



#### MANUFACTURING SUCCESS STORY

## Global Manufacturer Cleans Up with Savings Thanks to ShoreTel

#### CHALLENGE:

- After consolidating several facilities and functions, FHP O-Cedar wanted to ensure excellent customer service with a powerful and reliable communications system that reduced total cost of ownership.

#### SOLUTION:

- The ShoreTel UC solution is co-located in two server rooms in the main building to ensure reliability, and includes ShoreTel IP Phones, ShoreTel Voice Switches, and integrated wireless.

#### BENEFITS:

- The ShoreTel UC system offers FHP O-Cedar up to 15 percent lower TCO than its nearest competitor, with an anticipated return on investment of less than one year.
- ShoreTel Call Manager helps improve communications through fully integrated email, voicemail and mobile capabilities so field staff can quickly identify and respond to important calls.
- The ShoreTel distributed architecture and user-friendly interface are key to the system's ease of management and reliability, enabling FHP O-Cedar to improve calling times and staff efficiency.

From its melodious slogan to a pantry full of household products designed to ease the burden of housework, the O-Cedar brand has had a significant presence inside most North America kitchens, bathrooms and utility closets since the early 1900s.

The business was acquired by Freudenberg Household Products (FHP) in 2003, makers of Vileda and Roll-O-Matic innovative mops and cleaning tools. FHP O-Cedar continues its undisputed claim to “make life easier” with an expanded portfolio of brands and progressive household goods carried across big-name customers including Costco, Wal-Mart, Target, Kmart, Ace Hardware, and Walgreen’s.

One of FHP O-Cedar’s unique selling points is its excellent customer service. “Our day-to-day customers are not actually consumers but rather the retail chains that sell our products to those consumers. Our company is in constant contact with buyers and logistics departments, and warehouse teams. Ensuring that our telephony infrastructure system is reliable is critical,” said Stefan Roehrig, Director of IT at FHP O-Cedar.

At its present headquarters location outside Chicago, Illinois, FHP O-Cedar underwent construction of a state-of-the-art building to accommodate

corporate offices, product manufacturing, warehousing and shipping all under one roof. The company is very proud of its ability to meet stringent Leadership in Energy and Environmental Design (LEED) standards, a nationally accepted benchmark for sustainable, high-performance “green” construction.

Roehrig knew that a progressive, integrated business communications solution was needed to unify the consolidation at headquarters. “With a dynamic call center, a mobile sales force, and employees on the manufacturing floor or in the warehouse, there is always a need for responsive, flexible communications to make our business work—and keep our customers happy,” he said.

#### Going Green and Clean—the Phone System too

Emerging from a flock of top telecommunications companies vying for FHP O-Cedar’s business, ShoreTel presented a comprehensive UC solution



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to address all of the manufacturer’s key concerns. “Staying with our previous system was not a viable alternative. Because we were going into a new building, we’d already been evaluating many PBX systems and had contacted local partners and direct manufacturers to assess what’s out there. We even researched VoIP options online,” Mr. Roehrig said.

FHP O-Cedar first learned of ShoreTel through a local reseller partner, Advanced Telecommunications of Illinois. “We received a call from Mike Bergin who had seen a newspaper article which mentioned hundreds of jobs coming in with our new headquarters moving to town. He quickly introduced us to the ShoreTel system,” he continued.

From there, Roehrig conducted TCO analyses and criteria comparisons for potential vendors. “ShoreTel came in just about 15 percent below its nearest competitor, Cisco, on TCO. With ShoreTel, we were able to get a very attractive communications system that met all of our criteria—lower TCO, progressive technology that’s simple to operate, and excellent local support,” he said.

Furthering its long-standing commitment to sustainability, FHP O-Cedar was also delighted to learn that ShoreTel UC systems have significantly lower energy consumption and carbon footprints than other top-tier IP telephony vendors. Studies show a strong correlation between green performance and TCO, and ShoreTel’s TCO advantage confirms this research.

### Sparkling with Simplicity in Communications

FHP O-Cedar deployed a ShoreTel UC system comprising 120 ShoreTel IP Phones and ShoreTel Voice Switches of various models. ShoreTel Director provides single-console management, and ShoreTel Call Manager fully integrates with Microsoft Outlook. The solution also includes wireless access points on campus for reliable connectivity with Ascom wireless telephones that also fully integrate with ShoreTel. The value of the wireless connectivity is to enable workers on the

warehouse floor to be mobile and still remain reachable quickly regardless of location through ShoreTel’s four-digit dialing.

