

BlackBerry Customer Success Story

Unified Communications Company and Customers Succeed with help from BlackBerry MVS

Key Benefits:

- Ability to reduce calling costs
- Quick uptake by employees
- Helps increase productivity of employees



Mitel® is a global provider of business communications and collaboration software and services. Mitel has operations in more than 90 countries; its North American operation is based in Ontario, Canada.

The Challenge

Mitel’s primary business goal is to help customers get what they need from their unified communications (UC) systems – whether that means developing UC systems, IP telephony and mobile solutions or supplying end-user devices such as phones. Mitel knows what its customers need because it faces the same challenge: a need to operate efficiently as a business using the best possible communications solutions. That makes Mitel both a UC supplier and its own customer.

“Part of our workforce is mobile sales people on the road, just like our customers,” said Alan Zurakowski, Director Business Development and Strategic Alliances for Mitel. “We always want to deliver efficiency and productivity because we work from many locations. That’s one of the reasons why we wanted to expand our own telephony system to include mobility.”

Mitel wanted a solution that would unify its fixed and mobile communications systems to streamline the way its mobile employees work, whether in the office or away from their desks. Since Mitel was already a BlackBerry® Alliance member and a BlackBerry® smartphone customer, the company wanted to see if a BlackBerry® solution would meet the challenge.

Industry:

Business Communications and Collaboration Software

Region:

North America

Company Size:

Large Enterprise - 2,000 employees

Email Platform:

Microsoft® Exchange

Solution:

- BlackBerry® Mobile Voice System (BlackBerry® MVS)
- BlackBerry® Enterprise Server

The Solution

Mitel deployed BlackBerry Mobile Voice System (BlackBerry MVS) to unify its fixed and mobile communications in an initial trial with its most mobile employees – sales engineers, corporate leaders and IT personnel. The goal was to see how BlackBerry MVS could help reduce mobility costs and improve productivity.

With BlackBerry MVS, Mitel employees have the same functionality they have on their desk phones when using their BlackBerry smartphones. “It’s great that BlackBerry MVS integrates with key Mitel UC features, such as one-number dialing, putting calls on hold and transferring calls. And it integrates with click-to-dial for internal extensions,” said Zurakowski. “Our employees are using the same processes they enjoy on their desk phones while they use their devices, and that makes it easy on our users. Ease of use is significant.”

Cost savings are also an important feature of the solution. BlackBerry MVS integrates with the Mitel Communications Director (MCD), which is the company’s PBX system. It routes long distance calls made from a BlackBerry

“Potential cost savings for the organization are a big part of what BlackBerry MVS offers. But as an end user, what I really want is an easy, seamless way to make calls – and I can get that with BlackBerry MVS.”

~ Alan Zurakowski, Director Business Development and Strategic Alliances, Mitel

smartphone through the corporate MCD – helping to reduce the cost of cellular roaming charges. The solution also takes advantage of Voice over Wi-Fi® technology to make calls. “We are a Canadian company, but we travel to the US market every day,” said Zurakowski. “Being able to leverage our MCD and Wi-Fi technology can contribute to cost savings.”

As a telecommunications provider, Mitel has a great deal of technical experience and is in the position to assess the value of BlackBerry MVS for its own customers. Mitel notes that BlackBerry MVS is designed to address the specific needs of each BlackBerry smartphone operating system, so rollout can be seamless.

“You don’t have to worry about every smartphone model and operating system for the BlackBerry Enterprise Solution because the logic is already built into BlackBerry MVS,” said Zurakowski. “That means our customers can keep the devices they have without having to make changes when they want to deploy a unified communications solution.”

Mitel’s Benefits

Increased productivity is a significant result. Mitel staff can do internal extension dialing, instead of having to dial area codes and full corporate phone numbers when they travel. They don’t have to remember more than one number for their co-workers, but simply dial the office extensions to reach employees wherever they are – which helps people work faster and smarter, with fewer frustrations.

www.blackberry.com/go/success

“For me, one of the most significant features of BlackBerry MVS is that I’m reachable,” said Zurakowski. “When someone calls me, all my phones ring simultaneously and I also have the option to transfer a call. If I need to leave the office and my call isn’t done, I can quietly transfer the call to my BlackBerry smartphone while I’m on the move – my customer has no idea I’ve done that and I can keep being productive.”

By deploying BlackBerry MVS, Mitel is also helping to increase the value of its own corporate MCD. If people make calls using BlackBerry MVS, more calls are being routed through the MCD – which helps reduce long distance charges and makes the MCD an even more valuable tool. Employees also take advantage of free Wi-Fi hotspots to make voice over Wi-Fi calls.

“BlackBerry MVS adds a feature set that our customers are looking for – such as Wi-Fi calling and ease of use,” said Zurakowski. “But the actual integration with the Mitel piece makes it a real plus for our customers. They’re saying if I’ve already made an investment in BlackBerry smartphones, can I better integrate my mobile solution with my telephone system?”

Mitel products and the BlackBerry solution are already being used in several organizations in the US and Europe by customers taking advantage of complementary solutions with a low total cost of ownership.



Results specific to Mitel Networks Corporation may not be typical. This material, including all material incorporated by reference herein or made available by hyperlink, is provided or made accessible “AS IS” and “AS AVAILABLE” and without condition, endorsement, guarantee, representation or warranty of any kind by Research In Motion Limited and its affiliated companies (“RIM”) and RIM assumes no responsibility for any typographical, technical, or other inaccuracies, errors or omissions in this material and shall not be liable for any type of damages related to this material or its use, or performance, or non-performance of any software, hardware, service, or any references to third-party sources of information, hardware or software, products or services including components and content such as content protected by copyright and/or third-party web sites (collectively the “Third Party Products and Services”). When you subscribe to Third Party Products and Services you accept that: 1. It is your sole responsibility to: (a) ensure that your airtime service provider will support all features; (b) identify and acquire all required intellectual property licences prior to installation or use and to comply with the terms of such licences; 2. RIM makes no representation, warranty or guarantee and assumes no liability whatsoever in relation to Third Party Products or Services. The limitations and exclusions herein shall apply irrespective of the nature of the cause of action and in no event shall any director, employee, agent, distributor, supplier or independent contractor of RIM have any liability related to the material. ©2012 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion®, BBM™ and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. All other trademarks are the property of their respective owners.