



MELBOURNE FOOTBALL CLUB SUCCESS STORY

ShoreTel Creates Winning Score for The Melbourne Football Club

CHALLENGE:

- A 10-year old POTS phone system was being used by a leading Australian football club across three sites that was unreliable and expensive to operate and maintain. It couldn't provide the productivity gains or cost reductions to meet its performance goals.

SOLUTION:

- A ShoreTel Unified Communications (UC) solution comprising ShoreTel IP Phone IP560g, IP230, IP115 handsets, ShoreTel IP Phone BB24, ShoreTel Communicator with Professional Access, ShoreTel Communicator with Operator Access, ShoreTel Voice Switch 24A, Voice Switch E1K, ShoreTel 50v switch, ShoreTel Director, ShoreTel IP Phone 8000 phone and ShoreTel Communicator with Mobile access.

BENEFITS:

- An ROI created six months following the ShoreTel UC solution deployment. The cost savings have been considerable with all calls between its three sites being completely free and unnecessary 'admin' being eliminated.
- The ShoreTel solution provides stronger visibility across club operations that create an improved member service experience from club administrators now equipped to manage hundreds of calls at any one time.

A stronger communications backbone and ROI within six months

With an unbroken 150-year history, the Melbourne Football Club (MFC), more popularly named 'The Demons', is a foundation member of the Australian Football League (AFL) and its predecessor competition, the Victorian Football League. The club boasts 35,000 diehard members supported by 150 employees working from a CBD office and sites at the Melbourne Cricket Ground (MCG) and AAMI Park. In spite of its on-field success, the club's internal communications were being hamstrung by a near obsolete LG Nortel Aria phone system. It lacked the reliability and features needed to simply connect employees working between its three operations sites and boost workplace performance.

The LG phone system was installed more than a decade earlier and its software had not been upgraded in that time. Maintenance needs were increasing and the high costs of moves, add on's and changes meant basic service was often postponed or simply not made. As a result, employees relied on their mobile devices to communicate with colleagues and others. In addition to the spiraling costs of this practice, the shortcomings of LG Nortel Aria telephone system were impacting on the club's service delivery to

members. Quite simply, the Demons could not keep up with the communication needs of its growing organisation and member base. There was an urgent need for upgraded technology that could provide reliability and an integrated phone solution.

According to Richard Arnott, IT Manager at the MFC, the Demons needed a UC system that could provide users with the freedom and versatility to maximise their business communications. The LG Nortel Aria system simply could not meet the demand for higher performance from employees and reduced telephony costs.

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IT Manager, Melbourne Football Club

Drive for Improved Reliability and Scalability

Conscious of an upcoming busy AFL season, it was decided to seek out a new telephony system. Based on a thorough evaluation, most telephone providers were able to meet the demands of the Melbourne Football Club, but only in theory. The main requirements for new telephone system included reliability and the scale to expand across three sites and include employees working offsite. These requirements came with the proviso that there would be no major software or hardware costs to meet its needs. However, they were requirements that most other providers couldn't adequately address.

The club looked at various systems including a Cisco offering before deciding on ShoreTel. The ShoreTel offering stood out from competitors due to its ability to provide a unified approach to communications. It provided a simple to use, simple to maintain resource that was flexible enough to meet exacting requirements and accommodate individual needs.

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Arnott explains, “The ShoreTel solution provided the flexibility and resourcefulness so that our three sites could behave like one. We no longer feel like we are working from three silos and had separate needs. ShoreTel has been able to step up to every demand.”

Brilliantly Simple Deployment

The ShoreTel solution was deployed within two weeks without any disruption. Arnott was struck by the simplicity of the roll out. The highly intuitive features of ShoreTel meant employees took up training on the solution quickly. There were no requests for repeat sessions and employees were essentially able to use the system as soon as it was deployed.

“The ShoreTel rollout was fast, simple and effective. It was the ideal IT rollout,” said Arnott.

“The club is witnessing tremendous growth and growth depends on a good communication infrastructure. ShoreTel has been an immense contributor in providing the Melbourne footy club with a strong communication backbone that enables IT and other staff to concentrate on other commitments,” continues Arnott.

Quick Return on Investment

No formal ROI has been conducted on the deployment but senior administrators are conscious of the saving made by the club thanks to ShoreTel.

According to CEO Cameron Schwab, “Even though cost savings haven't been measured it is extremely evident that ShoreTel has already achieved its ROI six months after being deployed.”

Employees can now connect to other employees working within the office or offsite with simple click through. Football club members are seeing the difference in service. Their calls are being addressed efficiently without undue delay. ShoreTel also enables administrators to keep track of conversations and voicemails for future reference and quality control.

The scalability of the system enables seamless connectivity that ensures all employees are connected across all communication channels, which helps the club present itself as one unified professional organisation.

About ShoreTel

ShoreTel is a provider of business communication solutions whose brilliantly simple unified communications platforms, applications and mobile UC solutions promise a new rhythm of workforce engagement and collaboration. With costly complexity eliminated by design from its award winning, all-in-one IP phone system, UC and contact center solution, and its industry leading hosted business phone system, workers enjoy a freedom and self-reliance that other providers can't match. Users have full control to engage and collaborate, no matter the time, place or device, for the lowest cost and demand on IT resources in the industry. ShoreTel is headquartered in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com or shoretelsky.com



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