

Canary Wharf Adds IP and Contact Center to Growing Mitel Telephony Network

CUSTOMER NEEDS

- A single voice network across a developing site with multiple locations
- Improved customer and staff service using enhanced contact center features
- Flexible IP telephony that can grow with the business

SOLUTION COMPONENTS

- Mitel 3300 Integrated Communications Platform (ICP)
- Mitel SX-2000
- Mitel 5220 and 5240 IP Phones
- Mitel Contact Center Solution (6100)
- Mitel OPS Manager
- Mitel Management Access Point (MAP)

RESULTS

- Robust network offering staff and tenants a reliable communications infrastructure
- Enhanced telephony with sophisticated phone features
- Flexible network to suit the dynamic nature of the business
- Improved contact center call handling



Canary Wharf in London's Docklands comprises a magnificent, Grade A commercial business and leisure complex. It is hugely successful and has become the prime location of choice for a large number of prestigious tenants including: the Financial Services Authority, Citigroup, Lehman Brothers, Credit Suisse First Boston, HSBC and Reuters.

Canary Wharf offers a variety of unique propositions: spacious accommodations, super-fast road / rail / air services, on-site specialist services, superb outlook and excellent shopping. In addition, it offers the latest voice and data communications solution within its properties, a service that is critical to its financial and high-tech clients.

Today Canary Wharf Group plc can proudly boast a dynamic expansion program, all in all a huge and continuing success story.

The Challenge

Paul Stubbs, Canary Wharf Group Head of IT, describes the development as iconic, and because of the ever-changing nature of the 86-acre complex, it is essential that any data or telephony infrastructure is resilient, scalable and flexible.

Stubbs was attracted to the Mitel® portfolio because of the company's proven track record of migrating traditional telephony to converged IP networks.

The Solution

Today telephony at the Canary Wharf is based around the Mitel SX-2000, which offers feature-rich voice communications, centralized management, high levels of scalability and seamless networking capabilities. The SX-2000 provides the main platform for



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Customer Experience

→ Canary Wharf

ABOUT CANARY WHARF GROUP

The Canary Wharf estate extends over 97 acres and contains over six million square feet of office and retail space, with a further 8.1 million under construction. As Europe's fastest growing business district, Canary Wharf contains more than 200 retail premises, 3.9 hectares of landscaped open space and a working population of 65,000.

"Mitel's IP telephony is a business enabler that has proven easy to install and manage, with outstanding functionality. For Canary Wharf Group, telephony is a crucial communications tool. Although email plays a key role, our staff, tenants and visitors need a robust telephone network, and Mitel gives us that core backbone. The Mitel Networked Business Solutions has enabled us to build a scalable, flexible telephony network, based on the tried and trusted Mitel SX-2000 and the state of the art Mitel 3300 ICP, which will allow us to remain as flexible as our business."

Paul Stubbs,
Canary Wharf Group Head of IT

voice communications and call routing for some 700 staff across the estate. Stubbs explains: "Wherever there is a member of staff there's a phone, even construction staff working on floating barges in the Dock – we just float out an 'umbilical cord' and connect them."

The SX-2000 is currently being used as a conventional PBX. One of the key product benefits that attracted Canary Wharf initially was the SX-2000's ability to be configured and expanded in a modular way to meet growing communications needs. The other compelling reason was the simple migration to IP, which protects the organization's initial infrastructure investment. Canary Wharf also uses the Mitel OPS Manager to enable network moves, adds and changes (MACs) to be managed centrally and online.

Canary Wharf's migration to VoIP has already started. A new "greenfield site" which today houses the complex's Estate Control Center – responsible for monitoring the entire estate – provided the ideal opportunity to install a Mitel 3300 Integrated Communications Platform (ICP), ensuring scalability and the ultimate operational efficiency. The Mitel Contact Center Solutions (6100) provides the Canary Wharf help-desk team with a way of managing call flows more efficiently using the advanced functionality of IP telephony.

The Results

The proven efficiency and scalability of the current telephony infrastructure has resulted in Mitel technology being at the forefront of any future developments.

The new Estate Control Center is based around the Mitel 3300 ICP, designed to enhance the services that Canary Wharf can offer its tenants and staff. The new communications infrastructure will accommodate both internal and external calls, while the enriched features will ensure that calls are routed more effectively and pressure on the call agents is minimized.

Stubbs concludes: "Mitel's IP telephony is a business enabler that has proven easy to install and manage, with outstanding functionality. For Canary Wharf Group, telephony is a crucial communications tool. Although email plays a key role, our staff, tenants and visitors need a robust telephone network and Mitel gives us that core backbone. The Mitel Networked Business Solutions has enabled us to build a scalable, flexible telephony network, based on the tried and trusted Mitel SX-2000 and the state-of-the-art Mitel 3300 ICP which will allow us to remain as flexible as our business".

www.mitel.com



North America
(613) 592 2122
1 800 648 3579

Benelux
Tel: +31 (0)30 85 00 030
Fax: +31 (0)30 85 00 031

Middle East
Tel: +971 4 3916721
Fax: +971 4 3915288

Latin America
(613) 592 2122
1 800 648 3579

Italy
Tel: +39 02 2130231
Fax: +39 02 21302333

South Africa
Tel: +27 82 559 8688
Fax: +27 11 784 6916

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

Germany, Switzerland, Austria
Tel: +49 (0)211 5206480
Fax: +49 (0)211 52064899

Asia-Pacific
Tel: +852 2508 9780
Fax: +852 2508 9232

France
Tel: +33 (0)1 61 37 00 90
Fax: +33 (0)1 61 37 00 99

Portugal and Spain
Tel: +34 91 350 66 33
Fax: +34 91 350 70 14

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