



CASE STUDY SAMPLER

Innovative Voice Communications Solutions Helping Businesses Like Yours

“By investing in the open architecture of 3Com NBX networked telephony solutions, we seamlessly integrated our enterprise into a powerful phone system . . .”

*Mark Geier,
Vane Brothers*

What Open Architecture Delivers

Vane Brothers, a USA-based holding company located in Baltimore, MD, chose a 3Com® NBX® networked telephony solution to overcome the costs and limitations of a proprietary phone system. The firm has succeeded since its founding in 1898 in part by deploying superior technologies as they became available. Its legacy key telephone systems, however, were increasingly difficult to manage.

Vane Brothers did not feel in control of its old systems, which lacked scalability and vital business features like automated attendants and calling groups. Rather than reinvest in a traditional phone system, the company sought a standards-based solution that it could manage.

The firm connected an NBX 100 chassis and NBX phones to Ethernet networks at each of its four locations. It then linked the sites into one cohesive system using T1 lines and the H.323 protocol, which supports voice traffic routed over IP networks. This infrastructure allows customers

to reach anyone in the company rapidly, and avoids long-distance charges for calls between the facilities. The flexibility of the NBX solution even enables the company to provide voice services over a wireless link between two buildings.

Using the built-in NBX NetSet™ administration utility, Vane Brothers manages its NBX phone system easily, quickly, and without expensive consultants—improving services and lowering operating costs.

The firm also capitalizes on the system's many standard features, such as call forwarding and multiple multilevel auto attendants. Customers are transferred automatically rather than being asked to redial, allowing them to reach any department quickly.

“By investing in the open architecture of a 3Com NBX networked telephony solution, we seamlessly integrated our enterprise into a powerful phone system that enhances productivity, reduces costs, and expands easily and economically,” said Mark Geier, chief technology officer for Vane Brothers. “The benefits are simply amazing.”

“Thanks to NBX, our voice services now reach the same high standards as the healthcare we offer our patients.”

*Tony Pfaff,
Powell County Memorial Hospital*

Communicate Safely with Proven Reliability

Nowhere must voice services be more rock-solid than in a medical care facility like Powell County Memorial Hospital. Since the mid-1800s, the hospital has been providing medical services in this Montana, USA, community. Its physicians, nurses, and administrative personnel must frequently communicate via telephone about procedures, scheduling, patient history, and other information vital to premium healthcare.

The hospital, however, had two legacy Telex phone systems—one in its main building and a second in a nearby location. There was no way to integrate the phones at the two sites, which meant that staff members were unable to dial a short extension to efficiently reach colleagues or transfer calls.

The systems also lacked many features such as voice mail and call forwarding that would enhance communications among staff, patients, and outside parties. Additionally, the legacy systems were difficult to manage, requiring on-site service technicians for troubleshooting and implementing any changes.

The hospital successfully raised the bar on service by installing a 3Com NBX 100 Communications System on its existing Ethernet network. It then linked its two sites via a wireless solution—creating a single, seamless communications system that enables staff to quickly reach anyone within the enterprise with three-digit dialing.

Since the NBX platform actually operates independently of the data network’s operating system, the phones are unaffected should the data network fail—ensuring the dependable voice services. “By integrating voice services at our sites with an NBX solution, we greatly improved the efficiency and

reliability of our internal communications,” explained Tony Pfaff, CEO for Powell County Memorial Hospital.

The hospital’s staff routinely relies on the many capabilities of its NBX solution. The system’s easily programmed auto attendants enable callers to effortlessly reach hospital departments quickly. Call detail reporting lets administrators track and manage call traffic, and features like voice mail, call forwarding, and conferencing further enable effective and rapid communication.



NBX business phone and attendant console provide access to a full range of services offered by 3Com networked telephony solutions.

“NBX also was considerably less expensive than competing systems, which actually offered fewer features—and it’s much more scalable,” added Pfaff. “We can manage our NBX system inhouse, eliminating costly headaches and further contributing to our solution’s reliability. We’ll never go back to an old-fashioned phone system. Thanks to NBX, our voice services now reach the same high standards as the healthcare we offer our patients.”

Boost Productivity with Extensive Applications

Financial Computer Support, Inc. (FCSI), based in Oakland, MD, USA, operates a users group that supports financial professionals. Some 13,000 users worldwide rely on its innovative Client Asset Management System

“ . . .what’s truly revolutionary about NBX is that its many features are so simple to use. I can even move, add, or change phones in minutes. . . .”

