Hewlett Packard Enterprise

Enterprise Computing Solutions

End-to-end networking telephony improves customer support

Objective
Improve collaboration and customer service; eliminate costly legacy system

Approach
Replace legacy voice system with HPE Unified Communications solution for Microsoft® Lync™

IT Matters
• Simplified architecture converges voice and data networks

• Improved network availability, business continuity

• Simplified ability to brand audio and Web conferencing

Business Matters
• Improved collaboration and customer service

• Lowered TCO, with ROI in 1-2 years

• Cut communications costs by more than 50%

• Increased competitiveness with fast response

IT services leader improves collaboration and customer service

Enterprise Computing Solutions (ECS) provides business-critical technology solutions for Fortune 500 and mid-level companies. Since 1995, ECS has helped customers optimize their IT investments by successfully architecting, implementing and managing robust computing environments. Based in Mission Viejo, California, ECS is a Hewlett Packard Enterprise (HPE) Premium Partner that also uses HPE solutions to

optimize its own business efficiency. Recently, ECS replaced an outdated voice network with an end-to-end networking and telephony service from the Hewlett Packard Enterprise and Microsoft Frontline Partnership. The results include lower costs, better internal collaboration and enhanced customer service.

Networking and telephony services are critical at ECS. The company's highly mobile field sales team travels throughout Southern California, and needs to collaborate quickly and easily with customers as well as with colleagues at ECS's Mission Viejo headquarters.

Case study

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Legacy voice system challenges efficiency

ECS was challenged by an 18-year-old voice and voicemail solution that had grown costly and difficult to maintain. The telephone system, discrete from the ECS data network, was supported by analogue T-1 PRI voice circuits with high monthly voice network charges from a nationwide telecommunications provider. ECS sought a more cost-effective IP telephony solution to replace the existing telecommunications system.

"We needed a proven solution to replace our legacy voice and voicemail system that would ensure our customer communication would continue without disruption," says Chief Technology Officer John Foley. "We also wanted to provide our employees with additional capabilities not present in our traditional phone system."

HPE and Microsoft Unified Communications stands out

ECS aimed to converge its legacy voice system onto its current, highly available HPE data network; unify multiple voicemail systems into the company's Microsoft® Exchange 2010 cluster; and eliminate use of costly third-party Web and audio conferencing tools. In searching for a new solution, ECS wanted full integration capability with Microsoft® Office; high resilience and performance; sufficient capacity to support IP telephony and other applications; and scalability to support growth.

ECS considered IP telephony solutions from Avaya, Cisco and others but found them expensive and lacking functionality. The company chose HPE and Microsoft Unified Communications and Collaboration with Microsoft® Lync™ Instant Messaging, Presence, Web Conferencing and Converged Voice. Through their worldwide Frontline Partnership, HPE and Microsoft have designed and engineered this solution to work seamlessly. "We trust the HPE/Microsoft Frontline Partnership to provide fully engineered and tested solutions, supported by two outstanding vendors," Foley says.

HPE Converged Infrastructure underlies solution

The backbone of ECS's end-to-end networking and telephony solution is HPE Converged Infrastructure, which brings together server, HPE Converged Storage and networking resources with holistic management tools. ECS leveraged its existing HPE infrastructure with modest additional investments in a third HPE ProLiant DL380 Server, a minor upgrade to HPE Networking 2910 PoE Switches, and HPE 4120 IP phones. The environment runs on Microsoft Windows® 2008 and is virtualized with VMware® vSphere software in a DRS cluster on the

Customer at a glance

Application
Unified Communications

Hardware
- HPE ProLiant DL380 Servers
- HPE StoreVirtual 4000 Storage
- HPE StoreEver MSL Tape Library
- HPE 4120 IP phones
- HPE Spectre Notebook PC

Networking
- HPE Networking 2910 PoE Switches

Software
- HPE Intelligent Management Center
- HPE Data Protector Software
- Veeam backup
- VMware® vSphere
- Microsoft® Exchange
- Microsoft® SQL Server®
- Microsoft® Office
- Microsoft® Lync™

"Converging our voice and data networking into a single Microsoft and HPE Unified Communications platform enabled us to reduce costs, improve responsiveness to customers and achieve fast ROI."

— Dave Butler, CEO, Enterprise Computing Solutions

ProLiant servers. HPE StoreVirtual 4000 Storage provides robust storage with a three-node, scale-out iSCSi cluster; HPE Data Protector Software with Veeam backup; an HPE StoreEver MSL Tape Library; and HPE UPS power protection. HPE Intelligent Management Center (IMC) software provides end-to-end management. In addition to Lync, this infrastructure runs all ECS business applications including Microsoft Office, Microsoft Exchange, Microsoft SQL Server® and, soon, Microsoft SharePoint®, for approximately 30 workers.

Better customer service at lower cost

The new communications system simplifies how everyone at ECS works, including Foley. Frequently on the road, instead of punching in long conference line data he hits "join now" on his smartphone application for fast connections to ECS-branded conferences. At customer sites, he uses his HPE Spectre Notebook PC for Web Conferencing and Instant Messaging. The Frontline solution improves customer service and enhances internal collaboration—all at a cost of less than half the previous service. Foley expects to achieve Return on Investment (ROI) in less than two years.

"We were able to add capacity to our existing HPE Converged Infrastructure to accommodate the new Lync environment. This simple expansion of our virtual environment had the added benefit of providing for a highly-available telephony solution. We then could collapse our separate voice and data networks into single-provider network that provided us with a lower cost solution to meet our overall communications requirements," Foley says. "Our team is rarely in the office together during the day. The HPE and Microsoft Unified Communications solution allows us to collaborate very effectively whether in the office, mobile or remote."