

Auto Malls Migrate to IP Telephony to Upgrade to Fully-Loaded Communications

CASE STUDY

Fitzgerald Auto Malls overhaul their older facilities with the NVT Phybridge switch innovation.

Executive Summary

Fitzgerald Auto Malls
Industry: Automotive Retail
Location: 15 Across North America
Number of Employees: >500

CHALLENGE

- Centralize its call control management.
- Older facilities with different data networking environments.
- Infrastructure overall could be costly and time-consuming given their multiple locations.

SOLUTION

- Mitel solution powered by NVT Phybridge Long Reach Ethernet switches.

RESULTS

- Leveraging existing infrastructure eliminated all disruptions and risks.
- Secure network with a separate physical path for voice.
- Overall improvement in the ability to manage call control.
- Graceful non-disruptive migration.

PRODUCT LIST

NVT Phybridge PoLRE Switch Series

In business for nearly 50 years, Fitzgerald Auto Malls is a car dealership that has 15 locations spread out across three states: Maryland, Florida and Pennsylvania. Relying on a phone system that was over 25-years-old, the dealership desired to upgrade its telephony infrastructure in order to take advantage of IP-based solutions.

Some of Fitzgerald's locations are older facilities with aging and patchwork network wiring, and the company decided it was time to install a more reliable telephony solution in order to take advantage of modern communications tools.

"Due to the difficulty in running direct runs back to our phone system, many hubs and switches have been put in place over the years," explains Jerry Roberts, purchasing manager at Fitzgerald Auto Malls. "This is not the way IP phones are designed to operate."

With aging and impractical infrastructure in place, Fitzgerald Auto Malls needed a telephony solution that was both easy to implement and modern.

Challenge

For Roberts, the most important issue regarding LAN readiness and the requirements for the project was whether it would be a successful migration that was also affordable, which would leave the dealership with extra money that could then be invested in other applications.

The company also hoped that the project would consist of a graceful migration that would reduce stress on employees and ensure high quality of service no matter how much traffic was on the network at any given time. The company also desired a solution that would ensure voice continuity in the event of network downtime and reduce the complexities associated with change management. Additionally, the company hoped that after the project was complete, the stresses, costs and complexities associated with managing a new system were reduced as well.

As the importance of telephony cannot be overstated, decision makers at Fitzgerald began doing their due diligence to try and locate solutions that they were certain were right for their company.

Because strong, reliable telephony infrastructure is essential to the success of any business, the company also had a number of LAN-readiness concerns and barriers it had to consider before agreeing to move ahead with the project.

Fitzgerald Auto Malls was concerned about the impact such a migration to IP telephony would have on existing infrastructure as well as the quality of service experienced by end-users. Additionally, the team at Fitzgerald was concerned about the physical limitations and barriers that their locations presented, how long the migration project would take and how much it would cost, as well as voice and data teams collaboration dynamics.

Because of the time restraints it was facing and the age and layout of some of its buildings, when Fitzgerald Auto Malls began its IP telephony migration in 2013, the company decided to go with the NVT Phybridge PoLRE switches that were

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to provide a predictable, repeatable and scalable path to modern communications solutions.

Solution

Leveraging innovative data switches designed by NVT Phybridge enabled the company to enjoy a smoother transition to IP telephony. NVT Phybridge's switches—which were recommended by American Telecom Solutions—deliver Ethernet and Power over Ethernet (POE) over a single pair of wire with four times the reach of traditional switches. They allow businesses to leverage existing legacy telephony infrastructure while migrating to IP telephony.

“It was a quick fix for us,” Roberts says. “The use of NVT Phybridge POE switch solution allowed us to complete our installation, with minimal man hours, without having to go through the large, expensive and time-consuming task of running new cabling through concrete walls and floors and worrying about reach limitations of traditional data switches.”

In addition to the aforementioned benefits, NVT Phybridge's switches allow businesses to future-proof their communications, as data and voice lines are kept separate. That means that when data needs increase, business owners don't have to worry about changing their voice network. Finally, should the data network go down, voice will remain online. And that's an important differentiator that NVT Phybridge provides, as most IP telephony solutions include the layering of voice and data. NVT Phybridge's switches, on the other hand, provide an extra layer of redundancy.

Results

NVT Phybridge's solutions transformed the communications infrastructure at Fitzgerald Auto Malls, and while Roberts can't put an exact dollar figure on the savings the company experience, he was thrilled that this particular part of the project took only two days to complete. “It was a huge time saver,” he says.

Rather than taking a rip-and-replace approach to IP telephony migration, Roberts says the NVT Phybridge solution is a great one allowing us to gracefully migrate to IP telephony.

“The project's been completed for a few months now, and we've experienced no downtime and no hardware failures. I have to say I do not see any call quality issues in regards to the IP phones using the NVT Phybridge solution,” Roberts says. “I would recommend this solution before considering re-cabling and all the other