

# Illinois-Based Leading Manufacturer Upgrades its Communications Capabilities

## CASE STUDY

Oil-Dri migrates to IP Telephony interruption-free with the NVT Phybridge switch innovation.

### Executive Summary

Oil-Dri  
Industry: Manufacturing  
Location: Chicago, Illinois  
Number of Endpoints: 300+

#### CHALLENGE

- Cost associated with infrastructure requirements to support an IP migration.
- Concerns about local area network supporting Quality of Service.
- Desire to have voice continuity if the data LAN failed.
- Business disruption due to infrastructure requirements.

#### SOLUTION

- ShoreTel Voice solution powered by NVT Phybridge Long Reach Ethernet switches.

#### RESULTS

- Financial savings of over 60%.
- Fast track migration by over two months.
- Complete migration in less than two days.
- Great user experience with no call quality issues.
- Easy network platform to manage with voice continuity.

#### PRODUCT LIST

- NVT Phybridge PoLRE Switch Series
- ShoreTel Telephony Solution

Oil-Dri is a leading developer, manufacturer and marketer of products for consumer, industrial and automotive, agricultural, sports fields and fluids purification markets. The company, creating value from sorbent minerals, was looking to update their communications platform for 300 users at seven of their locations and turned to Advanced Telecommunications of Illinois (ATI) for assistance.

### Challenge

Oil-Dri had outdated telephony systems in seven of their locations and wanted the benefits of IP Telephony and Unified Communications. They quickly realized that infrastructure requirements – including network closet and cabling requirements – became a significant barrier. In addition, they were also concerned about successfully migrating both locations, given that each location had their own network and physical challenges. Creating a robust platform to deliver reliable voice services to users was very important to the company.

The corporate office would have required a rip and replacement of their infrastructure resulting in significant costs and disruption. Manufacturing facilities like Oil-Dri have very long cable runs that extend beyond traditional switch reach limitations. Many of these facilities need to add additional switch closets to extend Ethernet capabilities; these requirements often result in additional costs, network complexity and significant disruption. This scenario often leads to many manufacturing customers compromising their communication strategies due to the high costs of creating an IP platform to support the IP phones.

As part of their IP migration, Oil-Dri identified some key business considerations, including:

- Voice continuity, as they wanted to ensure their voice services continued even if the data LAN failed;
- Reducing network management complexity and costs; and
- Ensuring a high-quality experience for users with more of their budget being applied to UC applications, driving a better return on investment.

### Solution

ATI introduced ShoreTel IP and the NVT Phybridge PoLRE innovation to Oil-Dri, creating a complete end-to-end solution that fit the customers' requirements. Immediately, Oil-Dri related to the value that the NVT Phybridge PoLRE switch would bring to them and how they could benefit from the many Unified Communication applications the ShoreTel solution had to offer.

The ability to deliver Ethernet and PoE over the existing voice infrastructure at extended reaches eliminated all infrastructure barriers and costs, while creating a robust platform to deliver the Unified Communication applications to users throughout the facilities. Oil-Dri spoke with several NVT Phybridge customers who validated the capabilities of the PoLRE switch, and therefore did not need to

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L’Tanya King, Technical Services  
Manager  
Oil-Dri

complete a proof of concept in their locations.

In addition to the aforementioned benefits, the NVT Phybridge switches allowed Oil-Dri to simplify their network management and 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 – this was very important for Oil-Dri.

### Results

Oil-Dri was able to successfully migrate both locations to IP Telephony on a NVT Phybridge platform without issue and as expected. They realized a financial savings of over 60% when compared to the alternative rip-and-replace requirements. The migration was fast tracked from taking several months to the deployment being completed in less than two days, with little to no disruptions experienced while they migrated to their new IP platform. “We haven’t had any call quality issues whatsoever,” said L’Tanya King, Technical Services Manager at Oil-Dri. “The overall NVT Phybridge experience was fantastic!”

“We have used NVT Phybridge solutions for many customers; it is great to present them with an end-to-end solution that will allow them to confidently migrate to IP when they thought it was impossible,” said Mike Bergin, Sales Executive at ATI. “The only thing better is when the customer experience is exactly as we claim it to be. Thanks to the NVT Phybridge switch innovation, it is all possible.”