Since Roehrig and his team designed a new network from the ground up, they had the opportunity to ensure that ample capacity and performance were available for the new voice over IP (VoIP) system. ShoreTel uses a fully distributed architecture and is purpose-built with no single point of failure, helping to ensure that the switches and phones remain at the ready even if disconnected from network servers. If one switch goes down, then the calls to that switch can be re-routed so calls still can be made and received. For additional redundancy and reliability, Roehrig wanted the equipment to be divided between two server rooms with switches in each room for failover.

The team from Advanced Telecommunications of Illinois was tasked with interviewing FHP O-Cedar stakeholders—end user groups, IT staff and other departments’ employees—to ascertain priority requirements. Then the ShoreTel UC system was configured to meet that wish list. “We were most impressed with the support and preparation from Advanced Telecommunications for the ShoreTel implementation. Everyone was very organized, the implementation was well structured, and the ShoreTel system was easily configured to meet our users’ needs rather than requiring users to adapt,” Mr. Roehrig explained.

One of the prerequisites was to deploy features found in ShoreTel Call Manager software. “We began testing ShoreTel Call Manager integration with Microsoft Outlook among a pilot group of end users. Feedback revealed that end users like the voicemail access features available through their remote devices, allowing them to better and more quickly respond to important calls when not in the office. We fully expect ShoreTel Call Manager to improve efficiency and productivity for the sales force, because the software enables unified messaging and enhanced data mobility through email, voicemail and mobile devices,” he adds.

FHP O-Cedar is also taking advantage of ShoreTel Workgroups and hunt groups. Workgroups provides capabilities to aide



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agents in the FHP O-Cedar call center with routing, queuing and monitoring calls, while the hunt groups ensure that calls are proficiently answered in each department or area. Hunt groups utilize a compound calling tree framework that rings a cluster of telephone lines in preset order until one is answered.

Advanced Telecommunications of Illinois conducted end-user training and also provides added support for Roehrig’s staff regarding moves, adds and changes. “Not only do our end users like the sound quality of the phones, but the system as a whole has been very easy and quick to figure out and take advantage of its capabilities, even if someone has not had training. The system is intuitive, the documentation is good, and I’m able to find everything I need. So far, we’ve been able to add new users, change ACD menus, assign phones and more,” Mr. Roehrig said.

**Mopping Up Savings with Integrated IP Communications**

In the short time since cutting over to its ShoreTel infrastructure, FHP O-Cedar has seen immediate improvements and enthusiastic acceptance to the changes. In addition to the ShoreTel UC system realizing up to 15 percent lower TCO than its nearest competitor, FHP O-Cedar expects a return on investment in less than one year. “Plus, we recognized that had we continued with our existing phone vendor, we ran the risks of reliability and parts availability. With ShoreTel’s

distributed architecture and redundancy, those risks went away,” Mr. Roehrig said.

Since ShoreTel’s distributed architecture and user-friendly interface provide reliable, simplified and unified business communications, FHP O-Cedar has also improved calling times and overall efficiency, and is able to connect wirelessly with mobile workers in the warehouse.

“The ease of use, of having four-digit dialing, of being able to execute faster and with greater flexibility, and having calls immediately directed to their correct destinations—these are the attributes of the ShoreTel system that pitch up our overall efficiency and simplify how we do business. In fact, we have been able to reassign the duties of our receptionist because of the time this saves us,” Roehrig details.

To continue its success with integrated IP communications, FHP O-Cedar is currently testing ShoreTel Softphone for VoIP on desktops and laptops, has plans to implement ShoreTel in the Arkansas branch office, and is planning widespread integration with Microsoft Office Communications Server. “And, of course, as we fully roll out ShoreTel Call Manager integration with Microsoft Outlook, the external sales team and management staff who travel will benefit from having voicemail notifications and the .wav files available wherever they are. There’s great value in being able to extend ShoreTel’s enterprise IP telephony across our current product portfolios,” Mr. Roehrig concluded.

**About ShoreTel**

ShoreTel is the provider of brilliantly simple Unified Communication (UC) solutions based on its award-winning IP business phone system. We offer organizations of all sizes integrated, voice, video, data, and mobile communications on an open, distributed IP architecture that helps significantly reduce the complexity and costs typically associated with other solutions. The feature-rich ShoreTel UC system offers the lowest total cost of ownership (TCO) and the highest customer satisfaction in the industry, in part because it is easy to deploy, manage, scale and use. Increasingly, companies around the world are finding a competitive edge by replacing business-as-usual with new thinking, and choosing ShoreTel to handle their integrated business communication. ShoreTel is based in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com.

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