



CHALLENGE:



- Academia needed to replace their legacy phone system with a more reliable, flexible, sales-focused solution due to rapid growth.

SOLUTION:



- ShoreTel's Unified Communications (UC) platform
- ShoreTel Director
- ShoreTel Enterprise Contact Centre
- ShoreTel Mobility
- SIPerator, E1K, multiple voice switches and VPN concentrator
- Use of Mac, PC and iOS apps

BENEFITS:



- Resilient, flexible and scalable
- Easy to manage and deploy
- Improved user collaboration, especially within the sales team
- Considerable cost savings

IT reseller Academia was so impressed with ShoreTel's Unified Communications platform, they installed it themselves!

Academia is one of the UK's fastest-growing, highly accredited group of technology companies. They have expanded quickly, from only two to one hundred employees over eleven years. Their legacy phone system had certain limitations and was not equipped to deal with the rapid increase in users.

Academia has a 45-strong sales force so a reliable phone system with full resilience was vital, as well as the option for agile working. ShoreTel's UC platform enables seamless communication and the contact centre solution provides sophisticated real-time management and reporting tools so that Academia can analyse the performance of the sales team and proactively measure the results. ShoreTel Mobility also ensures that employees are contactable anytime, anywhere. Jeremy Silver, Vendor Relations Manager for Academia, commented:

"We required a UC system that would not only support our growth but also be flexible and 100% reliable. ShoreTel are great innovators, investing heavily in R & D and always looking to improve their hardware and software solutions. Their communication tools and flexible technology has really helped our business grow over the past two years, and I am very confident that they can also help our customers in the same way".