



Case Study

Apex AV Rentals

Nortel extends to Western Canada's leading audio-visual provider a converged voice and data communications system ideally suited for a mobile workforce.

- The customer:** Apex AV Rentals
- Country:** Canada
- Industry:** Audio-visual rentals for multimedia shows and events
- Challenge:** To provide a workforce that's ever on the move with easy access to office and cell phone messages and e-mail, from one device, wherever they may be
- Solution:** Nortel Business Communications Manager 50, providing an affordable converged voice and data solution for accessible communications with customers, clients and colleagues

The scenario

Some clichés gained cliché status for a very good reason. They're true.

Such is the case with the old saying, "Time is money," as it applies to Apex AV Rentals, Western Canada's leading provider of audio-visual services. Time is a particularly precious commodity for Apex AV Rentals. Here's why.

Although many businesses face, on a daily basis, the challenges presented by the need to maintain prompt communications between multiple sites, branch offices, franchises, etc. — with customers, clients, colleagues and on, Apex AV Rentals is confronted with these challenges in the extreme.

Complicating communications management for this Calgary, Alberta-based company is the fact that not only is the majority of its staff always out in the field at different venues every week, but they are also quite frequently somewhere within the deep recesses of a convention center or banquet hall. While laying in the multimedia



The BCM50 is the ideal choice for businesses that need up to 20 stations, with room for growth to up 40 or more.

infrastructure for an event that is to begin in, say, 12 hours, with 13 hours of work to be completed in that timeframe, and very much under the gun, they are generally out of immediate communication. This technician has a phone, a laptop and voice mail back on the office desk — but very little time.

What that technician needs is one easily accessible means of retrieving all those messages from each of these devices as expeditiously as possible.

Apex AV Rentals president Steve Read expressed, somewhat wistfully, to his value-added reseller TP Communications, his desire for something resembling a solution of this nature. As fate would have it, TP Communications knew of precisely such a solution — a new solution for small and medium businesses from Nortel — one for which Apex AV Rentals just might be an ideal match: The Nortel Business Communications Manager 50, an “awesome product,” in TP Communications’ words.

The solution

The Nortel Business Communications Manager 50 (BCM50) proved, in fact, to be exactly the right match for Apex AV Rentals.

The BCM50 is an easy-to-use, reliable, cost-effective solution — an all-in-one platform for converged voice and data communications, sized and priced to meet the needs of small and medium businesses. The BCM50 supports traditional telephony, IP-enabled or pure IP telephony, or a mix, with a smooth migration path from one to the next.

The BCM50 is the ideal choice for businesses that need up to 20 stations, with room for growth to up to 40 or more. BCM50 is perfect for businesses somewhat smaller than multi-national corporations but looking for the same caliber of client interface as those larger corporations.

The BCM50 offers comprehensive advanced capabilities, including unified messaging, IP networking, Internet/intranet access, contact centers and skills-based routing. Its voice messaging feature allows callers to leave a message for a particular employee or department; the system can then add calling time and date, calling-line ID and priority level.

The results

The immediate issue for Apex AV Rentals was pretty simple, although twofold.

First, the “old” way of handling calls that came into the head office but that were intended for employees in the field was to either transfer the call to the intended recipient’s voice mail box or give the caller the employee’s cell phone number. Second, as Read explains, “In the past, we just haven’t been very good about checking our voice mail when we’re out in the field.” And even when in the office, checking voice mail would sometimes get a low priority. “I’m in front of my PC all day, so e-mail is much more convenient.”

The immediate imperative, then, was also a simple one: a mechanism to convert voice mail to e-mail, and to get messages most expeditiously to the appropriate party, which in Apex AV Rental’s case is via e-mail.

Done and done — and with no hassles. The facilitator was the BCM50’s unified messaging feature. Unified messaging allows users to manage all their voice, fax and e-mail messages from a single application on a multimedia-equipped PC or laptop.

