

## SBC DataComm Brings IP Solutions to the Crate & Barrel Table

Increased productivity will save the company thousands of dollars.

### Challenge

When Crate & Barrel opened the doors to its new state-of-the-art headquarters building in Northbrook, Illinois, it needed a communications system capable of improving productivity for more than 400 service and support associates and of providing an advanced, centralized voice mail platform while keeping upfront expenditures down and minimizing ongoing maintenance costs.

### Solution

SBC DataComm delivered SBC PremierSERV<sup>SM</sup> IP Telephony Advantage solution using Cisco Systems<sup>®</sup> AVVID (Architecture for Voice, Video, and Integrated Data) that includes two Cisco Systems<sup>®</sup> Catalyst 6509 Switches for the backbone, nine Cisco Systems<sup>®</sup> Catalyst 4006 Switches in wiring closets, redundant configuration of Cisco Systems<sup>®</sup> CallManager software to support IP telephony, Cisco Systems<sup>®</sup> Unity unified messaging, 500 Cisco Systems<sup>®</sup> IP Phones and system interoperability fully tested prior to delivery.

### Result

The IP solution delivers significant benefits including a common platform for eventually sharing features such as voice mail and interoffice calling within individual stores. SBC DataComm solutions also reduce capital expenditures by combining telecom and data infrastructure budgets. The solution is expected to result in \$180,000 in savings on maintenance, management and wiring over a five-year period.

More solutions await you.  
Call your SBC account manager  
for more details.



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## State-of-the-Art Savings

When Crate & Barrel, a major retailer that sells housewares and furniture in more than 100 stores nationwide, opened the doors to its new, state-of-the-art headquarters building in Northbrook, Illinois, the company wanted a communications system to match.

SBC DataComm was faced with the challenge to improve productivity for more than 400 service and support associates, while keeping upfront expenditures down. In addition, it was also crucial to minimize ongoing maintenance costs and to provide an advanced, centralized voice mail platform.

SBC DataComm delivered a solution that is expected to result in \$180,000 in savings on maintenance, management and wiring over a five-year period. And, the solution, designed by SBC DataComm using Cisco Systems® architecture, offers a unified IP messaging platform Crate & Barrel can expand upon.

To come up with the recommended solution, SBC DataComm consultants compared capital and maintenance costs over a period of time. SBC DataComm recommended an SBC PremierSERV IP Telephony Advantage solution using Cisco Systems® AVVID (Architecture for Voice, Video, and Integrated Data) for ease of operation and expandability. This solution included advanced hardware fully tested by the customer before the actual installation in the company's Network Implementation Center located in Memphis, Tennessee.

For Crate & Barrel, the IP Telephony solution delivers significant benefits including a common platform for eventually sharing features such as voice mail and interoffice calling within individual stores. SBC DataComm also offers solutions that

reduce capital expenditures by combining telecom and data infrastructure budgets.

## Boosting Productivity

In addition to the projected \$180,000 cost savings in capital expenditures, the company expects additional savings on toll calls when IP communications becomes available to stores, lowering expansion costs. For example, to add 30 employees to its system, the company now installs one 48-port blade on a Catalyst 4006. By contrast, with a traditional PBX, it would take 30 new digital ports and twice as much wiring.

Beyond savings in hardware and wiring, employees can improve their productivity and information sharing by being able to see their e-mail and voice messages at a glance through the Cisco Systems® AVVID system. The system also allows voice mail messages to be stored in folders and attached to WAVE e-mail files and for voice calls to be dialed from their e-mail contact manager, for e-mail messages to be retrieved by phone through text-to-speech function.

*"Opening the headquarters and integrating our employees to this new system was a smooth transition because the SBC DataComm expertise and ongoing customer support," said Mark Carrier, telecommunications manager, Crate & Barrel. "Crate & Barrel values the work and happiness of its people, and having a system that makes their jobs easier and more efficient is an investment worth making."*

SBC DataComm handled all phases of project management, staging and implementation, including coordination with the retailer's carriers and network providers.

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