All Together Now: Unified Communications and the Collaboration of Tomorrow

**Moderator**
Scott Pechersky, Vice President of Technology, Alliance Residential Company

**Speakers**
Ken Hodges, Vice President, Information Technology, Western National Group
Allen Ingram, Chief Technology Officer, Associated Estates Realty Corporation
Erik Rogers, Senior Vice President, Operations, Carmel Partners, Inc.
Unified Communications at Carmel Partners

• Needed to integrate the phone system for 5 corporate offices (New York, Denver, San Francisco, Irvine, Seattle).
• Prior systems in Denver and San Francisco were over 15 years old. No support or parts available.
• Goal was to reduce overall cost in long distance and conference call usage and provide modern communication tools to corporate employees.
• Known challenges going into project was that this needed to be close to bullet proof and exceed prior quality.
Unified Communications at Carmel Partners

• Costs
  – Carmel was spending $50,000-$60,000 on Conference Calls and WebEx meetings.
  – Local and Long Distance service costs were over $100,000 for all corporate offices.
  – After initial investment in hardware, software and consulting of about $350,000, the annual cost for system is just over $70,000.

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>old system</td>
<td>$160,000</td>
<td>$160,000</td>
<td>$160,000</td>
<td>$480,000</td>
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<tr>
<td>new UC system</td>
<td>$350,000</td>
<td>$70,000</td>
<td>$70,000</td>
<td>$490,000</td>
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- Improved Metrics and knowledge gathering
- Enhanced troubleshooting allows for us to be able to answer “What happened during this call?”
• Once system was deployed in April, 2014, adoption was rapid and prior system was decommissioned.

• Conference Calling adoption has been a phased rollout with nearly all internal conferences now on Lync system including Quarterly All Associate call which included over 250 dial in participants.

• The only component to not see greater adoption is the video calling.
Company Overview

- REIT headquartered in Richmond Heights, OH
  “Great Living, It’s what we do”

- Over 400 employees located across 10 states managing 58 properties with over 15,000 units.

- **ShoreTel UC Platform**
  - Over 250 nodes deployed within corporate headquarters.
  - Over 25 OIAB (Office-in-a-Box) remote stations deployed to support mobile workforce and new locations with instant on.
  - Outlook Integration
  - Fully redundant between HQ and Colocation.

- **Microsoft Lync**
  - Lync client and mobile Lync client on over 400 nodes.
  - Additional uses for our Academy training team.
  - Group chat and video conferencing.
  - Support and Helpdesk workflows.
Project Challenges

- Existing systems were over 20 years old. Parts were acquired from eBay when available.
- Voicemail server had no backup and no way of recovering in the event of failure.
- No email integration and no way to upgrade.
- Single point of failure.
- Any new system would have to meet or exceed the stability of the legacy system which was rock solid.
- Expenses and maximizing value
Project Challenges

From This

To This
Deployment \ Items Learned

• Forklift vs Simultaneous Build
• Training Classes and preparation
• Network Stability
• Build it and they will come
• Foundational fabric
  – Mobile dock
  – Conference Calling
  – Colocation \ Cloud support
Western National Group

- Corporate Offices in Irvine and San Jose, Ca.
- 300 Users
- Needed to accommodate growing Construction division
  - Connect multiple job sites
  - Little or no existing infrastructure.
- Growing Need For Remote/Mobile Connectivity
- Existing System was over 17 years old. Third party support available but expensive.
- Replacement parts expensive – typically refurbished
- Zero redundancy (although hardware never went down!)
Project Overview/Challenges

• Managing Expectations vs. Available Technology
  – Reliability over Bleeding Edge Technology

• Deployment Methodology
  – “Rip and Replace” vs. “Slow Burn”

• Trusted Vendor Partner

• End User Training/Adoption
  – “Where’s my personal intercom?”
  – Lync Marketing Campaign
Selling The Project

COMING SOON TO WNG

Microsoft Lync

More communication options coming soon to your workspace, look for these features and more:
- Caller ID
- Missed Calls:
  - In-Bound
  - Out-Bound
- Voice Mail to Email
- Internal IM
- Presence
- And more...

Ask an IT Associate for details.

Microsoft Lync

Available on Lync

2014 NHC
OpTech
Conference & Exposition
(Multifamily Operations & Technology)
Project Overview

- Opted for Slow Burn
- Converted one department at a time
  - Lync Client on desktop first
  - New Polycom phone next (two phones for a week)
  - Allowed users to ‘try’ out the system before going live
  - Online Training Using Lync Meeting
- Porting Numbers a Challenge
UC Benefits

• Better Collaboration
  – More choices for communicating
• Mobile workforce
• Easy deployment of phones
• Disaster Recovery
• 1400 Instant Messages per Day
• 12 Video Calls/Month
  – Integrated with Polycom Video Conferencing System