

The Avaya logo is displayed in white capital letters on a red rectangular background.

Bury Metropolitan Borough Council

Bury Metropolitan Borough Council (Bury MBC) is the government services organization serving Bury Metropolitan Borough. The borough consists of six towns in England: Bury, Ramsbottom, Tottington, Radcliffe, Whitefield and Prestwich. Formed in April 1974 as a result of local government re-organisation, it was one of the ten original districts that formed the County of Greater Manchester. The Borough has an area of 9,919 hectares (24,511 acres) and serves a population of 181,300. For more information, visit www.bury.gov.uk.

Challenge

Prior to becoming an Avaya customer, Bury MBC outsourced its communication system to a European telecommunication provider who offered a managed service offer for telephony. The organization realized, however, that it was spending far too much on communication, and strove to reduce its costs.

In addition, the Council wanted to provide users throughout all departments an easier-to-use communication experience. The managed services system offered basic functionality, but only by entering complex strings of codes and passwords. As a result, many features went unused. Bury MBC needed a newer system that not only offered improved functionality, but also offered migration paths to such emerging technologies as voice-over-IP and unified messaging.

Finally, adding better contact centre technology in order to improve the e-government services that Bury MBC offers to citizens was a factor in upgrading the contact centre solution.

“We’re now using IP telephony with 2,500 IP phones at over 100 sites across the borough – and the whole system is working very well. We’ve cut our telephony costs by 15 percent and are providing much better facilities – including excellent easy-to-use handsets, a corporate voice mail service integrated with e-mail and also conference call facilities for all staff.”

– Bruce Cape, ICT Services Manager

Solution

Bury MBC chose an Avaya IP Telephony Solution with MultiVantage™ Communications Applications supported by Avaya Global Services. More than 100 locations are served by two redundant S8700 Media Servers and seven Avaya G700 Media Gateways running Avaya Communication Manager with 2,500 Avaya IP Telephones and 200 Avaya analog ports.

Applications and Services

- Avaya MultiVantage™ Communications Applications
- Avaya Communication Manager
- Avaya S8700 Media Servers
- Avaya G700 Media Gateways
- Avaya 4610 Series IP Telephones
- Avaya 4620 Series IP Telephones
- Avaya IP Softphones
- Avaya Modular Messaging for Microsoft® Exchange
- Avaya Call Management System
- Avaya Maintenance Agreement

Results

- **Reduced costs.** Bury MBC has decreased its total communication spending by approximately 15 percent over the cost of the former managed service.
- **Improved employee productivity.** Bury MBC users of the Avaya telephony system can more easily use productivity-enhancing applications – such as voice mail and audio conferencing – without using complicated codes or long passwords. There is also the unexpected benefit of easier, better quality conferencing – without having to use a special conferencing phone. The capability is available just by using a standard handset. Finally, using IP phones in contact centres allows agents to perform dual functions, minimizing the need to add extra staff.
- **Greater flexibility for staff.** With Avaya Modular Messaging for Microsoft® Exchange, more than 2,000 staff can now manage voice, fax and e-mail communication from their Outlook Inboxes, rather than having to monitor each channel separately. And using Avaya IP Softphones with standard broadband connections, Council members can access office e-mail and answer office phone calls from their homes.

For more information on organizations using Intelligent Communications, contact your Avaya Client Executive, Avaya authorized BusinessPartner or visit www.avaya.com, and click on “How to Buy.”

