



Success Story

Meridian 1 PBX and Remote Office 9150 deliver terrestrial and wireless **VoIP** and **data** connectivity to **Infomedia**

Infomedia Ltd, the award-winning Australian developer of IT solutions for automotive dealerships worldwide, is migrating to Nortel Networks Voice over IP (VoIP) technology via a cost-effective, PBX-based voice and data network that delivers next-generation communications functionality, carries voice traffic over the Internet, and transparently interconnects five sites at Infomedia's Narrabeen headquarters and facilities in Melbourne and Perth.

The communications upgrade is spearheaded by growth – 150 percent annually for the five-year period ending 1999 – plus two strategic corporate acquisitions in 2000 and a major expansion of Infomedia's Narrabeen campus on Sydney's Northern Beaches Peninsula.

In recent years, Infomedia deployed a Telstra-managed fibre optic LAN with a 1 Gigabit feed between two pivotal buildings at Narrabeen – its software development and data centres – and a 100 Megabit fibre optic connection to Telstra's BigPond Internet service, but the company's overall communications

system was no longer adequate to meet the growing company's needs.

"The telephone systems we had at Narrabeen and in Melbourne and Perth had basically reached their thresholds," said Guy Bryant, Infomedia's Director of Technology. "We needed to add capacity and functionality, and we wanted to do so while leveraging some of the resources, such as centralised voicemail, made available by the merger of data and voice with Voice over IP.

"We decided PBX-to-PBX communications was the best option, in terms of viability and return on investment."

NORTEL
NETWORKS™

The best-selling PBX in the world

Working with Nortel Networks channel partner 3D Networks,

Infomedia installed two Meridian 1 Option 11Cs at Narrabeen and one each in Melbourne and Perth.

Easily IP-enabled, the Option 11C is the optimal choice for stand-alone or networked sites from 30 to 700 lines. It delivers advanced applications – including wireless capabilities, unified messaging, ISDN networking, and sophisticated call centre capabilities – in a compact solution that's easy to install, maintain, and operate. Powerful IP capabilities are added via a Meridian Internet Telephony Gateway Trunk 2.0 card that facilitates the convergence of voice and data and allows customers to incorporate IP telephony into their networks at a pace that makes sense for their business requirements.

“The Meridian PBX very elegantly supports a phased evolution to VoIP, by providing the option of circuit-switched or packet-switched calls,” said Richard Neale, General Manager, Nortel Networks Channel Sales, Australia/New Zealand.

“Because Infomedia wanted VoIP functionality without the added expense of new Internet telephones, we simply IP-enabled the carrier side of its PBXs and not the user side – and that allows personnel to talk over the Internet using regular handsets.”

Bridging public thoroughfares

Infomedia's five-site Narrabeen campus is closely integrated into the Narrabeen community – so much so that, in certain instances, getting to the finance centre from another building can involve manoeuvring a couple of public streets.

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National extension-to extension transparency

The sudden expansion from a single location to an Australia-wide organization with the Electronic Catalogues Division in Narrabeen, the Data Management Division in Melbourne and the Business Systems Division in Perth triggered a change in company culture – one that Guy Bryant believed could be significantly strengthened by creative communications.

“With all three divisions now integrated over IP and over the Internet, we felt it was important to bring the different businesses closer to each other, to equalise and level the technology playing field across these divisions that had come together from very disparate routes,” stated Bryant.

“Leveraging the Meridian 1 PBX capabilities, and working with Telstra on a carefully orchestrated numbering plan, we were able to achieve four-digit dialling across the Infomedia telephone network throughout Australia.

“It's eliminated distance and brought us closer together,” he said. “It gives everyone the sense of being within easy reach of the person at the other end of the line – whether he or she is calling the software development centre over the wireless LAN from the finance centre, or ringing in over the Internet from Melbourne or Perth.”

“To support our finance team, we wirelessly extended the reach of the PBX to the finance centre with Nortel Networks Remote Office 9150 solution and a Symbol Spectrum24 wireless LAN.”

