

# Hands-on Systems Saves AU\$25,000 by Implementing Unified Messaging with Dialogic® Media Gateway

Close Cooperation among Dialogic, Microsoft, and Ericsson's Ecosystem Achieves "World's First" Connectivity

## CASE SUMMARY

### Challenge

The voice mail system failed at Hands-on Systems, leaving the busy Australian system integrator with the prospect of replacing its existing PBX at a cost of AU\$25,000.

### Solution

Members of the Ericsson ecosystem along with Dialogic and its Australian distributor Westan and Microsoft cooperated closely to achieve a "world's first" connection between Microsoft® Exchange Server 2007 and a gateway from the Dialogic® 2000 Media Gateway Series on the Ericsson BusinessPhone platform, saving Hands-on the cost of purchasing and installing a new communications infrastructure. Hands-on then used the expertise of its own staff to configure the unified messaging features of Exchange Server 2007 while continuing to use its existing PBX. Later Hands-on moved smoothly to Microsoft® Office Communications Server 2007 to take advantage of its unified communications features such as presence, again using the PBX-IP connectivity provided by the Dialogic gateway in lieu of purchasing a new system.



### Challenge

When the voice mail system failed in the offices of Hands-on Systems, the busy Australian system integrator faced a decision similar to one that many of its clients are currently making. As a Microsoft Gold Partner, Hands-on was well aware of the exciting new unified messaging (UM) capabilities in Microsoft® Exchange Server 2007 and the enticing unified communications (UC) functionality in Microsoft® Office Communications Server 2007. Hands-on wanted to take advantage of these features, which promised to boost efficiency significantly.

According to Robert Davidson, Director of Engineering and Infrastructure at Hands-on, "moving to the new software was a given based on all the good things we had heard during our pre-launch training from Microsoft. Our only concern was our infrastructure." Before the company could upgrade, Hands-on faced a major (and possibly very costly) decision. Should they stop using their Ericsson BusinessPhone 250, the tried-and-true PBX that had been serving them faithfully since the late 1990s, and purchase a new communications system? Or should they buy a gateway to connect their IP network to the Ericsson BusinessPhone 250? An estimated AU\$25,000 hung in the balance – the amount that Hands-on estimated they would have to spend if they decided to buy an entirely new PBX system.

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## Solution

Davidson decided to try the gateway option, and became part of a "world's first" achievement – the integration of Exchange Server 2007 and the Ericsson BusinessPhone platform using a Dialogic media gateway. Cooperating to make the connectivity a success were Dialogic's authorized Australian distributor Westan Australia Pty Ltd, Ericsson and its channel partners, and Dialogic technical support.

According to Adrian Roestorf of Ericsson, Tom Carruthers, a Business Development Manager at Essential Data and Voice (an Ericsson Reseller) put a solution together for Hands-on to "maximize its existing Ericsson system while utilizing the latest software." The solution included a gateway from the Dialogic® 2000 Media Gateway Series (DMG2000 Gateways) that would allow integration with Exchange Server 2007.

"Cooperation both within the Ericsson ecosystem and with Dialogic and its distributor Westan was excellent," reported Roestorf. "Experts from our channel partners, including Essential Data and Voice, worked together on a combined connectivity solution with Dialogic and Westan. We now have a bundled solution from Ericsson, Microsoft, and Dialogic that should work seamlessly in many other businesses that use the Ericsson BusinessPhone platform and Microsoft software."

Once the actual connection was achieved, Hands-on had the expertise in house to handle the upgrade to Exchange Server 2007 and Office Communications Server 2007.

## Results

Hands-on reports benefiting in three ways from the new UM/UC system enabled with the Dialogic gateway and Microsoft software on its Ericsson BusinessPhone 250: personal productivity, business savings, and new expertise to share with its customers.

Although productivity gains are often difficult to quantify, Davidson cites many personal efficiencies he has experienced. "You simply feel more in control, and workflow is streamlined. For example, I can now drag-and-drop a voice mail from a client and email it to exactly the right person who can then take care of it quickly. And they don't receive the information secondhand – they can listen to the actual message themselves. I can also reach my staff members easily since call routing is now much more flexible. My call can be directed to the correct device – to a soft phone on their notebooks or desktops if they are in the office or to a PDA if they are at a client site. I also can see a list of contacts, divided into teams, and know exactly who is available."

Business savings are easy to quantify. The price of a new PBX saved by buying a Dialogic gateway instead allowed Hands-on to use the AU\$25,000 to purchase better integration features. Another savings came on handsets. "We can now use soft phones in place of hardware handsets, which not only provides considerable savings but also much more convenience."

Finally, Hands-on employees can now confidently say that they have personal knowledge and expertise in adding UM and UC functionality without replacing entire legacy phone systems. "We can recommend a solution that we have implemented and are using every day," comments Davidson. "We can actually show UC 'presence' and a UM combined interface on our own laptops or PDAs, thanks to Microsoft, Dialogic and its distributor Westan, and Ericsson's channel partners. This has improved our image and expertise enormously, and allows us to show our clients the kind of efficiency we can deliver for them. We can provide greater efficiency because we have done it ourselves in our own business"

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## About Hands-on Systems

Hands-on Systems is a Microsoft Gold Certified Partner with over 20 years experience in providing business management systems and computer network infrastructure to mid-sized companies in Australia and overseas. Hands-on consultants and engineers are all tertiary qualified and include staff with additional qualifications in accounting, IT, and project management.

## About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

## About Westan Australia Pty Ltd

Westan Australia is a leader in technology distribution for the Communications, IT, and Consumer Electronics markets with branches and warehousing across Australia. Westan's MS&CT Division is the dedicated distributor of Dialogic® products in Australia and New Zealand supporting Application Development and System Integration companies with local supply, technical, and product support.

## About Ericsson

Ericsson is shaping the future of Mobile, Broadband Internet, and Enterprise communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

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Information about Hands-on and Westan have been provided for this case study by the respective companies. Information about Ericsson and its channel partners has been provided by Ericsson.