

## JVC Makes the move to VOIP with the help of Switch Communications and Switch IP



JVC recently took the decision to update its London sales and distribution centre. In doing so, the company created a contemporary site that could house employees from JVC UK, JVC Europe and JVC Professional as well as product demonstration suites and meeting rooms for visiting guests – while also providing extensive warehouse facilities.

It was imperative for JVC, as a major electronics manufacturer, that its new offices incorporated the very latest communications technology in order to re-enforce its position as one of the world's most technically advanced and pioneering businesses. The company was also keen to escape the confines and rigidity that it had previously faced because of its aging and struggling communications infrastructure.

### Switched On

As such, JVC approached Switch Communications and its sister company, SwitchIP, with a brief to install a VOIP-enabled network, based on Alcatel's proven technology and supported by the very latest CAT6 cabling.

"Working on a new site opens up so many new opportunities that aren't normally available in renovation or upgrade projects," explains Tim Andrews, IS Manager for JVC UK. "We had a chance to work with the facilities

management team and interior designers to produce a flexible and practical working environment – with a fully integrated comms infrastructure at its heart."

Tim Andrews acknowledges that integration was absolutely essential in developing the new network and ensuring that the completed installation met all the original objectives. This was why Switch Communications, a fully accredited Alcatel premium business partner, was selected to carry out the task. He continues: "I have worked on projects like this in the past. They often go over budget, fail to complete on time and take up horrendous amounts of management hours – all because the different organisations involved couldn't, or wouldn't, work harmoniously and insisted on playing the blame game from day one.

"With Switch Communications," Tim Andrews explains, "this was never an

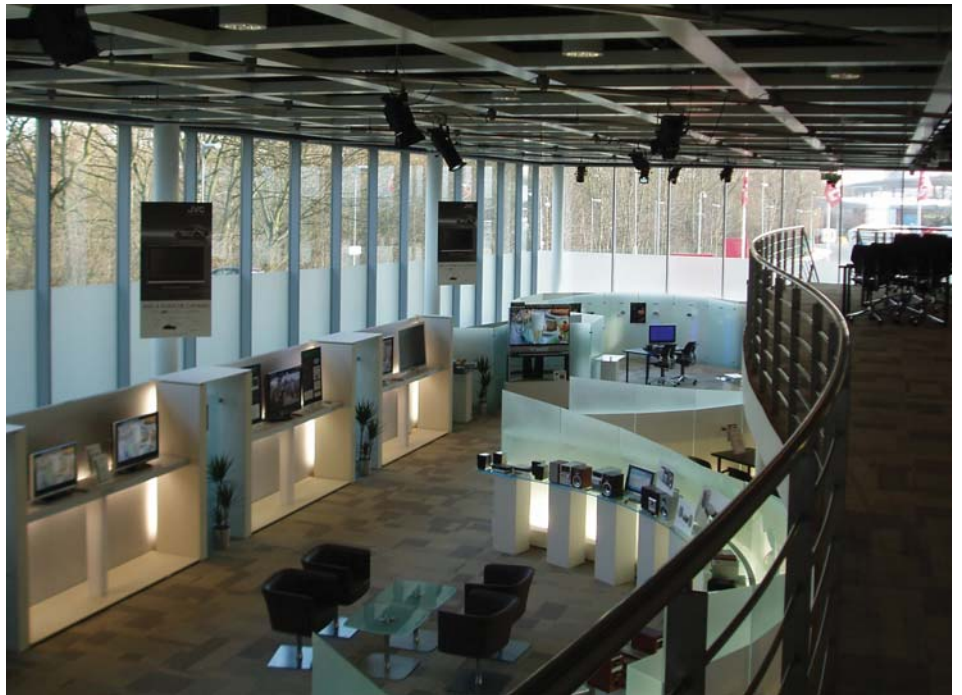
issue. We had one project manager who oversaw all the work and a single organisation in the driving seat – managing their own team and liaising with important third party providers, such as BT. No headaches, no fuss and no nonsense – just professional, courteous and timely delivery throughout each stage of the project. In this sense, the company was able to deliver a completely unique solution that very few organisations could have sourced directly or managed in such a centralised way."

### The backbone of the network

Before Switch Communications could start to think about the visible aspects of the new network, such as VOIP phones and call centre facilities, they had to fit the invisible part – the cabling that would carry the gigabytes of data generated from the handsets, PCs, laptops and other networked devices around the site and out into the wider world.

Tim Andrews takes up the story: “As the backbone of the network, the cabling would make or break the installation. A lot of VOIP installations fail because the network can’t transmit the data at a sufficiently fast speed, but we were well advised by Switch Communications during the early stages and, as such, selected the newest CAT6 cabling with a diverse fibre backbone – all with plenty of redundancy – so that we could get the very best out of our new hardware devices from day one and far into the future.”

JVC also wanted to create a flexible working environment that allowed employees to rearrange desks, change office layouts or hot-desk in a quick and easy manner. Switch Communications factored this into its initial plans and designs, and specified CAT6 ports on each of the main building’s four floors combined with secure wireless access points. This enabled visitors to gain secure Internet access and allowed JVC employees visiting the offices to log on easily to the network. In addition, the warehouse was fitted with Wi-Fi access points to make the picking, packing and stock control processes even more efficient – together with networked CCTV cameras and access controls throughout the site.



