

PennineUPDATE

Issue 3

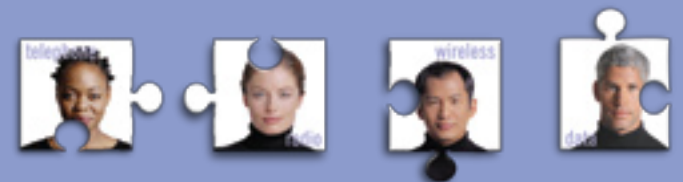
New Lowry IP solution is just the ticket

Full story on Page 3



Image: Len Grant

Penninetelecom



Welcome

from Andrew Roberts, MD at Pennine Telecom

As you read through the articles in this newsletter you will see just how telephony has changed in the last 5 years.

Purchasing criteria like system size, number of lines and extensions, handset type and how much desk space the console takes have been replaced by how will this integrate with my data network, what connectivity will we have with our mobile phones, what features can our home workers enjoy, can I see the status (presence) of all my team and how does this integrate to our email systems. This is the world of Unified Communication. What were buzzwords a few years ago are now reality and rapidly becoming standard business requirements.

It's certainly been a turbulent year for some telecoms companies, more familiar names have disappeared after yet more industry consolidation. By constantly staying ahead of the market and offering innovative, productivity enhancing products from carefully selected suppliers we have weathered the storm and are in good shape as we come out of the recession.

In June we acquired Burnley based telecoms company PAS Partnership Limited. It's great to welcome former PAS customers to Pennine and this



issue of Pennine Update, I trust the wider Pennine portfolio will enhance your customer experience as Steve Dodgson, former PAS Managing Director, continues to build on the excellent customer relationships he brought to Pennine.

And finally I am proud to announce that Pennine have been accredited the much coveted Investors In People award. This confirms our continued commitment to training and developing our people to enable Pennine to provide the best customer experience possible.

Andy Roberts
Managing Director

Pennine acquires PAS Partnership

Burnley telephone systems specialist PAS Partnership has joined the Pennine family after being acquired in a deal which brings the expertise and experience of managing director Stephen Dodgson to the company.

PAS, which Stephen founded, grew to serve companies predominantly in East Lancashire. These will now benefit from the wider expertise and resources which Pennine can offer as a national operator with strong roots in

the North West.

Explaining his decision to sell and join Pennine Steve said: "I'm immensely proud of what PAS Partnership achieved but it had become increasingly clear that my customers could benefit from the resources and support that a larger, like-minded business can provide. Telecommunications is very



Pennine Directors Nigel Beaumont (left) & Geoff King (right) welcome Stephen Dodgson (centre)

fast-paced and complex industry and Pennine has a great depth and breadth of resource and expertise to offer PAS clients."

Investors In People Award Praise

Pennine Telecom is a "very positive organisation" which "through investing in its workforce is well placed to come through the current recession and make the most of opportunities new technologies will bring." That's the view of Investors In People North West which has awarded the prestigious people management standard to the company.

IIP's independent assessors heaped praise on Pennine noting that "staff clearly feel valued, their contributions recognised, ideas sought and [they are] empowered to act on decisions and take responsibility for those

decisions." It also highlighted "the very significant investment made in training and development" and that "the varied approaches to learning and development is excellent."

The accreditation process has helped Pennine further improve management practices and customer service levels, with many rewards reaped through a company-wide Customer Satisfaction training programme. Immediate benefits secured include improved staff retention and implementation of best practices, policies, procedures and training across the business.



Ann Barnes, HR Manager receiving the Award from Marc Roberts of Business Support Solutions



Penninetelecom



Show of loyalty at The Lowry

Ten out of Ten for Service earns Lowry loyalty

Ask John Toomer, Facilities Manager at The Lowry why Salford's prestigious arts venue has stayed loyal to Pennine Telecom since it opened in 2000 and his reply is simple and succinct: "It's down to the service. Pennine have always given us good service."