Moreover, Apex AV Rentals found the BCM50 to be easy to install, and easy to manage as well. When approached with the chance to serve as a Beta site for the newly released BCM50, Read jumped at the opportunity. "It brings us functionality that we really needed. It allows me to manage my voice mail much more efficiently."

Manageability was a primary reason TP Communications director Tom Haley was convinced the BCM50 was the right choice for Apex AV Rentals.

"The system has very flexible key codes, which makes it very easy to upgrade as you go," Haley points out. "It's easy for them to identify what they want in the field and make the appropriate changes. A great thing about it is that flexibility. You don't have to implement the features all at once; you can just grow with it at your own speed."

Another feature of the BCM50 that Apex AV Rentals has been pleased with is automated attendant, which answers calls after hours with a personalized greeting and then routes the call to the appropriate party depending on when the call came in — with particular options for day of week, time of day or holidays — and on calling line ID. Automated attendant also allows callers to self-direct to exactly the right destination.

"Instead of our customers getting a recording," says Read, "and getting the same message whether it's an emergency or not, they can get their call forwarded appropriately. They don't have to hang up and call again; they have the option to connect directly."

In addition to improving customer service — and making his field folks' lives much easier and more productive, Apex AV Rentals has already benefited from sustained cost savings through reduced long distance fees and also hopes to reduce the number of lines required, in that fewer calls will need to be transferred. Each line reduced should save the company, by Read's estimation, CDN\$40 to \$50 a month. Read figures that he's already slashed his monthly phone bill by a third.

As TP Communications predicted and Read confirms, the BCM50 has proven to be convenient, easy to use... and a time saver. And, as you may have heard, "Time is money."

Read is quite happy with the system. And Haley of TP Communications is equally pleased with his evolving relationship with Nortel.

"We're excited about the BCM50," Haley affirms, "and about growing our relationship with Nortel. The BCM50 has proved to be a good fit for a wide range of TP Comms' customers. And with the releases planned for 2006, it just keeps getting better."

"We're excited about the BCM50, and about growing our relationship with Nortel. The BCM50 has proved to be a good fit for a wide range of TP Comms' customers. And with the releases planned for 2006, it just keeps getting better."

— Tom Haley, director,
TP Communications

Since its inception in 1980, the Apex AV Rentals team has executed thousands of multimedia shows and events, ranging in size from small boardroom presentations to prestigious, large-scale events. Its extensive experience includes providing AV support for meetings and conventions, tradeshows, as well as corporate and media events. Apex AV is equally at home in a small hotel meeting room or a large tradeshow, meeting or convention facility.

TP Communications has a wealth of experience in the telephone and data industry, and can advise on the implementation, design, installation and maintenance of analog and digital telephone systems, voice mail systems, paging systems and data network infrastructure.



In the United States:

Nortel
35 Davis Drive
Research Triangle Park, NC 27709 USA

In Canada:

Nortel
8200 Dixie Road, Suite 100
Brampton, Ontario L6T 5P6 Canada

In Caribbean and Latin America:

Nortel
1500 Concorde Terrace
Sunrise, FL 33323 USA

In Europe:

Nortel
Maidenhead Office Park, Westacott Way
Maidenhead Berkshire SL6 3QH UK
Phone: 00800 8008 9009 or
+44 (0) 870-907-9009

In Asia Pacific:

Nortel
Nortel Networks Centre
1 Innovation Drive
Macquarie University Research Park
Macquarie Park NSW 2109 Australia
Tel: +61 2 8870 5000

In Greater China:

Nortel
Sun Dong An Plaza
138 Wang Fu Jing Street
Beijing 100006, China
Phone: (86) 10 6510 8000

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Our next-generation technologies, for both service providers and enterprises, span access and core networks, support multimedia and business-critical applications, and help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people with information. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

Nortel, the Nortel logo and the Globemark are trademarks of Nortel Networks. All other trademarks are the property of their owners.

Copyright © 2006 Nortel Networks. All rights reserved. Information in this document is subject to change without notice. Nortel assumes no responsibility for any errors that may appear in this document.



NN113000-091106

NORTEL