CONSTRUCTION SUCCESS STORY

ShoreTel and Emeco Holdings Limited

Heavy earthmoving equipment hire in the mining and civil construction industries is a specialist business and increasingly global. For the Australian-listed Emeco Holdings Limited (ASX: EHL), it is a business that draws on 40 years of experience managing a global fleet of more than 1300 heavy earthmoving machines.

Emeco clients range from small businesses to global corporations servicing projects across Australia, Indonesia, Canada and the United States in challenging and often remote areas. Solutions involve capital efficiencies comprising equipment rental, used machinery sales, parts supply and asset management services.

Due to its growth in Australia and prior acquisitions, Emeco was using five separate telephony systems across 12 sites in Australia and its four locations in the U.S. and Canada. This patchwork of systems was creating more problems than it was solving and could not provide the efficiencies needed to leverage the existing network in a cost-efficient manner.

“The telephony system that we were using in Australia was not integrated into the Emeco network. We are using a private IP network at the data level that connects all our sites in Australia as well as those in the U.S. and Canada,” said Alan Doyle, Emeco IT manager. “We didn’t have a window on the costs of our calls except that we were spending a considerable amount on STD and ISD call costs with over 75 percent of these calls being made to and from our own sites.”

In addition, there was no centralised management that could help the company gain the efficiencies being generated elsewhere at Emeco, particularly through the use of quality technology. Each site directory was being managed separately. Changes, moves or adds had to be accompanied by a directory change at every site, on every system, for every directory, every time.

Emeco needed a system that allowed it to leverage its existing IP network, provide consistent telephony between all 16 sites, centralised management of the complete system, and provide direct integration between the system and other UC technologies.

“Our objectives were to improve efficiency and administration of the telephony system and improve productivity through collaboration and information sharing,”
Mr. Doyle said. “We also wanted to reduce costs and instill a sense of belonging within Emeco, which is a global company.”

After sharing the issues with Perth-based telecommunications specialist, Communications Plus, Emeco approached a number of providers for a solution to streamline processes.

“Our existing system was a hybrid system using IP trunking for VoIP traffic. The disadvantage of this system was that when all the channels were exhausted calls were rolled over to the ISDN network at STD rates,” Mr. Doyle explained. “We considered other systems but they were either too costly to implement, or did not provide the flexibility that we were looking for. ShoreTel is considered a market leader and that gave us great peace of mind.”

Emeco selected a ShoreTel UC system comprising 26 ShoreTel T1k, E1k, 30, 50, 90 voice switches, and 270 ShoreTel Phones, models IP 230, IP 565 and IP 560, as well as ShoreTel Personal Call Manager, ShoreTel Operator Call Manager, ShoreTel Mobile Call Manager and ShoreTel Director deployed across Australia, the U.S. and Canada.

Installation in the Australia office went smoothly, and has since been rolled out to other sites.

“ShoreTel’s impact on personal productivity and efficiency has been a major benefit as has been the improvement in the administration and management of the whole telephony system,” Mr. Doyle said. “We have estimated that ShoreTel is saving us, in the ICT section alone, five workhours per week in admin, and this was achieved in the first month.”

ShoreTel Operator Call manager has proved highly popular and provides handy information about incoming calls and caller history before the call is accepted. ShoreTel Mobile Call Manager was also well received by staff, and the inclusion of a ShoreTel CSTA server helped provide seamless integration with the organizations existing Microsoft framework. Connections can be made using IM or email.

**Ease of management**

Alan Doyle said that there were demonstrable improvements in personal efficiency by staff using ShoreTel Call Manager. “The ShoreTel Call Manager applications let users see who is available and where and when they can take calls, whether they are at their workstation or on the road as well as receive messages, which can be shared. They also get detailed reporting on all calls, which is important when they need to contact someone overseas and there are different time zones involved,” Mr. Doyle explained.

Staff can now make changes required to the system like adding people, changing numbers or moving handsets around the site offices, thanks to the brilliant simplicity of ShoreTel Director, the centralized system manager interface.

“Internal IT staff really like this feature,” he said. “It frees them up for more productive work. You basically just plug the handset into the system and from there everything is essentially automated including your directory management. The ShoreTel system has plenty of capacity and can scale up to 10,000 users. This provides long-term value over the life of the system.”

**Efficiencies for growth and mobility**

The remote mobile capabilities of the ShoreTel UC system have created notable efficiencies for Emeco. “A number of Account Managers use the ShoreTel Mobile Call Manager, saving them enormous time and effort,” Mr. Doyle said. “The system goes with them as they are constantly on the road. You can also use ShoreTel Mobile Call Manager on various other handsets. Mobility is going to be a major future focus for us. With the project-to-project nature of our work, staff spend more time outside the traditional office environment. However, they also need the full resources of their desktop on their mobile and other devices, and the flexibility to elect where and when they use these resources. The ShoreTel system currently meets these needs.”
Long term benefits

Emeco’s original objective for deploying ShoreTel was the need for more efficient telephony that could provide a variety of productivity benefits to its operations in Australia and overseas. “We are already achieving those benefits,” Mr. Doyle said. “We are also obtaining a variety of cost savings in STD and ISD calls to and from our sites that are now free. IT staff are now saving time on admin tasks that can be spent on more productive work, and the ShoreTel UC system provides great flexibility to users on how they use their telephone either from their PC or a handset. ShoreTel has made everyone’s jobs easier.”

About Emeco Holdings Limited

Emeco (ASX: EHL) is a leading global provider of heavy earthmoving equipment with offices in Australia, Indonesia, Canada and the USA. Emeco has integrated rental, sales, parts, maintenance and procurement into a single business for high reliability, low-houred heavy earth moving equipment for the mining and civil construction sectors. Emeco is not aligned with any earthmoving equipment manufacturer and has a global fleet approaching 1300 machines. Emeco’s ordinary shares are traded on the Australian Stock Exchange under ASX code EHL.
Visit: http://www.emecogroup.com/

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

About Communications Plus

Communications Plus has a highly dedicated team of professionals with over 30 years of experience in telephone system supply and support. Communications Plus is one of the market leaders in the Western Australia communications industry. Its reputation has been built on the provision of personalised service to clients at the small, medium and enterprise levels. The company enjoys strong relationships with major suppliers, and confidently provides the right solution for any application at a competitive price. Communications Plus can tailor a communication solution and assist organisations take advantage of the cutting edge of technology.
Visit: http://www.comsplus.com.au

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