



#### RETAIL SERVICES SUCCESS STORY

## AND 1 Transitions to VoIP: Nothing but Net

Leading Basketball Footwear and Apparel Company Saves Money, Simplifies Management, & Improves Reliability with ShoreTel VoIP

#### CHALLENGE:

- AND 1's outdated NEC analog phone system was costly to repair, unreliable, and difficult to manage. Additionally, in order to upgrade the system to support Microsoft Exchange 2000, it would have cost over \$80,000.

#### SOLUTION:

- After evaluating Alcatel, Avaya, Cisco, and ShoreTel, AND 1 deployed a ShoreTel telephony system, including analog and IP phones, as well as voice switches and software, at the company's Paoli, Pennsylvania and Portland, Oregon locations.

#### BENEFITS:

- The new ShoreTel solution saves AND 1, which is running VoIP over virtual private network (VPN) between its Oregon and Pennsylvania locations, at least \$12,000 a year on dedicated point-to-point connections. The solution also simplifies management and administrative tasks, improves reliability with its distributed architecture, and gives employees powerful communication features tightly integrated with Microsoft Outlook. The end result is a cost-effective and reliable system which is crucial to the retail industry.

AND 1, the basketball footwear and apparel company recently acquired by American Sporting Goods which owns Avia, Ryka, Nevados, Yukon, Turntec, NSS and Apex, has more than 20% of the NBA wearing AND 1. AND 1 is the basketball term for making a basket while getting fouled: two points AND 1 free throw. AND 1, which has its headquarters in Paoli, Pennsylvania and offices in Portland, Oregon, Dongguan City, China, Taipei, Taiwan and Amsterdam, Netherlands runs the AND 1 Mix Tape Tour, featuring the nation's top street basketball players, and has a full roster of NBA endorsers, including Jason Williams, Memphis Grizzlies, Stephon Marbury, New York Knicks and Rafer "Skip to my Lou" Alston, Toronto Raptors.

#### Ready for Change

In mid-2004, AND 1 was using an outdated NEC analog phone system, which was proving to be costly to repair, unreliable, and difficult to manage. Moves, adds and changes were tremendously complicated and ate up the time of network operations staff. In addition, AND 1 was migrating to Microsoft Exchange 2000 and the existing NEC

system was incompatible with it. AND 1 realized it was time to upgrade or make a change altogether.

To upgrade the existing NEC system, it would have cost the company more than \$80,000.

"We asked about an upgrade and learned it would cost us more than \$80,000 to become compatible with Microsoft Exchange 2000," said Adam Resnick, Manager of Network Operations for AND 1. Resnick and his team knew there was a better way, and Voice over IP (VoIP) was the answer.

#### The Strategy

AND 1 reviewed solutions from Alcatel, Avaya, Cisco, and ShoreTel and spoke with many customers throughout the evaluation process. After hearing glowing ShoreTel references and many negative comments about customer difficulties using other solutions, AND 1 decided to go with ShoreTel. AND 1 was impressed with the quality and reliability of the ShoreTel solution, which incidentally cost about half of what it would have cost to upgrade the existing NEC system.



"[Using Personal Call Manager,] our employees can make calls right from Microsoft Outlook with a simple mouse click, send a voice mail message over e-mail, change phone settings, and retrieve voice mail messages."

**Adam Resnick**  
Manager of Network Operations  
AND 1

"While the system saved us 50% up front, the reliability is really the reason ShoreTel is right for us," said Resnick. "You could potentially lose hundreds of thousands of dollars in revenue if the phone system fails for any length of time. The quality of the hardware and software is what convinced us to go with ShoreTel."

### The Game Plan

ShoreTel provided AND 1 with more than 170 ShoreTel Phones, both IP as well as analog phones which would capitalize on AND 1's existing copper. Seven ShoreGear-120/24 switches—which each support up to 120 IP Phones or up to 24 analog ports—reside in AND 1's Paoli building and two more are deployed in Portland. A ShoreTel ShoreGear-T1 provides high-density trunking to AND 1's central office, and ShoreTel SoftPhone gives employees the ability to turn their laptops into VoIP phones from home or from the road.