*Dusty Huxford,
Financial Computer Support, Inc.*

application to manage their investment portfolios. To ensure customer satisfaction, FCSI provides comprehensive support through its 20-seat call center. FCSI’s legacy Centrex phone system, however, offered only basic voice services, sharply reducing productivity.

The Centrex system limited the firm’s call center to only one hunt group, with no database integration or screen pops. Agents had to manually enter each caller’s registration number before providing service, which was time consuming and error prone. The Centrex system also provided no means for managers to collect data on inbound calls, such as the number and length of calls. Unable to access voice traffic and agent performance information, the firm could not enhance efficiency.

“We needed a phone system with the automated call distributor capabilities of a high-end call center, but without investing a quarter of a million dollars,” said Dusty Huxford, CEO of FCSI. “The solution had to converge voice and data services so we could automate our call center, and it had to deliver call-flow information we need to efficiently manage the operation.”



The 3Com NBX 100 Communications System with an NBX business telephone and attendant console.

For the necessary functionality, FCSI chose a 3Com NBX 100 Communications System, which integrates phone services with Ethernet networks. It routes callers automatically to the next available call-center agent, and computer telephony integration functionality provides agents with a caller’s records even before the phone is answered.



User-friendly browser-based interfaces make programming your NBX phone easy.

Managers can dynamically assign employees to hunt groups quickly. With such groups deployed for each of its five departments and multiple auto attendants, FCSI ensures that callers can easily reach their parties’ extension, even during off hours.

The rich suite of business features included with every NBX system can improve productivity and increase cost savings. Employees can utilize call parking, voice conferencing, and speed dialing.

FCSI management can enhance customer service from a wealth of data now available on call center activity as a result of NBX call detail reporting. Additionally, built-in voice mail eliminates the monthly fees FCSI paid for Centrex voice mail.

“For truly efficient communications, I use NBX’s unified messaging, which lets me store and retrieve voice mail and e-mail in the same e-mail client,” added Huxford. “NBX is a boon for us because we improved the speed and quality of our customer service while reducing costs. However, what’s truly revolutionary about NBX is its many features are so simple to use. I can even move, add, or change phones in minutes, which saves a lot of money. NBX will empower us to attain even greater success.”

“With extraordinary ease and simplicity, NBX lets me deliver advanced voice services to every venue of learning in our schools.”

*Tom Buller,
Lombard School District*

Experience the Freedom of Simple Administration

The community of Lombard, IL, USA, prides itself on having a school district “Where the Excellence Begins.” Tom Buller, the district’s director of information services, manages the phone system for its seven public schools and administrative center. He faces the challenges set by high standards of performance.

Buller had to cope with Lombard’s legacy Centrex PBX, which required service visits from phone company technicians for every change. The PBX also lacked such features as voice mail, conferencing, and caller ID support, which would enhance communications between teachers, administrators, and parents.

Lombard’s PBX wasn’t scalable either, and needed to be replaced when the district’s school committee decided to install phones in every classroom for safety and improved messaging.

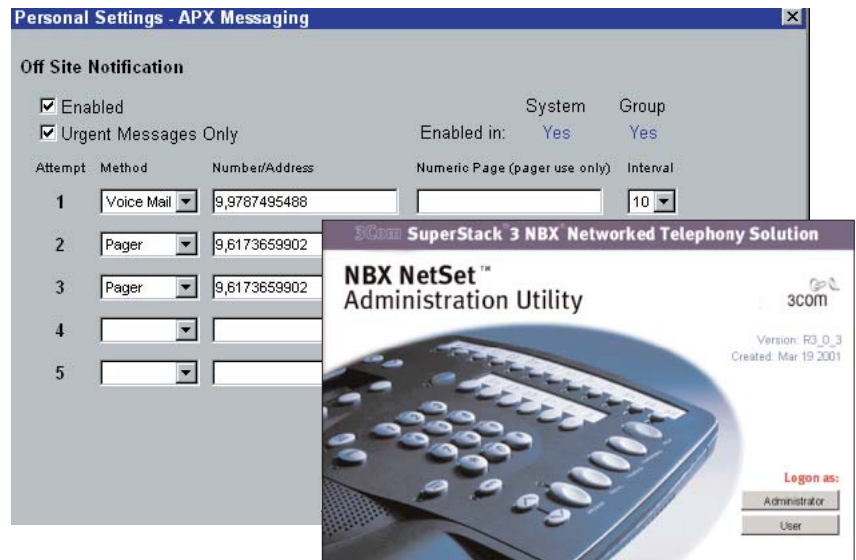
The school district wanted a networked telephony solution for easier management. By deploying a

voice solution over its Ethernet data network, Lombard would also simplify and economize on installation.

