

CUSTOMER EXPERIENCE



ABOUT LINK ENGINEERING COMPANY

Type: Designer and manufacturer of precision testing equipment

Location: Plymouth, Michigan, U.S.

Configuration: Two locations in Michigan, one in Arizona and seven overseas locations

Staff: More than 260 employees

Website: www.linkeng.com

CUSTOMER NEEDS

- Reliable, robust and flexible IP telephony solution at a reasonable cost to replace an aging digital phone system in the company's head office
- Migration to IP in other locations and for overseas employees
- Integration of voice with desktop applications
- Effective collaboration and conferencing tools
- Opportunities for future development with open standards and forward-looking technologies
- A long-term partnership with a dependable service provider

"The flexibility of the Mitel solution is what made us go this way. Not knowing what advancements tomorrow will bring, we're sure that the system, being all software-driven, will be able to handle them."

– Dan Sherada, Vice President of Research and Development, Link

Link Engineering Connects Employees with Mitel Unified Communications

As a multinational designer and manufacturer of precision test equipment for the transportation industry, Link Engineering Company knew exactly what it needed and where it wanted to go when it chose a new communications system to connect employees in various locations. It had to be cost effective, yet totally reliable, robust, resilient, and flexible; the right solution for the company's immediate needs, with forward-looking technologies that would open up present and future potential of unified communications.

In choosing IP solutions from Mitel®, vice president of research and development Dan Sherada and IT administrator Roger Robbins were also looking for a provider to stay with them for the long haul. They wanted an industry leader with strong partnerships – "We were looking for a company with a solid balance sheet."

The immediate need was for a new phone system to replace aging equipment at Link Engineering's head office in Plymouth, Michigan, a suburb of Detroit. The move to an IP platform was an obvious choice, given its flexibility and expandability, particularly for an organization that has various teams collaborating on many different projects at any one time. Now, if the configuration of the office needs to be changed, or if people or equipment need to be moved around, "you can take any terminal or phone and plug it into any open Ethernet connection," says Robbins.

Even before employees had time to fully explore all the collaboration tools, conferencing and other features of Mitel's Unified Communicator® (UC) Advanced, they began to enjoy the benefits of the new system's integration of phone and desktop, Sherada says. People in the purchasing department who have their contact files in Microsoft Outlook can now dial with the click of a mouse. Engineers who are used to doing all their work on their desktop computers, don't even have to turn around or look up from their screens when they hear their phones ringing. Details of the incoming call will pop up on the monitor, so they can decide whether to answer the call, forward, or send to voice mail with a click or a keystroke.



SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP) with Mitel IP phones in the head office
- Mitel Unified Communicator® (UC) Advanced for 100 users in the head office
- Planned migration from Mitel SX-200 to 3300 ICP in the company's Detroit testing lab
- Proposed use of the Mitel Teleworker Solution for overseas employees

RESULTS

- Employees can work more productively controlling their voice applications from their desktops
- Easily installed IP solutions are flexible and scalable
- The Mitel solutions will address existing concerns about connectivity in the Detroit location, ensuring business continuity with an integrated communications system
- Conferencing, collaboration and teleworker solutions promise greater efficiency in working with overseas employees
- The company now has a clear migration path toward increasingly unified communications

The next stage in Link Engineering's route to unified communications is a plan to deploy a Mitel 3300 IP Communications Platform (ICP) at its Detroit testing lab, where a Mitel digital phone system is now in place. Since the lab is linked to the head office by a T1 cable, this will put both facilities on the same network. Robbins says it will not only bring all the advantages of integration, but also assure business continuity.

The company, which has presence in North America, Europe, Asia, and South America, also deployed the Mitel Teleworker Solution to connect employees scattered around the world. So far, Robbins says he is impressed by the way the Teleworker Solution has performed without the need for any technical support. "We plugged it in to a DSL or cable modem and we were very impressed. It just came up and worked without any technical support required."

Shereda and Robbins also have a sophisticated understanding of the rapidly expanding potential of IP communications and know what they want to do with it in future. Their vision of unified communications encompasses cell phones and other wireless devices, as well as landline phones, voice mail, email, instant messaging, multimedia and other online tools. They know that Mitel's IP solutions will be able to take them in that direction, particularly because of its strong adherence to open standards that should interface with any new mobile device or other technology that comes onto the market.

Robbins says he's confident in Mitel's technology. "The flexibility of the Mitel solution is what made us go this way. Not knowing what advancements tomorrow will bring, we're sure that the system, being all software-driven, will be able to handle them."

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