Introducing IP telephony throughout the organisation significantly reduced the number of CAT6 outlets that were required and also enabled JVC to have an “all ports live” system that did not require differentiation between voice or data outlets. This reduced operating costs, while also empowering JVC to administer its new comms systems through one fully integrated platform. The data infrastructure was managed by Alcatel’s OmniCore family of backbone switches, which provided JVC with an intelligent way to manage all its communications and to ensure that pre-agreed Quality of Service (QoS) levels could be monitored and maintained across the network at all times – thereby removing one of the perceived barriers to Voice over IP installations.

### Ringling in the changes

With the network backbone tested and fully operational, Switch

Communications was able to move on to the next phase of the project and begin to install the VOIP hardware. The new Alcatel IP Touch terminals provided immediate business benefits – fitted at each desk and in each meeting room, they connected into the latest Alcatel IP Appliance Server to deliver crystal clear communications and a range of functions including a Contact Centre Suite, advanced voicemail facilities and access to a LDAP directory – all of which helped to increase efficiency amongst employees.

Tim Andrews explains further: “This is the first time we have used call centre technology in the UK and we worked closely with Switch Communications to turn this essential business requirement into a reality. Since its installation, we have seen a noticeable increase in client satisfaction and, in general terms, much faster and proficient resolution of our customers’ technical queries.

He continues: "Our call centre advisors handle about 400 calls per day – which just would not have been possible without the new installation. That kind of improvement is typical of the way in which Switch Communications was able to use its experience and access to the very latest communications solutions to help us solve pivotal corporate requirements through a profoundly unique way of integrating critical technology."

Once all the IP hardware had been installed, Switch Communications organised a comprehensive training programme in which key employees received full instructions on how to use the new phones and management systems. These employees also received guidance on how to train the rest of the company so that everyone would be able to get the maximum benefit from the technology.

## The Wider Network – InPurple Links UK JVC distribution centres

Having completed work on the London site, Switch Communications brought in its sister company, SwitchIP, to install InPurple – its own bespoke Virtual Private Network solution to connect JVC's Irish distribution centre with the London site.

**Tim Andrews explains: "With its ability to compete on price, durability, security and speed – and win – against the likes of BT and other VPN providers, the InPurple family was always going to be our first choice. We had also been so impressed with the work carried out by Switch Communications, that we had every confidence in the company's own product."**

Now fully installed, InPurple's wide bandwidth supports all email communications between each distribution site as well as centralised access to JVC's main database applications, while its QoS guarantee ensures the network always runs at an optimum speed – without any frustrating periods of slow-time during peak usage. Furthermore, InPurple is managed externally by SwitchIP and protected by a strong layer of security, which offers unparalleled protection from unauthorised access.

## One Step Ahead

Tim Andrews concludes: "Our prime objective for this project was, on completion, to be the proud owners of a communications network that keeps us one step ahead of our competitors. I think that Switch Communications has achieved this, and more, for us and I have no problem at all in recommending the company for large-scale projects such as this.

"Switch Communications has consistently punched above its weight and been able to deliver all the diverse components that form the basis of today's most successful comms networks directly to us, while maintaining a single point of contact that ensured the project was completed on time and to budget – succeeding where many larger rivals would have floundered."

"The JVC installation demonstrates that the benefits of deploying VoIP go far beyond simply achieving cost-savings," said Graeme Allan, VP North Europe, Alcatel. "Switch has enabled JVC to make substantial efficiency improvements, and the company now has the ability to deploy further productivity enhancing applications, as and when they are required."



## Switch Communications & SwitchIP

### key project skills:

- Planning and consultancy
- Project management
- Contractor outsourcing
- Cabling installation
- IP hardware installation
- WiFi installation
- Call centre development
- Training programmes
- Post installation support
- Bespoke broadband-based VPN installation

### Product set:

- Phones – Alcatel IP Touch handsets
- PBX – Alcatel OmniPCX Enterprise Appliance server
- Reception suite – Alcatel screen based console package installed on to a JVC unit
- Management console – Alcatel 4760 (inc Performance and Accounting applications)
- Cabling – XL CAT6 & fibre backbone cabling
- Patch Panels – Cabletron
- WI-FI – Alcatel Wi-Fi
- Routers – Cisco
- Power over Ethernet Switches – Alcatel OmniSwitch 6800
- Quality of Service Switches – Alcatel Gigabit LAN switches and Alcatel 7800 Core Gigabit switch
- Call centre applications – Alcatel contact centre suite
- Broadband based VPN – InPurple Freecall & InPurple Premiercall



### For more information, please contact

Dominic Campanaro

Tel: 0208 664 5550

Fax: 020 7240 4849

Email: [domc@switchcomms.co.uk](mailto:domc@switchcomms.co.uk)

or

Andrew Terry

Tel: 0208 664 5544

Fax: 020 7240 4849

Email: [andrew.terry@switchcomms.co.uk](mailto:andrew.terry@switchcomms.co.uk)

## Switch Communications

Units 1 & 2, Hogarth Court, Hogarth Crescent, Croydon, CR0 2JE

Tel: 0208 664 5554 Fax: 0208 664 5577 Email: [info@switchcomms.co.uk](mailto:info@switchcomms.co.uk) Web: [www.switchcomms.co.uk](http://www.switchcomms.co.uk)