



## Lily Systems

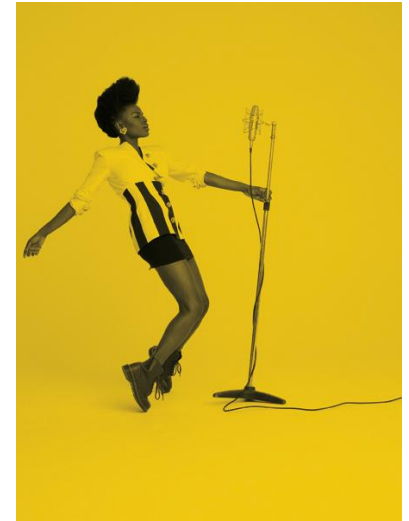
The Voice & Data Specialists

Integrating best-in-class IP solutions into client operations across the United Kingdom

IP Telephony | Video Conferencing | Fixed Line Services | LAN Solutions | Satellite Systems

As part of an ongoing plan of project development work with Lily Systems, Dr Martens were planning to **upgrade their telephony platform** in line with other technical redevelopments throughout the business.

They wanted to improve the **efficiency** at which they were able to communicate with international branch offices and employees, whilst delivering the **scalability and flexibility** that would be able to meet any future business growth.



### Phase 1: Initial Installation – November 2010

Working within time-scales set by the client, Lily Systems conducted a thorough and detailed discovery process through the use of consultation sessions, cost-analysis studies and constant liason with Dr Martens to ensure that before a solution was proposed, a complete understanding of the requirements had been understood.

The recommendation was made that Dr Martens moved away from their existing Nortel BCM50 Platform and Option 11 Estate and that they switch to the ShoreTel Voice over Internet Protocol (VOIP) Telephony Solution. This choice was taken as the ShoreTel solution would allow Dr Martens to communicate seamlessly with international sites via the feature-rich ShoreTel offering, provide a high level of resiliency (five 9's availability which is equal to 3 minutes downtime a year ) that is key for any international business operation and the scalability to expand when needed without the need for extensive training for both the user and the administrator.

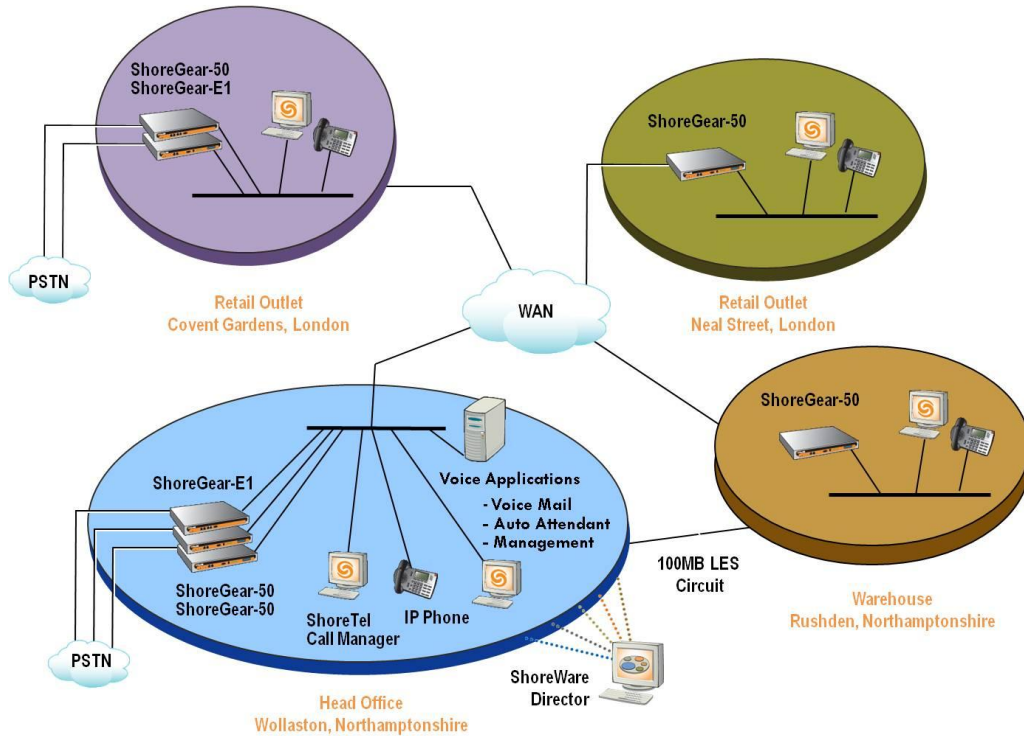


- Unmatched reliability and availability
- Guaranteed Lowest Total Cost of Ownership
- World Class Customer Satisfaction

With the ease of use that the ShoreTel platform offers, it allowed Dr Martens to utilise features such as IVR's and Workgroups that dramatically improves the efficiency with which employees were able to handle calls and improve the customer experience by directing calls to the relevant department without the need to be redirected via the receptionist.

The decision to implement the ShoreTel solution was weighed up against many of the industry leaders and the long-term total cost of ownership advantages that ShoreTel can bring was highlighted as being a key driver behind the final business decision.

# Dr Martens IP Telephony Network



## Phase 2: Future Implementation – 2011

Upon completion of the initial deployment, Lily Systems will be responsible for implementing the ShoreTel Telephony solution across Dr Martens national network of retail stores and international offices providing a complete telephony solution and with no single point of failure, a solution that is adminstrable from any point on the network and the easiest-to-use IP Telephony system to help Dr Martens accelerate their business development.

*'Lily Systems have helped Dr Martens revolutionise the way they communicate across the globe. They were able to listen to our needs and, through continuous assessment and dialogue, provided a ShoreTel solution that fully met our requirements and budget.'*

**Nic Harris, Network Manager, Dr Martens**

## About Lily Systems



Lily Systems, the Voice & Data Specialists bring together a team with over twenty years experience in IP Networking and Communications. With the goal of bringing the most advanced technology on the market for converged IP applications and unified communications solutions, to our clients operations.



**Email**  
[info@lily-systems.co.uk](mailto:info@lily-systems.co.uk)



**Twitter**  
@lilysystems



**Phone**  
01858 450440



**Video Conference**  
77.107.146.17



**LinkedIn**  
Lily Systems