



> METRO CHRYSLER DODGE JEEP UNLEASHES THE FULL HORSEPOWER OF A NORTEL SMB SOLUTION

NORTEL



Metro Chrysler Dodge Jeep

Having first deployed a Nortel converged communications solution, Metro Chrysler Dodge Jeep then turned to the industry innovator for Voice over IP (VoIP) and wireless access, affording improved customer service.

Case Study

A comprehensive small and medium business communications system deployment

Customer: Metro Chrysler Dodge Jeep — a downtown-Ottawa, high-volume, standards of excellence-committed automobile dealership.

Challenge: Metro Chrysler Dodge Jeep had an extremely antiquated telephone network. Its IT strategy developed into one that would update that network and fulfill three primary objectives: (1) to converge its voice and data networks for uninterrupted mobile communications among its constantly on-the-move workforce; (2) to leverage the ease of transition and use of VoIP; and (3) to install a wireless network, allowing its customers to go online while waiting, and facilitating more flexible use of automotive diagnostic tools.



“We began to realize the power of communications technology last year when we installed Nortel’s Business Communications Manager. It delivers big-system features and capabilities at affordable, small-business owner pricing. We are now using a complete SMB system from Nortel to deliver a superior service experience for our customers.”

— Jim Pears, president,
Metro Chrysler Dodge Jeep

Solution: A comprehensive deployment of a Nortel Small and Medium Business (SMB) communications solution designed to enhance workforce productivity, streamline operations and communications costs, and deliver first-rate customer service. This solution includes the Nortel Business Communications Manager, the Nortel Business Ethernet Switch 120, the Nortel Business Secure Router 222, two Nortel Business Access Point 120s and the Nortel Business Element Manager, as well as Nortel IP phones and IP soft clients for PDAs.

Benefits: Metro Chrysler Dodge Jeep has advanced from an outdated voice system to a communications solution unsurpassed in its industry. As a result, Metro today provides more efficient service and a more pleasant onsite experience for its customers, and is enjoying the ease of deployment and simplicity of operation of VoIP, with moves, adds and changes a cinch.

Several very compelling motivations came into play in Metro Chrysler Dodge Jeep’s decision to implement Nortel’s portfolio of voice, data and wireless products — a portfolio specifically designed for small and medium businesses. The sophistication and affordability of the Nortel technology were certainly prominent among those considerations. But Metro, located in the west end of Ottawa, was equally attracted to the simplicity with which Nortel’s SMB solution is implemented, and with the simplified, streamlined efficiency of operations this solution has afforded. In some cases, the transition was, quite literally, overnight.

Referring specifically to the transition to Voice over IP (VoIP), Metro’s systems administrator Mark Roberts says: “One of the primary considerations for us was the ease of deployment. You put the soft client on, and away you go.”

Regardless of the primary motivation, Metro is today benefiting from the power of wireless LAN, Ethernet switching, security, and converged voice and data services. Having begun with a mobility solution, Metro subsequently implemented Nortel VoIP technology and a wireless solution that enhances its automotive services and allows customers to get online while they wait.

“We began to realize the power of communications technology last year when we installed Nortel’s Business Communications Manager. It delivers big-system features and capabilities at affordable, small-business owner pricing, giving us both big-company technology and small-company personal touch,” says Metro president Jim Pears. “We are now using a complete SMB system from Nortel to deliver a superior service experience for our customers.”

Step one: Mobility

The answer to keeping Metro’s workforce fully connected while on the move was a Nortel converged communications solution featuring the Business Communications Manager (BCM) 400 and a Digital Mobility solution, including the Nortel Digital Mobility Controller 320.

The BCM series provides the industry’s only converged voice and data solution. It offers a choice of traditional telephony, an IP-enabled or pure-IP strategy or a combi-

nation of both. BCM400 features include unified messaging, multimedia call centers, interactive voice response, IP routing, and data services that include firewall, wireless and more.

Step two: VoIP

Having introduced mobility, Metro now took the Nortel technology and ran with it. The next very key application was VoIP — and it was, by all accounts, a breeze to implement.

