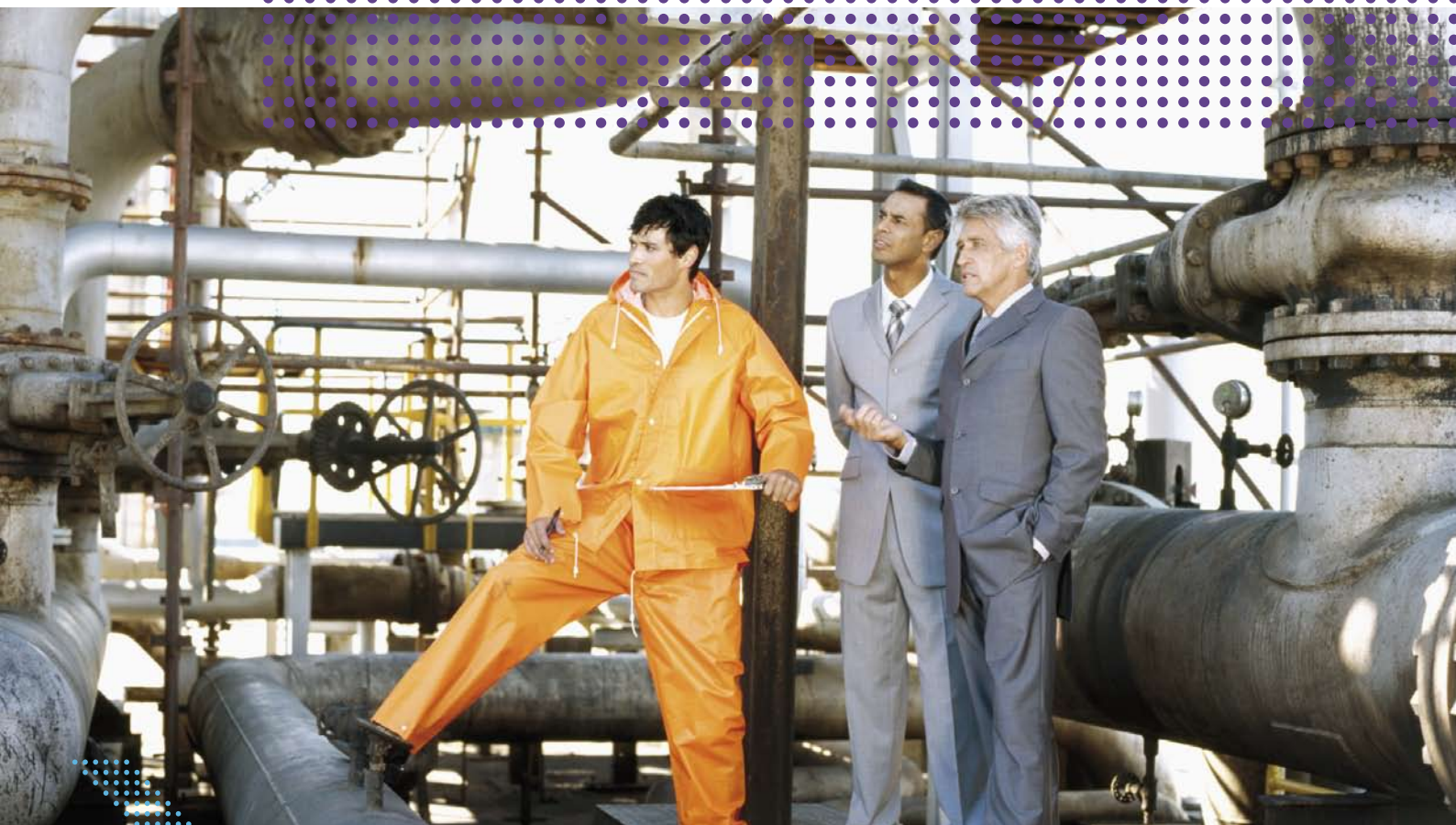




MAJOR INDUSTRIAL FIRM USES IP TELEPHONY TO IMPROVE EFFICIENCY, ENHANCE SECURITY AND ACHIEVE COST SAVINGS



Alcatel-Lucent OmniPCX Enterprise with My Teamwork provides U.S. firm's corporate headquarters and global sites with one IP-network to enjoy exceptional conferencing and collaboration benefits



Based in the U.S. State of Illinois, Tuthill Corporation is among the world's leading producers of industrial machined products. When the company sought to upgrade from separate, analog private branch exchanges (PBXs) at numerous global locations to one IP network, it selected an Alcatel-Lucent Voice over Internet Protocol (VoIP) solution that has helped it save thousands of dollars each month in local and long distance fees, as well as facilitate staff collaboration and improve internal security.