The relationship began with the installation of an Avaya INDeX system for the centre's opening. "It was a good system supported by an Interactive Voice Response platform," recalls Mr Toomer. But time and telecoms wait for no man and after nearly a decade's service the system reached end of life as IP-based solutions offering economic and functional benefits gained favour.

Green expansion

An inevitable upgrade was handled in two phases with Pennine first enhancing the existing Local Area Network to incorporate Power over Ethernet and, crucially Quality

of Service. The latter is vital in ensuring the integrity of delay-sensitive applications, such as voice transmissions.

The Extreme Networks solution installed enabled removal of numerous LAN hubs whilst new network switches enabled devices to be powered down when not in use. These green switches can cut energy consumption by up to 60%. This was an important consideration for the charity running The Lowry which Mr Toomer notes is "always looking at ways to reduce energy consumption and their carbon footprint."

Call Management

Phase two saw the INDeX system replaced with the scalable, feature-rich Avaya Communication Manager (ACM), an IP-based application which is supporting a call management solution

to serve The Lowry's 20 box office agents. Vivaly funded by three years interest free finance, the ACM has delivered immediate benefit such as skills based routing. "Calls are routed to people who have greater knowledge of particular shows or events," says Mr Toomer. Given the impressively diverse Lowry programme this is clearly an excellent customer service tool and one which can add value to a revenue-generating ticket brokerage, the expansion of which the ACM's remote working capabilities is also set to support.

Homeworking on standby

"We have a subsidiary called Quay Tickets handling ticketing for a lot of big events like the Manchester International Festival and the revenue it generates supports what we do as a charity here. With our growth plans for Quay Tickets, the fact that our premises may not be big enough to take additional staff is no longer an issue as we can easily set up homeworking on the new system."

Andrew Roberts, Managing Director of Pennine Telecom is particularly proud of the reputation the business has

built over the years. He explains that "by delivering a responsive, reliable and high level of customer service to our customers it is not surprising that we experience such high levels of customer loyalty. Some of our customers have been with us for over 30 years, that's something our competitors can only aspire to."

- For more information on Avaya Communications Manager and Extreme Network solutions please call 0161 763 2000



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THE LOWRY
ART & ENTERTAINMENT

Image: Peter Wright

Remote learning success

Specialist college for disabled students hails solution

Staff at Beaumont College know all about the benefits and difficulties of communication. A specialist college operated by the charity Scope, one of its key aims is to teach its students how to communicate more effectively. Now it is set to harness video conferencing as a teaching tool, to improve assessment by social workers and cut travel costs.

The Lancaster college serves students from across the country who have cerebral palsy, related disabilities and learning difficulties. "A lot of our learners have communication difficulties and we use the creative arts to help them learn how to better communicate," explains the college's Senior Project Manager, Jane Madeley.

Now Beaumont is teaming up with similar colleges across the country,

using video conferencing to promote greater co-operation and enable students to communicate with each other. Initially just four North West colleges were involved but now institutions as far afield as Oswestry and Cheltenham are on board.

Save energy, time & money

"We saw quite a few advantages to video conferencing," says Jane. "The nearest independent specialist college to us is about 25 miles away in the Lake District and geographically we're quite scattered. We saw it as a means to get staff together for meetings." Clearly avoiding a 360-mile, six-hour round trip to Cheltenham offers major cost, time and energy savings. "Our learners also come from all over the country and quite often their social workers can't come for annual reviews.

Now they could participate in meetings through video conferencing," adds Jane.

Multiple benefits

It's not just staff that are set to benefit but students who may be daunted by visiting new places. "Using video conferencing our learners can see what a place looks like before they go there," explains Jane. "Quite a few with learning difficulties also have short term memory problems so they may be able to use this technology to remind them of a visit."

Having initially tried using high-end web cameras Beaumont called in Pennine to provide two Polycom V500IP video conferencing units.

