

CUSTOMER EXPERIENCE



ABOUT MORRIS TECHNOLOGY

Type: Technology-solutions company servicing the media space

Location: Savannah, Ga., U.S.

Website: www.morristechnology.com

CUSTOMER NEEDS

- Increased accessibility of Morris employees no matter location or device
- Reduce travel costs, wasted time, and frustration
- Increase communications between dispersed locations
- Improve productivity

“Mitel Dynamic Extension has increased my teams’ ability to stay connected, communicate better, have greater connectivity with our customers and their teams on the fly from any phone device (be it landline or mobile), as well as at the same time reduce my costs. This means my teams have increased productivity and communications capabilities to compete in today’s challenging markets.”

— Jim Goodlett, President,
Morris Technology

Morris Technology Extends Competitive Advantage with Mitel Dynamic Extension

Morris Technology LLC provides critical infrastructure solutions and services to the media industry, including print, broadcast, and multimedia. Operating on an ASP model nationwide, the company helps its clients identify and implement best-of-breed solutions that facilitate connecting, communicating, and transacting news and content in different modalities, as well as managing their subscription service systems. Morris Technology also offers network and telephone system management and a wide range of consulting and technical support services.

One of the first tasks Morris Technology President Jim Goodlett faced after the company’s launch in May 2004 was ensuring that employees could communicate efficiently and cost-effectively with clients and affiliates around the country. To deal with the rising travel, staffing, and training costs, Morris chose to deploy a Mitel® Unified Communications Solution.

“Saving tens of thousands of dollars in administrative overhead each year is certainly significant,” says Goodlett. “But the cost benefits of unified communications pale in comparison to the savings we have achieved through audio and web conferencing and the resultant 300 percent increase in staff efficiency, garnered by implementing the Mitel solution.”



SOLUTION COMPONENTS

- Mitel Dynamic Extension
- Mitel Quick Conference
- Mitel Teleworker Solution
- Mitel Unified Communicator® (UC) Advanced
- Mitel 3300 IP Communications Platform (ICP) with unified messaging and automatic call distribution

RESULTS

- Improved communications between staff and customers
- Enhanced productivity across organization
- Lower operating costs

The combined Morris solution comprising of the Mitel 3300 IP Communications Platform (ICP), Mitel Unified Communicator® (UC) Advanced, Mitel Quick Conference, Mitel Mobile Extension and Mitel IP phones together achieved an ROI in less than six months.

“One of the reasons we selected Mitel as our communications solutions provider is that they understand that the phone of today and tomorrow has to deliver more than voice functionality,” Goodlett says. “It has to reflect the fact that the way we communicate encompasses multiple channels. Mitel Unified Communications Solutions deliver on this vision, and in doing so empowers us to reach unprecedented levels of productivity and enhanced customer satisfaction while also minimizing operational costs—internally and for our customers.”

But this step was only the beginning for Goodlett and Morris Technology. As one of their product verticals, Morris provides clients with around the clock service meaning it was imperative to have employees accessible no matter if they are at their desk, down the hall, or in another state.

Whether it be team members from sales, engineering, solutions development, training, or executive management, Morris needed greater connectivity capabilities for employees while on the road to ensure seamless communication with internal teams and customers.

Having used Mobile Extension for five years and knowing the benefits of it, Goodlett did not hesitate to explore what Mitel Dynamic Extension could do for his business.

“Being mobile is in the DNA of my business. That is why our company bought into Mitel’s Mobile Extension application on the 3300 ICP from the beginning. It increased productivity of my engineering service and support team making them more mobile and responsive.

“But Mitel’s Dynamic Extension literally ‘extended’ our competitive communication weapons beyond the Mobile Extension application we already reap the benefits from.”

Embedded in Mitel Communications Director, Dynamic Extension makes any device an extension of the corporate network. With single-number 'reachability,' calls to Morris employees' business number will simultaneously ring up to eight devices in their personal ring group no matter their location. These same devices can place calls through the Mitel Communications Director providing additional savings on long distance charges.

Therefore Morris employees can now be away from their desk, at home, at a remote location, or even at a customer site on a phone associated to a different PBX and still be able to access the company corporate network. All they have to do is dial into the corporate PBX, authenticate themselves as an employee, and then make calls as they would from their desk phone.

"Having access to the same communications functionality and in-call features such as conference calling and call transfer as I have on my desk phone from anywhere is key. When every call counts, I need my teams to be equipped with the communications tools to ensure we continue being highly productive."

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MORRIS TECHNOLOGY

Global Headquarters

Tel: +1(613) 592-2122
Fax: +1(613) 592-4784

U.S.

Tel: +1(480) 961-9000
Fax: +1(480) 961-1370

EMEA

Tel: +44(0)1291-430000
Fax: +44(0)1291-430400

CALA

Tel: +1(613) 592-2122
Fax: +1(613) 592-7825

Asia Pacific

Tel: +852 2508 9780
Fax: +852 2508 9232

www.mitel.com



For more information on our worldwide office locations, visit our website at www.mitel.com/offices

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