

## CASE STUDY..

# Telecoms...

## The Voice of reason



Lanway - by listening and sharing ideas, can really make a difference and deliver tangeable benefits to organisations they work with.

**One such customer is Pipeline...**

## PIPELINE INDUCTION HEAT FILE



The streamlining of Pipeline Induction Heat's telephony system has made huge savings in terms of costs and man hours. With a 70% reduction in their BT phone bill, and an intelligent communications system in place Pipeline can now be in constant touch with their operatives around the world without any trouble, and in most cases take advantage of free or low costs calls to and from head office.

## CUSTOMER PROFILE

COMPANY : PIPELINE INDUCTION HEAT  
 INDUSTRY : PIPELINE PROTECTION  
 COUNTRY : UNITED KINGDOM/GLOBAL  
 FOUNDED : 1982  
 EMPLOYEES : 400  
 WEBSITE : WWW.PIH.CO.UK

## THE CHALLENGE

THE INDEX SYSTEM WHICH PIPELINE RAN WAS COMING TO THE END OF ITS LIFE AND NO FURTHER SUPPORT FROM AVAYA WOULD BE MADE AVAILABLE FOR THIS PRODUCT.

## THE SOLUTION

TO REPLACE THE DATED AVAYA INDEX SYSTEM WITH A NEW AVAYA IP OFFICE PRODUCT. IN ADDITION PHONE MANAGER PRO AND VOICEMAIL PRO WERE IMPLEMENTED THROUGHOUT THE BUSINESS. THIS SOLUTION MADE SIGNIFICANT COST AND MAN HOUR SAVINGS.

## PIPELINE INDUCTION HEAT FILE

### The Background

Pipeline Induction Heat Ltd (PIH), a CRC Evans Company is a contracting company specialising in the onsite application of anti-corrosion coatings, heat treatment and other support services during construction of onshore and offshore oil, gas and product pipelines.

PIH are one of the world leaders in the provision of specialist field joint coating services and are particularly proud of the long and successful track record in spool base and offshore field joint coating activities as well as in the onshore pipeline construction sector. PIH has long been associated with providing onshore and offshore services for all the major pipeline construction contractors and has earned a reputation for quality, performance and reliability in the services they provide.

### The Issues

Pipelines communication systems were coming to the end of their useful life with no further support available from the manufacturer, Avaya for this system. The Avaya Index system would have no further software development patches made available for updated features. The system was not compatible with IP based voicemail, which was key to the future growth of the technology systems within the company.

In addition, the company had expanded considerably and now required communications with other pipeline units both UK based and internationally. The on-going cost of installing new extensions was on the increase and the 1308 infrastructure was also causing issues with the reliability of the phones.

Lanway were brought in to develop a solution that would future proof communications within Pipeline to expand and cope with the future demands of such a business. The solution needed to ensure that future on-going costs were kept to a minimum and that its implementation would see the business become more productive.

### The Results

Lanway proposed an Avaya IP Office product. This enabled Lanway to buy back the old Avaya Index System, making the purchase of the new system more financially viable for Pipeline. The IP Office had a road map for the next 7 years and incorporated the use of CTI integration to help make overall savings on the cost of communication within the business.

The implementation of IP Handsets was also proposed to minimise the cost of installing new voice infrastructure to satellite offices. To solve the voicemail issue within Pipeline, Lanway introduced Phone Manager Pro and Voicemail Pro. VPN handsets were also installed in remote locations such as Italy, to enable free, cost effective communication between head office and these remote locations throughout the world.

In addition a new Ca5e infrastructure was installed throughout Head Office enabling all phones to be easily managed within the main computer room. This again saved costs on callouts for future additional users, movement of existing users and removal of phone extensions.



### What the client said

Andy Naylor, IT Manager at Pipeline was extremely impressed with the solution that Lanway provided "our aging telephone system was coming to the end of its life as there was no support or parts available to maintain it. Lanway were brought in to introduce a new system that would grow with our business growth and needs.

The solution they presented fulfilled our brief and I am reassured that our communication network is now able to make the company more productive through the use of CTI integration. At the same time this has made considerable cost savings to the company which originally were thought to be unachievable.