"The webcams were fine on a one-to-one basis but we want larger groups,

including learners, to start contacting each other. The Polycom units not only provide a far better picture quality but also a more panoramic view," reports Jane.

- For more information on either audio or video conferencing solutions please call our specialists on 0161 763 2000



Rhenus Logistics on road to savings

Pennine has helped deliver cost savings of around 30 percent to Rhenus Logistics' recently expanded sites in Basildon, Bradford and Cannock.

A telecoms systems upgrade and switch of line provision to Pennine's own billing platform has cut costs whilst also significantly reducing cabling and delivering an energy-saving green solution.

Rhenus, which employs 160 staff and has 9,000 UK clients, called in Pennine to specify, plan and install the multi-site solution. This included upgrading Basildon's old Avaya INDeX telephone system to a new Avaya IP500 using VoIP. IP500's were also then installed at Bradford and Cannock with all sites benefiting from wireless networks and Extreme local area network switches which can reduce energy consumption by up to 60 percent by automatically powering down devices such as handsets when they are not in use.

"It's saving us money," reports Rhenus' Computer Network Manager, Tony Crowther. "We can now use the IP data lines to make phone calls between sites and it doesn't cost us anything. We

also moved our lines and calls over to Pennine's billing platform resulting in our monthly bills immediately falling by around £2,000. By going down the IP route we were able to simplify the network because the PC's connect through the IP Phones rather than a separate network point. I reckon that took a good 30 per cent off our cabling costs"

Simultaneous installation of a wi-fi network across warehousing, offices, boardrooms and meeting rooms has also enhanced productivity and service across the business, enabling flexible working. Not only can staff communicate wirelessly via Avaya 3641 IP phones but they can track and trace the 200,000 consignments Rhenus handles every year via handheld bar-code scanners.

- For more information about Avaya IP500, Extreme and Wireless solutions, please contact us on 0161 763 2000



2-way radio goes IP

TRBOnet offers super-powered radio

Do you want to manage your two-way radio system via a PC network? To message staff, check their location? A new PC-based client server application now allows you to do all that and more.

Designed for use with Motorola's popular MOTOTRBO digital radios the new TRBOnet Professional software suite enables the creation of IP LAN, WAN or Internet connections between operator PC's and fixed transceivers. This means that managers and call handlers can monitor and control despatches via a PC touch screen interface. Other useful features include voice recording, text messaging, event logging of all actions, telemetry and radio registration.

GPS Monitoring

With broadcast, group, personal, remote monitor and emergency call capabilities TRBOnet Professional also incorporates GPS monitoring. Giving details of each subscriber's location, it can be configured to provide updates at set intervals, on demand or when an emergency button is triggered. This information can be displayed on a number of PC

despatch positions. In addition it can provide details of speed and direction, historical location and route data, details of when a subscriber enters or exits specific routes or areas and the on or offline status of their radio, GPS or alarm.

The new software suite, which supports remote despatching from touch screen PC's, is ideally suited to freight transport businesses along with local authorities,

hospitality, on-site security and operational staff, construction and other industries where effective control of radio communications is vital.

- For more information about TRBOnet Professional please contact us on 0161 763 2000

MOTOTRBO™
Shift into digital.



BAE's Astute Decision

Pennine radio solution fulfills specialist requirements

Astute is the name given to the state-of-the-art submarines built by BAE Systems – it also sums up the decision taken by the premier global defence and aerospace company when choosing Pennine to upgrade its radio system to secure better coverage and an electro-magnetically friendly solution.

But the choice of Pennine did not come out of the blue for Gordon Carruthers, Principle Instrument Engineer at the company's impressive Barrow-in-Furness shipyard. "We went with Pennine because we'd dealt with them quite a lot and they always gave us both good information and good service. We did get an estimate from other telecoms companies but they simply didn't seem as professional as Pennine," says Mr Carruthers.