CHALLENGES

- Large firm with multiple global sites
- Each site had analog PBX from different manufacturers
- No uniformity of phone service
- No multimedia support – required leased service
- Monthly fees eat into budget

SOLUTIONS

- Alcatel-Lucent **OmniPCX** Enterprise.
- Alcatel-Lucent 'My Teamwork' conferencing
- Alcatel-Lucent digital OmniSwitches

BENEFITS

- One IP network to serve North & South America, and Australia
- More uniform communications company-wide.
- Improved security – no leased service for conference support
- 'My Teamwork' saves over \$5,000/month
- Ongoing, solid support from regional Business Partner

FROM BUILDING BLOCKS TO HIGH-TECH

Located in the small, southwest-Chicago suburb of Burr Ridge, Tuthill Corporation's world headquarters is home to a global network of heavy equipment manufacturing and distribution sites. Started in Chicago by James Tuthill in 1892, its basic product was about as rudimentary as it gets – bricks used to supply the construction needs of this huge city.

Tuthill Corporation has today grown substantially to produce highly engineered, machined products such as vacuum pumps, blowers, hydraulic axles, linkage and control assemblies. It operates in more than 150 industrial markets throughout North and South America, Europe, Middle East, Africa, China, Australia and New Zealand.

Much of the firm's success is due to the Tuthill Business System, a corporate attitude that emphasizes lean manufacturing to keep costs, and prices, keenly competitive so significant investment can be channeled into service excellence and strong customer satisfaction. It was under these circumstances that the firm's IT professionals realized internal and external communications could be significantly improved and telephony costs dramatically reduced through new, IP-based technology and software.

MULTIPLE PBXS CONFUSING AND COSTLY

Don Mack, Director of Tuthill's IT Services, says: "Fifteen key sites in the U.S., Canada, Mexico, Argentina and Australia had their own analog PBX from different manufacturers, with each system possessing different features and levels of sophistication that other sites didn't have. It was a hodgepodge of multiple products which were costly to operate, maintain and repair." Another issue involved internal communications between locations. "We regularly conference between multiple sites that include R&D, engineering, manufacturing and distribution specialists. A key purpose of these meetings is to share knowledge and plan complex engineering projects to benefit the unique needs of each customer," says Mack.

The assorted analog PBXs throughout the company could not provide multi-media support to meet this need, so Tuthill began leasing a web-based conference-sharing program that combined

"The ability to freely, safely and cost-effectively communicate with this system lets us provide better customer service."

Don Mack,
Director of IT, Tuthill Corporation



Tuthill now performs nearly all moves, additions and changes for considerable cost savings.

voice, data, graphics and video inputs that let Tuthill staff worldwide participate in key meetings using wireless laptops or desktop personal computers. At the time, it was the only way global staff could access the multimedia support needed to join in these meetings.

Mack and Tuthill's Senior Systems Architect, Chris Crawford, realized the product's on-going, monthly fees were eating into the firm's IT budget, and preferred having Tuthill install its own IP-based network to provide this service. There were also security concerns. Crawford says: "Most of our conferences are internal, yet by relying on a web-based product, any proprietary information in a multi-site meeting was sent over the Internet and redirected back to our various sites. While the firm promised to encrypt all data, we always worried about some hacker breaking in. The Internet component was a major weak link in the security chain."

