



Brinks Hofer Gilson & Lione

The field of law is very demanding of technology. Our communication network needs to be up and running 24/7, 365 days a year. It's all about providing exceptional service, and with Avaya IP telephony our attorneys can do more, stay connected and have additional ways to communicate with our clients.

— Rod Sagarsee,
chief information officer

Founded in 1917, Brinks Hofer Gilson & Lione (Brinks) is one of the largest intellectual property law firms in the country. Brinks routinely provides legal services in fields as diverse as electrical, chemical, mechanical, biotechnology, pharmaceutical, nanotechnology, Internet and computer technology, as well as in trademarks or brand names. The firm is based in Chicago with offices in Ann Arbor, Mich., Arlington, Va., Salt Lake City, Ut. and Indianapolis, Ind., serving the intellectual property needs of clients from around the world. For more information visit www.usebrinks.com.

Challenge

One of the country's largest intellectual property firms, Brinks had a standard phone switch that couldn't keep up with its growing operations. Replacement parts were increasingly hard to find, and hiring outside consultants for repairs

was proving costly. System capacity was limited as well, restricting the number of phone lines Brinks could add and making it impossible to incorporate productivity-enhancing communication applications to support busy attorneys.

Brinks valued the contribution technology was making in other parts of its business and determined it was time to get more out of its communications investment as well.

Solution

After eight months of intense research, the Brinks team decided an Avaya IP Telephony solution would offer the scalability, business continuity capabilities and advanced communication features the firm needed. Avaya IP Telephony software, media servers and gateways were used to network Brinks headquarters in Chicago, Ill., with a branch office in

Ann Arbor, Mich. As an immediate benefit, interoffice toll charges between the two sites have plummeted. Outside calling costs have been minimized as well. For example, when an Ann Arbor attorney calls a Chicago-based client, Avaya telephony software automatically routes the call through the Chicago office to eliminate long distance charges.

Importantly, the new network features highly reliable components and a fully redundant architecture for uninterrupted operation. That means if the headquarters system fails, backup servers at the company's Ann Arbor office will transparently deliver the same functionality, and Brinks will be able to provide seamless service to its clients.

The intelligent communication capabilities Avaya enables have revolutionized the way the Brinks team communicates — boosting both productivity and customer service. When attorneys are out of the office, they bring the office with them. Avaya Unified Communication Center with Speech Access routes voicemail messages into email inboxes so those on the go can check voice mail over their mobile devices. Avaya Extension to Cellular seamlessly routes office phone calls and network functionality to cell phones, allowing those on the road to answer and place calls and serve client needs.

When working from a remote office or hotel room, attorneys can use an Avaya Softphone application to turn their laptop computer

into an office phone as well. An intuitive, graphical user interface lets them connect to the Brinks network and securely make and receive calls, just as if they were at their desk. Doing so not only boosts productivity, but also reduces costly toll charges, especially for those traveling internationally.

To improve collaboration, Brinks uses audio conferencing applications to maintain organizational connectivity between offices. Productivity-enhancing smart IP screenphones eliminate time-consuming “phone tag” by automatically alerting an employee when a coworker is on the phone, away at trial or briefly out of the office. The same screens can be used to connect to the Internet, check news, weather and traffic, access the company directory or pull up emergency phone numbers.

Results

- **Cost Savings.** \$16,000 /month reduction in the company's phone bill.
- **Better client service.** Improved accessibility to clients.
- **Enhanced internal collaboration.** Revolutionary changes in how teams communicate.
- **Remote access.** Mobility features to support attorneys on the go.
- **Increased productivity.** Improved productivity for both attorneys and staff.

APPLICATIONS AND SERVICES

- Avaya Communication Manager
- Avaya S8710 Media Server
- Avaya G650 Media Gateways
- Avaya 8300 Media Server
- Avaya G700 Media Gateway in LSP mode
- Avaya 4600 Series IP Telephones
- Avaya IP Softphone
- Avaya Softconsole
- Avaya Modular Messaging
- Avaya Unified Communication Center with Speech
- AccessAvaya Extension to Cellular

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on **Resource Library** at www.avaya.com.