Sensitive location

The solution was required for implementation at BAE Systems' Devonshire Dock Hall, a magnificent 25,000sq.m, 51 metre high facility where the new Astute class submarine is built by highly skilled engineers. Not only is the site immense, it's filled with sophisticated equipment that is sensitive to electromagnetic interference which is used both within submarines and as part of

the construction process. This creates issues regarding vital radio communications between staff as Mr Carruthers explains. "We needed not just a UHF solution to give us better coverage but a low power system to meet our Electromagnetic Compatibility (EMC) regulations.

"The solution designed and implemented by Pennine involved installing a six channel Zetron trunking system to host a radio network using the compact and versatile Motorola GP680 and GP688R portable handsets. The GP688R hand portable radio is from the submersible range of radios and is designed to protect against water and dust intrusion. A further ten Motorola GM680 fixed mobiles were supplied for locations within the huge hall where mains-powered units were required for desk-working or high

volume use. Plans are also afoot to link the Devonshire Dock Hall network to the trunked system previously installed by Pennine across the wider works at Barrow.

Productivity boost

The system has proven highly effective offering full coverage across the huge facility and enabling one-to-one, group and inter-departmental calls. "It does what we want it to do," comments Mr Carruthers. "Whilst the guys are busy working they may need to contact their supervisors, maybe to call for some spare parts, so this is a useful tool that has improved both communication and productivity."

- For more information on two-way radio solutions please call 0161 763 2000



Need a Call Recording Solution?



New to the Pennine portfolio is a suite of three cost-effective, server-based call recording solutions.

Call Recorder has an easy-to-use web interface which allows authorised users to search for and playback calls. The entry-level Express version, which is ideal for small businesses, is an out-of-the-box solution which records 120 days of calls, searchable through combinations of time, date, extension number, agent ID, DDI number, hunt group, speed dial name, account code and line.

The Professional edition adds a range of enhanced features. These include attachment of digital signatures to recordings which guarantee they are genuine and tamper free and the ability to place automatic or custom time markers to identify and quickly access specific events within a call.

Other handy facilities include call flagging, DVD RAM or hard drive archiving and the ability to specify include or exclude from recording extensions, agent or callers IDs, hunt groups or account codes.

For organisations where call recording is business critical - such as those required by a regulator to record and store calls for dispute resolution - Enterprise delivers an advanced solution which, through the simple addition of supplementary recorders, is completely scalable. It incorporates Agent Scoring which can be used within training programmes to boost productivity through creation of customised on-screen or email score reports. An enhanced tagging feature allows up to five custom tags to be assigned to each recording whilst this high end edition also enables live call status viewing and monitoring, including privileged access for silent listening.

- For more information about Pennine's new Call Recorder solutions please contact us on 0161 763 2000

Calculated savings for Accountants

It all adds up to more flexibility, less cost for Tenon

When it came to choosing a new telecom supplier and system it all added up to Pennine Telecom + Avaya + Extreme Networks for 2009's Accountancy Firm of the Year, Tenon Group.

Shane Chant, Tenon's Associate IT Director, faced a tricky telecoms problem as the firm has grown through acquisition to be among the UK's top 10 accountants and business advisers. This means each of the 40 UK offices has its own telephone system. "It's a nightmare," concedes Mr Chant. "As and when those systems reach end of life or there's an office move the strategy is to put in an Avaya Enterprise system," he says.

The choice of Avaya came on the advice of independent consultants charged with reducing costs whilst enhancing functionality. "The strong recommendation was to go with Avaya.

One of the main factors was the quality of voice and data integration and the ability to have VoIP between all offices in the future." Indeed the plan is for Tenon to operate a fully networked Avaya unified communications platform hosting hot-desking, unified messaging and integration with mobiles and softphones.

