



US Helicopter

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— William Hull, IT Supervisor

US Helicopter, a division of Bell Aerospace Services, Inc. (BellAero), a Textron company, provides helicopter depot maintenance and OH-58D reset for many US government departments and agencies, including the US Army and the US Air Force. It also serves domestic and international commercial customers. For more information, visit <http://www.bellaero.com/ush/index.html>.

Challenge

During the past few years, US Helicopter has experienced almost constant expansion. The company currently operates eight buildings and is planning the construction of an additional facility. During the integration of existing buildings and the construction of new ones, the company wants to achieve cost efficiencies related to the telecommunications infrastructure through a reduction in cabling and hardware. At the same time, to accommodate the complexities of a multi-location manufacturing

environment, they need a solution that routes calls to specific departments and also allows callers to dial individuals by name.

Employees relocate frequently across US Helicopter facilities, so telecommunications moves, adds, and changes (MACs) are often required. Ease of management is important because the company hopes to continue managing its IT systems with a small staff of only two people. To enhance productivity throughout the organization, the integration of e-mail and faxes with voicemail through the Microsoft Exchange server and other Unified Communications applications are important future goals.

Solution

William Hull, IT Supervisor, commented, “We have worked with Avaya quite successfully for many years, supported by our Avaya Authorized BusinessPartner. When Avaya Aura™ solution for Midsize

Enterprises was presented to us, we were immediately interested because we saw that it would position us to continue streamlining our business processes, reducing our footprint and costs, simplifying system management, and creating a high level of satisfaction among our users. We plan to move further into Unified Communications, and now that will be easier than ever to achieve.”

US Helicopter was originally a beta trial installation for the Avaya Aura™ solution for Midsize Enterprises. Now, the company is running the solution on a full production basis.

“At this point, everyone here is extremely busy,” Hull said, “so it’s more important than ever for us to have extremely efficient communications, and to be able to rely on our Avaya BusinessPartner to help us make the most of the capabilities that we have.”

Avaya Aura™ solution for Midsize Enterprises is enabled with Avaya Aura™ System Platform virtualization technology to combine the following applications into a single server: Avaya Aura™ Communication Manager, Applications Enablement, SIP services, Voice Messaging, Media Services, Communication Manager Call Center capabilities, and end-user/ administrator utilities. Advanced applications can easily be added, including mobility, telecommuter, and desktop clients with Avaya one-X® Unified Communications all-inclusive offer; Unified Messaging for voice and integrated e-mail (with Modular Messaging); Multi-Media Contact Center (for midsize enterprises with Avaya Contact Center Express); and many applications using SIP and Application Enablement Services.

Results

- **Cost savings/cost avoidance.** The company has already saved \$45,000 on cabling and hardware costs for its new facilities.

Hull has continued to run the IT department effectively with only two

people, even as the company has added 160,000 square feet at new locations. “The simplicity of this solution has saved us the equivalent of at least one full-time salary,” Hull said.

- **Ease and speed of installation.** The new Avaya Aura™ solution for Midsize Enterprises was installed within 4 hours—an estimated 80-90% reduction in time-to-install for the several applications that are now integrated within the one platform (i.e., not requiring multiple servers).
- **Ease of management.** System administration has been simplified and streamlined so that the IT team can administer their own MACs more quickly, using plug and play for IP endpoints. When users call for assistance, many times the IT staff can simply talk the user through a successful “fix” over the phone.
- **User satisfaction/improved productivity.** According to Hull, “All of our employees really like their phones. Overall, they find the system convenient to use, and they are especially pleased that voicemail access is so easy. Several of our staff also benefit from the mobility provided by Extension to Cellular. This translates into significantly greater productivity for everyone in the company.”
- **Access to a wide range of Unified Communications applications.** In the future, US Helicopter plans to roll out SIP and AES applications that integrate rich real-time Avaya solutions with desktop Microsoft Office Communicator and presence throughout their own facilities and, ultimately, their corporate offices as well.
- **Scalability and investment security.** US Helicopter is well-positioned for future growth, since the Avaya Aura™ solution for Midsize Enterprises can accommodate up to 2400 users. Avaya Aura™ System Platform technology will become the

SYSTEMS, APPLICATIONS, AND SERVICES

- Avaya Aura™ solution for Midsize Enterprises, leveraging Avaya Aura™ System Platform technology
- Avaya Aura™ Communication Manager 5.2
- Avaya S8510 Server
- Avaya G700 Media Gateways
- Avaya Converged Network Analyzer
- Avaya 9620 and 9630 IP Telephones (one-X Deskphones)
- Avaya Extension to Cellular
- Avaya Communication Manager Messaging
- Avaya Integrated Attendant
- Extreme data networking
- Software Support Plus Upgrade (SS+U)
- Maintenance, support, and point of sale by the Avaya Authorized BusinessPartner

de facto deployment technology for most Avaya applications in the future. Hull concluded, “Our Avaya solution is easier to control and manage, requiring less time and effort because so many things are handled remotely. With the simplicity we have now, we can devote more of our time to strategic projects. The ease of use and flexibility of this system made it the logical next step for us.”

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.

All statements in this Case Study were made by William Hull, IT Supervisor for US Helicopter.