After examining available solutions, Buller found the 3Com NBX system to be the most robust and easiest to use. “Installing NBX phones was a snap because they merely plug into existing Ethernet jacks,” said Buller. “It took longer to unbox the NBX phones than it did to get them fully operational.”

Moreover, Buller relies on the system’s browser-based NBX NetSet administration utility to configure and manage the district’s voice services from any computer with network access. Adding or moving phones no longer requires costly on-site service visits, reducing operating costs and time-to-deployment.

Lombard’s 3Com NBX solution provides voice mail and many other features that greatly enhance communications between the schools and local communities. “With extraordinary ease and simplicity, NBX lets me deliver advanced voice services to every venue of learning in our schools,” concluded Buller. “For that, NBX gets an A+.”



The NBX NetSet administration utility brings ease and convenience to system management.

“ I don't know of another telephone solution that offers that kind of cost-effective scalability or investment assurance.”

*Stephen Douglas,
ChannelWave, Inc.*

Protect Your Future with Investment Assurance

Success can strain any company's infrastructure. ChannelWave, for example, achieved tremendous growth by marketing industry-leading Partner Relationship Management solutions to blue-chip clients like AT&T, Hewlett-Packard, Qwest, and Toshiba. As a result, its workforce rapidly expanded. Its phone system, unfortunately, was unable to keep pace.

In the beginning, the Cambridge, MA, USA-based firm deployed a conventional PBX phone system, but it was difficult to maintain and required a skilled service technician to add or change phones. Managing the system was expensive, and the legacy PBX lacked scalability. ChannelWave soon reached the system's limits and needed to invest in a higher-capacity phone solution. Yet since a larger PBX is as difficult to manage and would need replacement when the firm exceeded its capacity, the company sought a networked telephony solution.

After examining competing systems, it selected a 3Com NBX 100 Communications System for the solution's competitive pricing and delivery of reliable, feature-rich productivity-improving voice services over the firm's existing Ethernet networks. The NBX system also greatly simplifies management, enabling employees, for example, to move phones merely by plugging them into Ethernet ports anywhere on the network.

In addition to reducing deployment and administration costs, the NBX solution significantly economizes on long-distance charges. Phone calls between the firm's headquarters and sites in San Jose, California, and Toronto, Canada and elsewhere are

placed over the company's WAN, avoiding the long-distance tolls of the public phone system.

Most importantly, the NBX system offered ChannelWave investment protection—providing an easy path for migration to even greater capacity.

The firm further expanded its phone system simply by upgrading the NBX 100 chassis at its headquarters to a 3Com SuperStack® 3 NBX platform. It did not need to replace any of its phones, which meant the transition was transparent to employees.

“We tripled our phone capacity merely by installing the SuperStack 3 NBX V5000 call processor,” said Stephen Douglas, head of MIS at ChannelWave. “With NBX, we enhanced our phone system rather than replaced it, greatly reducing our expansion costs over a PBX. I don't know of another telephone solution that offers that kind of cost-effective scalability or investment assurance.”



The 3Com NBX 100 Communications System and the 3Com SuperStack 3 Networked Telephony Solution, shown here with an NBX business phone and attendant console, deliver seamless scalability options, perfect for growing businesses.

"...NBX gets an A+."

*Tom Buller,
Lombard School District*

"The benefits
are simply amazing."

*Mark Geier,
Chief Technology Officer,
Vane Brothers*

We've heard our customers saying:

- We need a phone system that's easy to maintain and expand.
- We want a solution we can manage ourselves without extensive training in complex proprietary technologies.
- We require ultra-reliability in our communications system, with maximum uptime and minimum hassle.
- We need a communications system that increases our productivity and our responsiveness to customers.
- We can't stop our business to expand our telephone system. We demand a painlessly scalable communications solution that lets us add equipment and applications as our business evolves.
- We want to do business with a market leader, a company that has proven experience in delivering the highest quality products and innovative solutions.
- Our bottom line—we want our phone system to be a competitive business tool, one that contributes to our success.

3Com NBX networked telephony—the communications solution you've been asking for!

3Com NBX Voice Authorized Partners, available in more than 50 countries, can help you learn about 3Com networked telephony solutions. To locate the partner nearest you, contact your local 3Com sales office.

For your convenience, these reseller locators are also available:

- United States
www.3com.com/nbx_resellers_us
- Iberia
www.3com.es/nbx_resellers_es
- United Kingdom
www.3com.co.uk/nbx_resellers_uk
- Germany
www.3com.de/nbx_resellers_de
- Benelux
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