The Nortel Networks Remote Office 9150 leverages investment in Meridian 1 PBXs by seamlessly extending telephones and all their features to remote sites – including extension-to-extension calls – either over a packet or circuit-switched network, depending on customer requirements and preferences.

The Spectrum24 wireless LAN was incorporated in the Infomedia solution as the result of a strategic move by Nortel Networks and Symbol Technologies to enable enterprises to integrate their Meridian 1 phone systems and LANs while providing wireless voice/data communications and wireless Internet services.

About Infomedia

Infomedia was established in Sydney in 1991 to focus on the development of specialised electronic selling and cataloguing solutions incorporating multimedia and advanced programming technology. In August 2000, the company listed on the Australian Stock Exchange.

Microcat, Infomedia's flagship electronic parts catalogue, is a global leader in its field within the automotive industry. Shipping to more than 37,000 subscribers in over 137 countries and in 25 languages, Microcat support centres have been established in Cologne, Copenhagen, Dearborn, London, Melbourne, Mexico City, Tokyo and Toronto.

Versions of Microcat are produced for the majority of leading car manufacturers in Australia, including Daewoo, Daihatsu, Ford, General Motors Holden, Honda, Hyundai, Isuzu, Mitsubishi, Suzuki and Toyota. Internationally, versions have been produced for Daihatsu, Ford, Hyundai, Land Rover and Toyota.

Following the acquisitions of Melbourne-based Datateck Publishing and Perth-based Online Computing in 2000, Infomedia has reorganised into three divisions: Electronic Catalogues, Data Management and Business Systems.

In 2001, in recognition of the development and supply of its Microcat product, Infomedia was awarded an Australian Technology Award in the "Excellence in the Development of Enterprise Software" category.

About 3D Networks

3D Networks - we are the architects and managers of communications infrastructure to businesses throughout Asia Pacific.

3D Networks offers a single point of contact from analysis through to deployment and support of network infrastructures. 3D Networks combines the latest technologies with consulting, systems design, integration and management capabilities for Contact Centre applications and infrastructure. We design, deploy and manage high performance Voice and Data networks. We offer Security Consulting Services and a broad range of monitoring, management and maintenance support services to keep businesses in good health.

New network management and call centre functionality

The two final elements in 3D Networks' Infomedia solution involved providing a Nortel Networks Optivity Telephony Manager to allow Bryant to manage and configure his four Meridian PBXs from a central point, and implementing a Nortel Networks Symposium Express Call Centre at the Business Systems Division in Perth.

"Infomedia maintains a ten-agent call centre in Perth that supports the data management systems we provide to automotive dealerships across Australia and New Zealand," Bryant explained.

"Symposium Express delivers sophisticated skill-based call routing for up to 150 agents and can handle up to 5,000 calls per hour – far more than we require at the moment – but it was its call centre management and customised reporting capabilities that interested me most."

Prior to joining Infomedia in 2001, Bryant had been IBM's program executive for desktop technology at the Sydney 2000 Olympics, and had learned to appreciate, understand and apply the value and benefits statistical helpdesk and/or call centre analysis can deliver.

"I don't believe business decisions should be based on emotion," said Bryant. "I'm now working on generating reports that provide the real-time data we require to establish skill-based call routing procedures that will enhance call centre productivity and provide the best possible service to our customers."

No stranger to Nortel Networks

Guy Bryant is no stranger to Nortel Networks and its Meridian range – there was an Option 61C at IBM's Olympic headquarters – and he calls the Option 11C "a pretty awesome little box."

Citing almost 25 years of involvement with Nortel Networks equipment during tenures at Digital Equipment Corporation in his native America and at Optus when it started in Australia in 1992, Bryant said he's convinced not only of the longevity of Nortel Networks' Meridian products but also of the ability of the company to deliver every time.

"So it made the choice – once we evaluated the competitive pressures and the positioning the Nortel Networks solution from 3D Networks provided – very easy for us," Bryant concluded. "I wouldn't easily change to another vendor. I've believed in Nortel Networks for a very long time."



Guy Bryant – Director of Technology, Infomedia



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