

# Proof of Concept

*J.F. White unifies enterprise-wide telecommunications, adds flexibility and reduces cost with the ShoreTel VoIP system.*

## General Communications Partners with Clients to Achieve Outstanding Results

### Client

J.F. White  
Contracting Co.

### Challenge

To replace the Mitel system that was more than a decade old with a more unified, feature rich and flexible communications system.

### Solution

A ShoreTel VoIP system from General Communications

### Results

- Enterprise-wide unification
- Cost savings at headquarters and throughout the field offices
- Advanced features, superior flexibility
- Increased efficiency
- Internal admin

Founded more than 85 years ago, J.F. White is a multi-disciplined contractor with strengths in heavy/civil, design/build, electrical, mechanical, dive and deep foundation systems. Headquartered in Framingham, the firm has a permanent equipment yard in Stoughton and at any one time has 15 – 25 satellite construction field offices with 200 – 500 people.

Notable projects include rehabilitation of the Arlington and Copley MBTA stations, sitework/utilities for the eight-story MIT Cancer Research Facility, and the recently awarded Fore River Bridge Replacement Project that involves the design and construction of a vertical lift drawbridge including approach spans from Quincy and Weymouth.

When Bruce Roberts, IT manager, started his research into replacing the phone system, the company had an aging Mitel system that linked the two offices with an expensive T1 point-to-point service. Each field office was wired independently for phone and data. All calls came in to the field office manager who transferred calls or took messages. The firm was managing and paying multiple phone bills per month.

Objectives for the new phone system included a much more unified solution that would link all offices, cost reduction, extension dialing, internal day-to-day administration, quick deployment for field offices, and excellent service when it is needed.

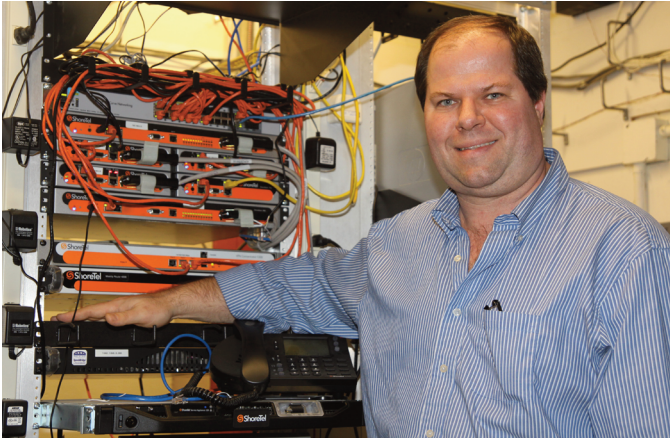
"I was very thorough in my approach because I knew this was a sizable project with a considerable investment in time and resources. We wanted a solution that would work now and be scalable into the future," said Roberts. "I started my research by looking at what Mitel had to offer, however, they did not have a system that was comprehensive enough to cover our entire enterprise. I talked with colleagues to get feedback on their experiences, and then started looking at other vendors including ShoreTel and Cisco."

"I contacted General Communication a little over a year ago and spent a day at their headquarters in Woburn talking about the ShoreTel system — its architecture, features and benefits. The GCC team asked me numerous questions to understand our requirements. They loaned me evaluation units. I also went through the same process with Cisco and decided to partner with GCC and ShoreTel."

"We were very impressed with Bruce's depth of knowledge and due diligence to determine what his firm needed," said Paul Denaro, president of GCC. "We started the process of designing a system that would meet and exceed his expectations. The ShoreTel solution gave us the advanced technology and flexibility we needed to achieve his goals."

The new ShoreTel system uses Voice over Internet Protocol (VoIP) to seamlessly unify headquarters, the Stoughton office and the field offices. All personnel, including those in





*Bruce Roberts, IT manager, with the heart of the ShoreTel system*

the field, use three-digit extensions for internal calling, saving time and making communications more efficient. Management and employees really like this feature. It takes less time to dial and they say that it is easier to contact people. Both headquarters and field personnel also have direct inward dialing (DID) numbers, cell phone mobility and common voice mail.

“An example of the cost savings is that we used to have at least five lines going into each field office, now we have only one in case of emergencies and for people who do not know the number of the person they are trying to reach,” continued Roberts. “Wiring per site is also greatly reduced.”

“External callers can direct dial field employees and if the person doesn’t answer, they can leave voice mail; they don’t have to leave a message with the office manager. Voice mail can also be sent to their cell phones.”

“It is also easier to set up a field office because VoIP installs faster than traditional PBX. Our IT staff sets up the phone and computer systems.”

“The flexibility is outstanding. For example, our engineers, schedulers and safety personnel travel from site to site and they can take their phone number with them. They log in, enter their codes and they’re done. It doesn’t require any admin assistance.”

“The implementation and training phase of the project went very smoothly. GCC pre-staged all the new equipment in our two permanent offices. They had to cut over together — unplug Mitel and plug in ShoreTel.

A couple of weeks before the real cut-over, we did a soft cut-over and everything worked fine, as it did when we went live with the new system.”

“With our field offices, GCC installed the system in the newest project field office sites first; then they worked on the existing field sites. We now have approximately 340 sets in all. Adding and closing field office sites takes much less time, which is also cost saving.”

“We planned two weeks of training: one before going live, the other one afterwards. Each class was about an hour-and-a-half long with eight-to-ten people.”

“As I had hoped, we can do the day-to-day administration internally. All moves, adds and changes can be made from headquarters which results in cost and time-savings. When we do need assistance, GCC is available and matters are resolved, usually within 24 hours.”



*Receptionist Judi Holmberg thought the GCC training on the new system was excellent*

“We are very pleased with both ShoreTel and GCC. ShoreTel is on the cutting edge of technology and GCC is a great partner.”

“GCC listened and asked all the right questions. Since they also have PBX experience, they could anticipate and plan for a seamless transition from PBX to VoIP. Their after-the-sale service has also been unparalleled. Would I recommend GCC...? I already have.”



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