



New York Media

“Avaya’s VoIP solution answered all the unmet needs that our legacy system burdened us with. The solution delivers advantages on a whole new level, and yet we experienced no stressful break-in period. The new capabilities turned up as promised, and our operations never missed a beat.”

— Albert Lee,

Director of Information Technology,
New York Media

New York Media, LLC is the multiple-award winning publisher of New York Magazine and nymag.com. The company guides the activities, styles and opinions of resident New Yorkers and visitors from around the world. Its website, nymag.com, reaches 1.6 million readers weekly with a real-time guide to what’s happening in New York. For more information, visit <http://nymag.com/>.

Challenge

New York Media comprises almost 300 editors, writers, designers, technologists and advertising staff spread across the United States, with corporate headquarters in New York, and sales teams in Chicago, Los Angeles and various other locations around the United States. Integrating a national staff through a legacy PBX system proved challenging and expensive. While the old system worked reliably, “nobody wanted to touch it,” said Albert Lee, New York Media’s Director of Information

Technology. The system was inflexible and ‘high-maintenance’ – undesirable for a fast moving, rapidly growing organization. In addition to improving the ease of system maintenance and management, Lee wanted lower carrier costs by utilizing IP connectivity and least-cost routing. New York Media sought the freedom to link users wherever they might work, whether at the main office, satellite locations, or at home – and even move their phone support easily and in real-time from one facility to another, providing capability for true “follow the sun” support. For collaboration and to build team spirit, the IP telephony solution would enable quick four-digit dialing for all locations and uniform calling features for all users. Lee also sought the reduction of analog line usage by reducing the number of diminishingly used fax machines.

Because writers and consultants came on board for short assignments, New York Media constantly faced moves, adds

and changes that consumed staff support in complex processes. Remote advertising sales staff was using legacy Centrex solutions, which isolated the remote sites and created significant administrative overhead. The PBX was a single point of failure with a finite potential to cripple the core of the business and affording limited opportunities to configure for disaster recovery. Lee summed up the case for upgrading to IP: *“The organization wanted to add users easily, support them remotely with call features equaling those in New York, and reduce high administrative costs that weren’t buying us features or flexibility.”*

Solution

When New York Media moved from midtown Manhattan to a rising new media corridor in lower Manhattan, Lee developed an RFP for a fresh start with IP telephony. The company’s Avaya BusinessPartner brought an RFP-compliant Intelligent Communications solution consisting of two Avaya 8710 servers for redundancy, running Avaya’s award-winning Communication Manager with Avaya INTUITY™ AUDIX® providing messaging capabilities. New York Media adopted Avaya Unified Communication solutions for teleworker and mobile workers to improve the productivity and efficiency of non-office staff. Features such as Extension to Cellular, IP Softphone and Avaya 4610 VPN phones ensured that users at home or on the move had the right communications tools. The BusinessPartner performed the installation and ongoing maintenance.

Results

- **Quick on-boarding of new staff at lower cost.** With the new solution, Lee was able to reduce administrative overhead and costs by 20 percent. He eliminated the need for dedicated staff committed to adjusting the legacy PBX configuration and executing
- **Assured uptime.** Because some documents supporting the old PBX had been lost, Lee’s team was wary of its potential to fail. Now dual Avaya servers were implemented in separate sites. *“With time freed up from moves-adds-and-*

the complex process of adding users to the system. Easy moves, adds and changes delivered recurring savings.

- **Freedom to be accessible everywhere via the single business extension number.** Extension to Cellular made the executive team and others accessible via those users’ company extensions even when they were out of the office carrying mobile phones or sitting with their laptops. By being reachable, they aren’t wasting precious New York minutes listening to messages and dialing back.
- **Teamwork and productivity from a uniform communications environment.** Satellite office staff had been reachable by their New York colleagues only after being dialed with nine digits. Lee attests to the sense of inclusion and operational efficiency of those people when they gained the same calling features as the rest and were reachable with four-digits.

— When the Los Angeles location was recently established, IP telephone support for its staff then working at home was already identical to what it would be when the office opened. Lee said that if real estate economies suggest other location shifts, callers and users will find any changes in communications support to be transparent.

— Having L.A.-based staff in the same system meant that phone coverage was in effect extended for the entire organization by an additional three hours (the time distance between Los Angeles and New York).

APPLICATIONS AND SERVICES

- Avaya 8710 Servers
- Avaya Communication Manager
- Avaya Extension to Cellular
- Avaya IP Softphone
- Avaya 9620 and 9630 telephones
- Avaya IP Softconsole
- Avaya 4610 hard phones
- VPNRemote Software
- Avaya INTUITY™ AUDIX®
- Avaya G650 Gateways
- Avaya Site Administration
- Implementation and integration with data facilities by the Avaya BusinessPartner

changes, we’ve been working on disaster planning,” said Lee. *“My confidence is much higher now.”*

— The disaster plan, built around the high-availability of the Avaya IP solutions, specifies that a number of laptops be secured off site, each equipped with Avaya IP Softphone and ready for immediate service.

- **Fax machines reduced.** Users increasingly appreciate fax-to-desktop enabled by the Avaya IP solution. Lee eliminated a third of his fax machines while keeping enough to meet primarily outbound needs.

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 Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at www.avaya.com.