s IT team identified each department’s communications requirements — such as the number of analog lines, call flow, hunt group and workgroup configurations — and were able to configure these well in advance of implementation. “ShoreTel’s flexibility made it easy to tailor call control handling to these specialized requirements,” Mr. Owen said. Just as importantly, before the cutover, city employees had both phones and could use ShoreTel for internal calls. When the cutover was made, users were already familiar with the system and phone and could be productive immediately.

ShoreTel also gave Camarillo plenty of flexibility in its transition to the new system. Because ShoreTel was easy to integrate with the legacy PBX, the new phone system could be implemented in the city’s new library before it was rolled out to other offices.

ShoreTel Adds Up Savings for Camarillo

Since the city’s 156 employees were well prepared for the new system, cutover was seamless. “We knew we made the right decision. No one had any complaints, and all the feedback we received was positive. Everyone loved the ShoreTel system, and nobody wanted to go back,” Mr. Petropulos said.

The ShoreTel system also helped reduce the city’s operating expenses, cutting annual phone system costs in half, and eliminating about \$4,500 in service calls needed to keep the legacy system running. And because ShoreTel doesn’t require extensive



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training for staff to perform moves, adds and changes, the load on IT is lightened even further. “Whatever the future brings in terms of expansion, making changes is so much easier and faster now,” Mr. Petropulos said. “We don’t have to call service people out anymore. We can handle these tasks ourselves, and get them done immediately.”

Converged Communications Yields Across-the-Board Productivity Improvements

The IT staff appreciates ShoreTel’s flexibility, allowing the system to be configured in real time to support unique call routing requirements and staffing changes. ShoreTel allows each department to have a custom toolbar — in effect, giving each department a system that’s tailored to its needs. In the finance department, for instance, the toolbar shows the entire department staff. To determine someone’s availability, staff simply hover the cursor over the name and the presence information in the ShoreTel Call Manager is displayed. To speed the transfer, the system is set up for one-click dialing or one-click transfer.

This visibility also works well in customer service, where supervisors can always see call activity and agent availability. ShoreTel also makes it easy for managers to have assistants screen calls, allowing call monitoring to be configured directly on the phone.

ShoreTel’s ease of integration also boosts city productivity by converging communications in a single system. Integration with GFI Faxmaker — a ShoreTel Technology Partner — delivers faxes directly to email, eliminating the paper chase. Microsoft Outlook integration yields additional advantages by delivering voicemail to email. Camarillo has also integrated ShoreTel with VXTracker, using ShoreTel’s call detail records (CDR) for call accounting, tracking and billing for outside contractors.

“Everyone is more productive with ShoreTel,” Mr. Petropulos said. “ShoreTel Call Manager’s presence feature lets me see immediately if someone I need is available. The call history makes it easy to return missed calls. And ShoreTel’s unified communications means that I have one interface for all my communications. I don’t have to program the handset or dial calls manually.”

Reliability and Performance for the Most Demanding Communications

Downtime is a thing of the past in Camarillo city offices, thanks to redundant ShoreTel switches and distributed voicemail servers at each location to handle outages and switchovers automatically. “We no longer have to baby-sit the phone system,” said Mr. Petropulos. “It’s reliable, it just works.”

ShoreTel’s workgroups and hunt groups ensure that callers reach the people they need in public-facing departments such as public works, utility billing, finance, community development, and the city manager’s office.

Some of the city’s most critical communications are emergency calls. Here too, ShoreTel has delivered outstanding results. The system automatically notifies selected security and emergency personnel at their desktops, compressing response time and speeding help.

A Win for Camarillo Any Way You Measure It

The ShoreTel UC system delivers more than simply streamlined communications for the city of Camarillo. Because it’s easy to add new extensions, it’s easy for people to move into new jobs and cross-train within a division. “Before ShoreTel, cross-training required us to set up a new phone system for the ‘distributed’ department,” Mr. Petropulos explained. “ShoreTel eliminates that kind of workaround. We simply assign a department extension — the phone doesn’t have to be physically



connected to that office.” Similarly, staff who handle licenses and permits can take their desktops and “office phones” with them wherever they go. They don’t feel disconnected.

Reliability and availability are critical to running the city of Camarillo, and ShoreTel is up to the task, according to Mr. Petropulos. “The reason we’re satisfied with ShoreTel is simple. The system meets our needs and works well, all at an attractive price point. We have a powerful, intuitive system that our staff loves. Add in exceptional service, and it adds up to a big win for the city in every respect.”

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ABOUT SHORETEL

ShoreTel is the provider of brilliantly simple Unified Communication (UC) solutions based on its award-winning IP business phone system. We offer organizations of all sizes integrated, voice, video, data, and mobile communications on an open, distributed IP architecture that helps significantly reduce the complexity and costs typically associated with other solutions. The feature-rich ShoreTel UC system offers the lowest total cost of ownership (TCO) and the highest customer satisfaction in the industry, in part because it is easy to deploy, manage, scale and use. Increasingly, companies around the world are finding a competitive edge by replacing business-as-usual with new thinking, and choosing ShoreTel to handle their integrated business communication. ShoreTel is based in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit www.shoretel.com.

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