ShoreWare Director, ShoreTel's browser-based management interface, allows AND 1 to manage the site and the entire system, including the PBX, voice mail, automated attendant and desktop applications. A dedicated Windows 2000 server is used for voice mail, acting as the company's interface to Personal Call Manager, ShoreTel's network client that integrates the system with Outlook on the desktops.

"We love ShoreTel Personal Call Manager," said Resnick. "Our employees can now make calls right from Microsoft Outlook with a simple mouse click, send a voice mail message over e-mail, change phone settings, and retrieve voice mail messages."

Reliability is also boosted, which is critical because AND 1 relies on orders from its resellers via phone. "It is imperative that callers reach a live person when they call AND 1," said Resnick. "With our receptionists using Call Manager, they easily transfer callers to a live person because they can see who's on the phone before they route it."

### Scoring Points

The ShoreTel implementation to Paoli and Portland took three weeks to complete and the benefits were immediately

obvious, from cost savings and system reliability to management simplicity. AND 1 runs VoIP over a virtual private network (VPN) between its Oregon and Pennsylvania locations, saving the company approximately \$12,000 a year on dedicated point-to-point connections. In addition, Resnick's team no longer needs to dedicate as much time supporting its employees when it comes to moves, adds, and changes.

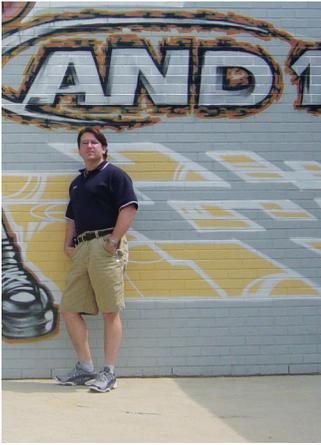
"When a user moves, it takes just a few seconds to re-configure a switch from ShoreWare Director and we're done, as opposed to ripping out cabling and physically moving the phone," said Resnick. "From a phone standpoint, office re-organizations take about 75% less time. Not to mention the added feature of being able to take your office phone in to a conference room on a day-to-day basis. The less time network operations personnel spend on these things, the better. We now have that time available to work on more strategic issues."

### Slam-Dunk

As of July 2005, AND 1 had 190 users in Paoli and Portland on the ShoreTel VoIP system. The old solution gave AND 1 very little administrative control, while ShoreWare Director and Call Manager are invaluable self-service tools, freeing network operations staff of many day-to-day tasks they had to tackle with the NEC system. "From a systems administrator standpoint, the ShoreWare Director dwarfs the NEC system," said Resnick. "The NEC system involved a cryptic graphic interface connected to the phone system by a modem, and it was a standalone application. The ShoreWare Director is a secure web interface, accessible from any PC in the company, and extremely easy to use."

Another benefit over the old system is the footprint size of the ShoreTel equipment. The old NEC system took up half a wall in the server room, while the ShoreTel phone equipment takes up only a third of a standard rack.

"Users don't need to be technical experts, and all of our employees like the ShoreTel phones and have adapted quickly," said



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Manager of Network Operations  
AND 1

Resnick. “Once we had the ShoreTel VoIP system up and running, everybody saw the benefits. It’s apparent to everyone that the system is far superior to what we had—we didn’t need to bother doing an ROI workup.”

### Eyes on the Prize

At some point in the future, AND 1 would like to deploy the ShoreTel system to its Taiwan and China offices so that they’d have VoIP in all of their offices and be able to manage the entire system from the Paoli operations center. “VoIP in the APAC offices would let us make calls halfway around the world with no added cost,” said Resnick. “The ShoreTel IP switches could communicate over our existing WAN connections. The cost savings would be tremendous.”



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### 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](http://shoretel.com) or [shoretelsky.com](http://shoretelsky.com)



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