EIGHT CONTENDERS – ONE WINNER

A request for proposal (RFP) was issued and seven U.S.-based communications giants responded. The eighth was Paris-based Alcatel-Lucent. The proposals were narrowed to three, then two. Alcatel-Lucent won the contract. Mack says: "Their pricing

was excellent and, after talking to their reference clients, they obviously shared many of the core business values we embrace." They also had the solid, proven ability to install and support a global, IP-based voice and data network as well as unique software called My Teamwork which, says Crawford, provides all the sophisticated conference services they liked with the original web-based product, but without the external security concerns.

A single Alcatel-Lucent **OmniPCX™** Enterprise IP system located at Burr Ridge was initially installed to provide feature-rich voice and data communications throughout headquarters. These services were soon expanded to the firm's main Australian plant and five satellite offices throughout the continent. At a site with multiple buildings, Alcatel-Lucent wireless fidelity (WiFi) links were installed, which provide highly reliable, safe connections versus the extremely expensive T1 cables traditionally run between adjacent structures.

"Installation and cutovers at Burr Ridge and Australia went extremely well with no surprises, thanks in large part to Alcatel-Lucent's on-site business partner, Morse Communications, based in Melbourne, Florida," says Crawford. Morse is now actively involved in adding more Tuthill facilities to the original IP network. Mack says: "We've since added our French plant on WiFi, and will soon rollout three locations in the U.K., as well as one each in Germany, Italy and Belgium. Nearly 1,000 phone sets will then be on the global network, with more to come." He adds: "Through Morse, backed by excellent support from Alcatel-Lucent, we've pretty much developed a dependable template for these installations, and they've been incredibly



trouble-free. We've become so confident that cutover night has now become a social event, with key Tuthill people invited to watch."

MY TEAMWORK: A POWERFUL TOOL

By routing all calls through the IP-based platform instead of traditional landlines, the **OmniPCX** has significantly lowered Tuthill's telecom bills, while at the same time providing a wide range of advanced communications features including multimedia support. It didn't take long for Mack, Crawford and the IT group to implement Alcatel-Lucent's My Teamwork browser-based conferencing software for multimedia collaboration within a building, site, or multiple sites anywhere on the worldwide IP network.

"My Teamwork provides many options. Anyone on our internal network can simply dial in to hear the audio portions of a conference, or with a PC, securely access the multimedia functions including video, slide shows, or charts and tables. It even allows users to record conferences for later playback, and send a playback link in an e-mail to those who might have missed the live portion. And users can choose prompts in one of five languages including Mandarin Chinese, a valuable feature for a global firm like ours," says Mack.

But improved security and cost-savings are among the two biggest benefits. "The **OmniPCX** Enterprise with My Teamwork gives us control of our own network, which means we no longer need outside firms that flow our internal conferences over the public

"The Alcatel-Lucent system gives us total network control and improves security by eliminating the need to lease conference services from outside firms."

Chris Crawford,
Senior Systems Architect, Tuthill Corporation

Internet," adds Crawford. "This eases everyone's mind regarding security breaches that could compromise proprietary information." And a recent analysis profoundly illustrated the cost savings achieved by switching to My Teamwork. "In March 2008, we used a total of 20,340 minutes company-wide on My Teamwork," says Crawford. "Since we now control the network, the minute-usage cost is basically nothing. Contrast that with the web-based leased service that charged 0.25 (USD) per minute on a monthly basis. So in one month, Tuthill saved \$5,085 (USD) in outside fees by using My Teamwork versus the contracted service."

Finally, Tuthill's IT group now performs the vast majority of moves, additions and changes themselves that result in considerable savings for a firm their size. "The ability to freely, safely and cost-effectively communicate using this system lets us provide better customer service, which fits perfectly with Tuthill's highly successful business philosophy," concludes Mack.



BUSINESS PARTNER'S ROLE

Morse Communications, Inc., worked as project leader to install equipment, manage service cutover and train Tuthill Corporation's staff. The firm today provides full-time, on site backup support for Tuthill as well as ongoing service, maintenance and consultation as needed.

BUSINESS PARTNER INFO

Headquartered in Melbourne, Florida, the firm provides design, installation, maintenance and consultative services over a wide range of communications projects including telephony systems, advanced software application servers, contact center solutions, on-premise wiring, access control and security, digital video security monitoring, WAN/LAN IP networking, and Category 5, 5e and 6 cabling.

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