



# 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 a rapidly expanding national business, **Joules Clothing** were looking to consolidate their business operations by moving into a new head office and approached Lily Systems as they were unsure about the best telephony platform that would deliver the **scaleability and flexibility** that would be able to meet their immediate and **future telephony needs**.



## Phase 1: Initial Installation – October 2007

Through the use of cost analysis studies and detailed consultation sessions with the client, Lily Systems were able to establish a detailed and accurate picture of the way in which Joules were currently operating. From this initial work, the recommendation was made that Joules moved away from the NEC Aspire Phone System that they had in place and that they switch to the Shortel Voice over Internet Protocol (VOIP) Phone System. This initial deployment comprised of a Shoretel SureGear 120 VOIP switch with an E1 Gateway that brought in a primary rate ISDN line.

This choice was taken as the Shortel solution offered the highest level of flexibility, through features such as 'Office Anywhere' and usability, by consistently being ranked as the number one easiest to use IP Telephony system\*. The Shortel platform enabled the Head Office to quickly establish communication channels and facilitate the use of flexible call control, using a combination of hunt groups, work groups and auto-attendants that allowed Joules to better service their operational and customer requirements.

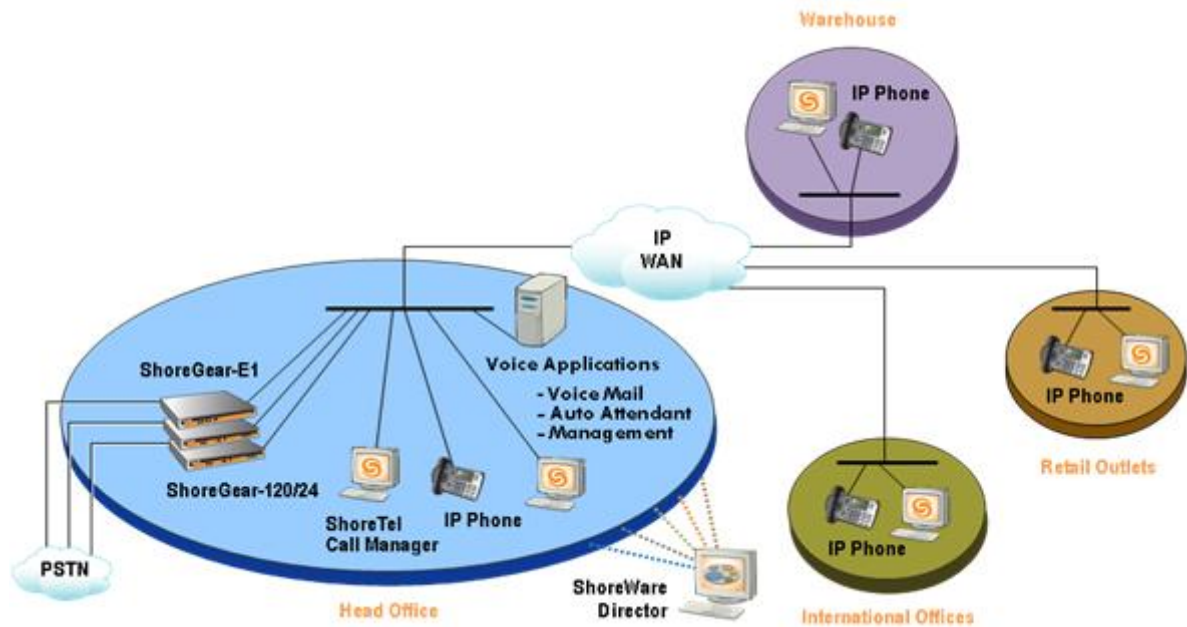
*'The perpetual challenge that we face at Joules, as a rapidly growing business is the need for flexibility. Lily Systems demonstrated from the outset that they were able to meet this challenge and to date, have proven their ability to deliver the most appropriate solutions.'*

**Dylan Richards, Head of Operations, Joules Clothing Limited**

## Phase 2: Expansion – October 2007

Soon after the completion of Phase 1, Joules saw a period of rapid growth that led to an increased need to expand the original capacity of the previously implemented system that was present in the Head Office. This need was intensified by the opening of numerous new retail outlets and two international offices in China.

Due to the flexibility that the Shortel VOIP system offers, Lily Systems were able to add additional voice switches to the existing cluster, that afforded scalability up to 10,000 users. Furthermore, Lily Systems were able to deploy IP handsets across the Joules network, as represented by the diagram above.



## Joules Clothing IP Telephony Network



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

This helped to solve the problem of the capacity on the previous legacy telephony system becoming too constrained and allowed Joules to communicate between all regional, national and international sites on leased costs routing across their corporate Wireless Access Network (WAN).

*‘Whenever we need more phones, we simply order from Lily Systems and on arrival, deploy the units across the business and with central configuration management, users are live within a matter of moments, nothing could be simpler.’*

**Oli Jones, Network Administrator, Joules Limited**

## 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.

				
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