Roberts is solely responsible for Metro's IT operations, and IT isn't even his full-time job: he's also the shop foreman. No worries. Says Roberts: "We'd had no downtime with the deployment of the BCM400, so we weren't at all leery about taking on the next deployment — and we haven't had any issues.

"With VoIP, we're enjoying the same reliability we had with our traditional phone system."

The benefits of this transition from digital to VoIP have been considerable — the addition of soft clients on PDAs, for example.

"Using the soft client on my PDA," says Roberts, "gives me the ability to walk around the building with a nice little earplug, hands free, and I can store so much information on it. We also run the soft clients on our PCs."

IP sets are another key benefit, extending network services to remote sites, simplifying moves and changes and eliminating toll charges for site-to-site calls. Metro is thus equipped to quickly and easily add additional sites — a repair shop or used-car affiliate, for example. The Nortel IP Phone 1120E that Metro deployed has an integrated Gigabit Ethernet port that will allow a staff member to plug a PC into their phone with one cable drop to serve both devices.

As for the luxury of remote dialing, Roberts says: "It doesn't really matter where I am; if there's something I need to attend to, I can do so from wherever I am, just as if I'm sitting in the shop. I can sit virtually anywhere and make or receive local calls. So if I'm away and there's something going on that I need to be a part of, it makes it very, very easy."

Step three: Wireless

A primary benefit of the wireless network is the improved automotive diagnostic service Metro can now offer. Specifically, Metro now has the option of performing certain diagnostic functions wirelessly.

"The wireless function is a lot easier for the technicians," Roberts explains, "because now they're not constrained by the length of the cable and there's no risk of damage to the cable. Now we can do some of the diagnostic software downloads in the parking lot through the wireless interface. Sometimes there's a need to update software on the vehicle; we can now do that very quickly, whereas before we'd have to bring the car into a bay and have the technician hardwire it. Now I can sit at my desk and do the update through the interface and the technician can move on to something else.

› Business Ethernet Switch 120

Provides cost-effective, easy-to-use desktop connectivity and delivers power for devices such as IP phones and wireless access points, reducing wiring requirements and costs and simplifying employee moves.

› Business Secure Router 222

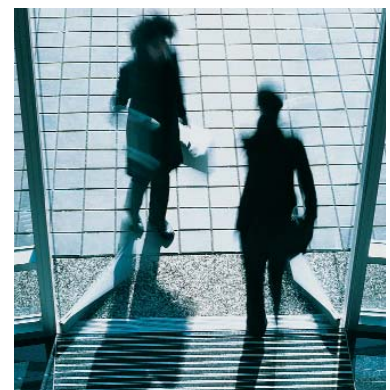
Delivers low-cost connectivity to the Internet or IP networks and enables greater employee flexibility for work locations and hours via secure connectivity from home or elsewhere.

› Business Access Point 120

Provides simple, secure wireless data and voice connectivity from anywhere, at any time, to allow employees to be more productive and accessible.

› Business Element Manager

Provides a simple and consistent network management interface across the SMB portfolio to streamline repetitive tasks and simplify network operations.





“Things are resolved in a much more timely fashion. We’re very definitely able to get our customers in and out faster.”

And, with wireless access in the waiting area, those customers who do have to wait a bit can continue to take care of their business.

That, in and of itself, may not bring in new customers, but, says Roberts, it will definitely encourage the people who are coming in to stay around a bit longer to have additional work done while attending, online, to their own matters.

Customers have already expressed their pleasure with this perk. One appreciative customer has written: “I would like to send a thank-you to your management team for the provisions set up for your customers in the waiting room. The wireless Internet is an excellent extended service to your customers.”

In sum: an edge

The vision, says Mark Roberts, was always at the solution level: “The reason we went in with a solution rather than looking to implement individual components, one at a time, was because of the simplicity of that overall solution.

“It was a solution that was ready to go.”

In sum: The industry’s very finest automobiles and, almost overnight, an additional competitive edge.

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world’s most critical information. Our next-generation technologies, for both service providers and enterprises, span access and core networks, support multimedia and business-critical applications, and help eliminate today’s barriers to efficiency, speed and performance by simplifying networks and connecting people with information. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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