



CanWest Global Communications Corp.

Headquartered in Winnipeg, Manitoba, Canada, CanWest Global Communications Corp. is Canada's largest integrated media company, featuring a wide range of diversified media holdings, including newspapers, a coast-to-coast Canadian broadcasting network, out-of-home advertising, specialty cable channels, radio networks and web sites in Canada, New Zealand, Australia and the Republic of Ireland. CanWest publishes some of Canada's oldest and most respected metropolitan daily newspapers as well as 10 major metro dailies and 27 smaller daily, weekly and community papers in communities throughout British Columbia. CanWest's growing interactive media business includes online sites canada.com, working.com, [FP infomart.ca](http://FP.infomart.ca) and [FP DataGroup](http://FP.DataGroup). The company's mission is to inform, enlighten and entertain people everywhere so as to improve the quality of their lives. For more information, visit www.canwestglobal.com.

Challenge

From its first independently operated over-the-air television service in 1975, CanWest has grown and expanded into a publicly-traded global media company with business interests on three continents. Its growth can be attributed to timely acquisitions, shrewd management, strategic risk-taking and the ability to capitalize on emerging technologies.

CanWest's voice communication network was a hodge-podge of standalone systems installed over time as its business needs required. In 2001, CanWest created a Shared Services Unit in its downtown Winnipeg headquarters to support its rapidly expanding media portfolio of print, television and interactive operations across the country. The Shared Services Unit included an advanced customer contact center supporting the circulation requirements of its newspaper operations and an information technology and data group to manage IT systems across the company. Centralizing its management and standardizing on a single communications solution would lower costs, improve productivity, offer consistency and stability, and position CanWest for easy growth and upgrade opportunities.

Solution

In the heart of Nortel Networks country, CanWest chose an Avaya IP Telephony Solution for its intelligent communications needs, including 10 Avaya DEFINITY® Communications Servers and Avaya S8700 Media Servers running Avaya Communication Manager with Octel® Voice Messaging capabilities.

CanWest uses an Avaya Contact Center Solution for both inbound and outbound contact center applications in Montreal and Winnipeg and efficiently manages five separate centers with a single Avaya Call Management System. The contact center in Winnipeg uses the Avaya Predictive Dialing System for its outbound agents and integrates seamlessly with call recording software from NICE Systems. CanWest ensures network uptime with maintenance services from Avaya Global Services.

Next steps for CanWest include plans to upgrade remote locations currently using other vendors' equipment and to create a single communications network connecting its enterprise.

Applications and Services

- Avaya MultiVantage™ Communications Applications
- Avaya Communication Manager
- Avaya DEFINITY® Communications Servers
- Avaya S8700 Media Server
- OCTEL® 250 Messaging Server
- Avaya Call Center Elite Software
- Avaya Call Management System
- Avaya Predictive Dialing System
- NICE Call Recording
- Avaya Maintenance Agreement

Results

- By flattening, consolidating and extending its communications network, CanWest has **reduced costs and improved productivity.**
- Standardization of equipment **eliminates need for training** and makes moving between locations easier.
- Ability to administer multiple systems with a single network management interface **lowers costs** and ensures **reporting consistency.**
- Round-the-clock service **guarantees network availability.**
- Scalable network offers **unlimited growth potential**, allowing CanWest to add personnel or applications as business technology needs require.
- Standards-based Avaya communications solutions easily integrate and interoperate with other vendors' applications.

“Streamlining operations with a standardized, state-of-the-art communications platform from Avaya has helped us to create a best-in-class contact center for CanWest’s various businesses, which can support emerging technologies and grow as our business needs require.”

– Mila Maximets, Telecommunications Manager

For more information on organizations using Intelligent Communications, contact your Avaya Client Executive, Avaya authorized BusinessPartner or visit www.avaya.com, and click on “How to Buy.”



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