

# Customer EXPERIENCE

## ABOUT EURALLIANCE

Euralliance, opened on January 1, 2004 as the last building at the center of a business park that offered telephony and IT solutions as bundled resources.

## CUSTOMER NEEDS

- To have a high-tech building dedicated to communications, right at the forefront of technology
- Sharing the telephone access (telephony standards) while retaining the individual identity of each of the businesses accommodated there
- Retaining the same telephony capabilities as the businesses had at their previous sites (voice messaging, transferring and intercepting calls, etc.)
- Facilities for administration and maintenance of the network
- Technology that can evolve and adapt to the needs of the resident businesses

*“First, we searched for a technology that would be reliable in the long term, that had already proved itself and that would be compatible with our core business: providing multi-enterprise buildings with turnkey services requiring frequent changes to the configuration or the numbers of phones. Mitel’s solutions met our requirements perfectly, both from the point of view of the users – who were very satisfied with the new applications proposed – and the IT Services, for whom the administration and management were greatly simplified.”*

– **Olivier Pluchard,**  
telecoms manager,  
Euralliance building



## Euralliance, a venture connected to the whole world

Since it was first envisaged in 2003, the Euralliance building in Lille, Northern France has been intended to be a reflection of the modern business world, giving the companies residing in it the benefit of the latest advanced technology and communications solutions.

### A solution adapted to a multi-enterprise building

Shortly before relocating to the Euralliance building, companies were consulted on their IT and telecommunications requirements.

At the end of a tendering process that included responses from all the main telephony players, a Mitel® IP communications solution was adopted. Mitel was chosen for the reliability of its solutions and for its wide-ranging options and flexibility. Flexibility was a vital factor; with 10 or so businesses grouped together in a single building, changes in the numbers of extensions would be commonplace, so a solution that would ensure changes could be made quickly and without affecting the network was essential.

Using a Mitel 3300 IP Communications Platform (ICP) and Mitel 5220 IP Phones allowed each of the businesses to retain their own identity. In fact, for every incoming call at the common exchanges, it is now possible to identify the person calling even before picking up the phone.

Thanks to the Mitel IP communications solution, the building’s 10 tenant companies have benefited from an installation that corresponds to the requirements of their respective core businesses.

### Flexibility in deployment

In addition, because IP telephony runs over the same IT and telephony network, it simplifies the infrastructure’s deployment as well as simplifying



it’s about **YOU**

## SOLUTION COMPONENTS

- Mitel 3300 ICP
- Mitel Your Assistant
- Mitel 5220 IP Phones

## RESULTS

- More personalized contacts, thanks to the CTI application
- Centralized and extremely simple administration
- A major reduction in communications costs

the system's administration and management. Equally, IP proves itself to be a very powerful means for generating savings for companies who are rationalizing their telecom costs.

Centralization of the network administration means that IT Services can manage the operation of some 200 extensions in barely 13 hours for an entire year. This is how Olivier Pluchard, telecoms manager for the Euralliance building, explains it: "It took barely two days to turn me into a telephonist! A short training course was enough for us to be able to manage the installation and administration of the system, internally and completely independently. The benefits in terms of operating costs are considerable and the training course allowed us to easily manage the hundreds of moves, adds and changes ourselves that would be needed every year."

### The choice for IP communications

"A high-tech communications environment was the vision for the future Euralliance building. After providing advice and assistance during the change process and the development of the IT system, a consultancy agency recommended IP communications as being best suited to the requirements defined. In fact, the specific nature of the Euralliance site, which accommodates 10 or so independent companies, meant that each of these businesses had to be able to retain their own identities and independence within the network.

Each of these businesses now has the benefit of a dedicated VLAN network, all of which are connected over a LAN network to the administrative services, which are located in another building. For example, this type of architecture allows changes to the extensions or numbers of them, as indicated by each of the businesses via an intranet web interface.

The multi-line Mitel 5220 IP Phones are also equipped with the Mitel Your Assistant™ application that supports CTI features. For example, this includes recognizing anyone who regularly dials the standard access number for the Euralliance building and having the call immediately redirect by the operator to the company that the speaker is trying to contact.

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