Avaya Platinum Business Partner

"We knew Pennine were a Platinum Avaya business partner, but what we didn't appreciate was the strong relationship Pennine have with Avaya. This became apparent when Pennine arranged a presentation for us at Avaya, which also involved a meeting with the senior Avaya management team which was impressive." For similar reasons Extreme Networks switches were specified. "Extreme is lower cost than our previous Cisco network system and there's also a

good partnership with Avaya. The voice-data integration works well and offers many benefits as well as reducing energy consumption."

The tripartite partnership has proven a great success. The installation of the core dual servers and a unified messaging platform at Tenon's Milton Keynes data centre enables all systems to be linked together, providing one networked fully survivable disaster recovery option. Pennine has installed 300 user systems at Tenon offices in Chorley and London and Avaya Communications Manager (ACM) at several other offices. "With the ACMs we're putting in a centralised telephone system infrastructure so in future we can use call distribution everywhere. We're looking at using SIP trunking so people can still dial the local number to speak to their local friendly accountant, but also give VoIP capability. We want to keep that local presence."

National platform

Equally important is the flexibility of the emerging national unified communications platform, with homeworking high on the agenda. "That's a very strong point. One of the big advantages is you can have a Virtual Private Network 'phone or softphone routed through the office. That will be happening as increasingly we have people with family commitments and they sometimes need to work from home."

Pennine also stepped in to save that day at Rochdale. "Just prior to moving office we were told there was no blown fibre which effectively meant we could not get any lines installed. That could have delayed us by six weeks or more," recalls Mr Chant. He acknowledges Pennine's solution was cunning. "Pennine suggested we route deskphones back through our ACM switch in Nottingham to divert the key Rochdale numbers. Our tech guy was able to plug it all in the day before the move and everything worked to plan!"

That expertise and pro-activity earns his admiration. "It's added value. Pennine understands our business and is keen to show us how we can benefit from using the different features offered by the Avaya platform. Their pro-activeness is what strikes me, offering the right solution for Tenon is clearly a high priority to Pennine."

- For more information on Avaya and Extreme Solutions please call 0161 763 2000



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Broadband on the move

The new generation of mobile broadband dongles are increasingly popular with business people on the move.

These compact USB sticks simply plug into your laptop or netbook so you can easily check emails, browse the web or use other broadband applications when you're on the go.

Pennine now offers these handy, productivity boosting gadgets on excellent value business contracts and pay as you go tariffs.

- For more details call us on 0161 763 2020



New Yealink VoIP range

Advanced phones, sensible prices

Pennine is now offering leading manufacturer Yealink's extensive range of IP enabled desktop, wireless, USB, video and audio-conferencing phones.

Yealink is a specialist VoIP equipment manufacturer which ships over 100,000 high performance units every month, each specifically designed for ease of use and installation.

Attracting particular attention is a new soft-phone incorporated within a compact 1Gb memory stick. The pocket-sized device comes pre-loaded with software which automatically installs on your laptop or PC, features an integrated sound card and is supplied with stereo headphones. The USB-M3K also automatically stores contacts and chat history with the memory also suitable for disaster recovery files.

Requiring no external power supply, its tiny size and functionality and bite-sized price of £30.00 make it an ideal choice for those looking for a low-cost mobile communications solution.

The handset range offers impressive functionality with every model - whether entry or executive level - offering multiple SIP user accounts, a large pixel backlit LCD screen with XML support, programmable keys, voicemail, remote/local phonebook, intercom and Power over Ethernet (PoE) as standard.

The range of handset and desktop models available satisfies an impressive variety of needs and budgets to serve businesses from emerging SMEs to large corporate.

- For further details of the Yealink range of SIP and USB VoIP phones please contact us on 0161 763 2020



Yealink
EASY VOIP



Penninetelecom

Pennine Telecom Ltd
Pennine House
Salford Street, Bury
Lancashire, BL9 6YA

Tel: 0161 763 2000
Fax: 0161 763 3332
sales@penninetelecom.com
www.penninetelecom.com