

House of Fraser Implements Leading IP Solution from Mitel

CUSTOMER NEEDS

- Single voice network for staff
- Reduced voice traffic, cabling costs and increased network flexibility
- To leverage legacy IT equipment and enable future additions to the network

SOLUTION COMPONENTS

- Mitel 3300 Integrated Communications Platforms (ICP)
- Mitel 3340 Global Branch Office Solution
- Mitel 5550 IP Consoles
- Wireless IP Sets
- Existing Mitel SX-2000 PBX

RESULTS

- Single future proofed voice network that is more efficient and cost-effective
- Reduced cabling costs, increased flexibility and scalability of the network
- £110k – £135k in the first year for phase one



House of Fraser is the UK's leading quality department store, with an annual turnover of £900 million and retail outlets in 50 locations throughout the UK. In keeping with House of Fraser's reputation for world leading style and quality, the organization has been investing in leading technology for almost 20 years.

In 1984, House of Fraser was the first retail network to put all its point-of-sale tills online and the first store to deploy NT technology throughout all its outlets. So when equipping its UK stores with a new telephony network, House of Fraser wanted state-of-the-art technology. They were looking for a cost-effective way to provide a new infrastructure to carry both voice and data communications over a single network across the chain.

The Solution

After a one-year evaluation process looking into different wide area network (WAN) models, House of Fraser chose the Mitel® 3300 Integrated Communications Platforms (ICP) and a combination of handsets and management tools including the Mitel 5215 IP Phone and the wireless IP Phone. The technology will provide a flexible infrastructure which will enable a smooth migration to the new phone system in the stores using a phased approach. House of Fraser estimates that the solution will provide savings of around £110k – £135k in the first year for phase one of the project.

The full deployment of this project is expected to take House of Fraser three years, and will be conducted in three phases which will see Voice over IP (VoIP) deployed for wired and wireless devices nationwide.



it's about **YOU**

Customer Experience

→ House of Fraser

ABOUT HOUSE OF FRASER

House of Fraser has everything you can buy to make a house a home, from clothes to fill your closets to décor for your living room.

The department store operator sells women's, men's, and children's clothing and accessories; housewares; linens; cosmetics; perfume; jewellery; furniture; and electronics in 50 stores throughout the UK.

House of Fraser's department stores operate under 15 banners, including House of Fraser, Rackhams, Army & Navy, and Binns.

www.houseoffraser.co.uk

"VoIP means our staff can be anywhere and still be connected to our network. All they need is an IP phone, which is a key component of this project. Having a VoIP network ensures smooth migration to this new technology across all our stores. It's about future proofing our investment."

– Andrew Darley, Network Infrastructure Manager, House of Fraser

"VoIP means our staff can be anywhere and still be connected to our network. All they need is an IP phone, which will be a key component of this project. Having a VoIP network ensures smooth migration to this new technology," said Andrew Darley, Network Infrastructure Manager at House of Fraser.

"As a pioneer in retail networking, House of Fraser has a proven track-record of investing in IT to improve business processes and enhance the customer experience. Through working with Mitel, we have the ability to deploy a solution that reduces operating costs while improving network efficiency and scalability. We have also taken the necessary steps to future-proof our network for the delivery of new applications and services to our customers and employees," continued Darley.

All House of Frasers stores will be fitted with the Mitel solution. The technology will enable future developments and additions, such as wireless handhelds for customer ordering which will be able to run off the same IP network. Staff will have access to voice and data communications from anywhere within the chain. The use of wireless IP phones, for example, will enable staff to respond to customer enquiries quickly and efficiently – for example, calling off stock from the warehouse to meet a customer need.

The solution will enable the exchange of low-cost calls between stores and offices over the existing WAN and provide a flexible framework for future developments and additions, for example: improving customer service and call handling through a centralized or dispersed contact centers and integrating video communications to improve in-store security, identifying in-store layout issues and training staff on store branding.

With a leading brand quality retailer such as House of Fraser, it is only natural that its new technology is best of breed. Through working with Mitel, House of Fraser has the tools in place to easily evolve to meet its future business needs. "With this implementation there won't be anything that's redundant. It's about future proofing" said Darley.

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