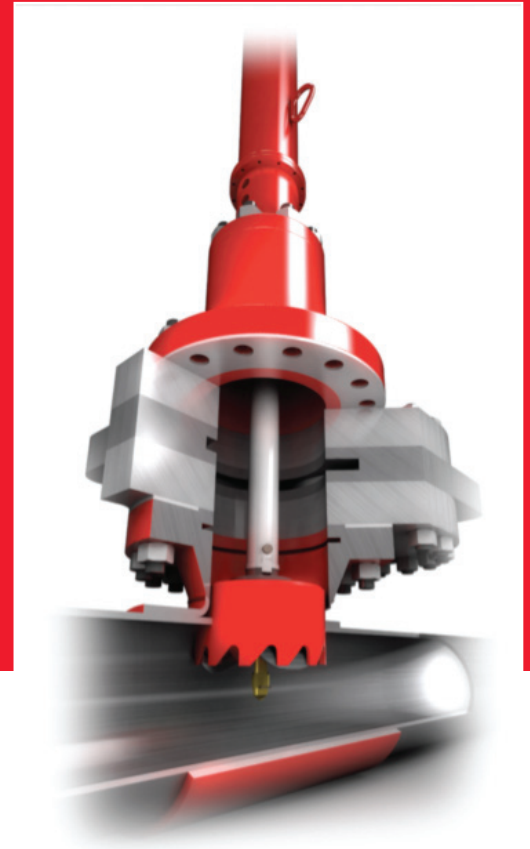


T.D. Williamson, Inc.

Avaya provides advanced communications solutions to support delivery of pipeline equipment and services on a global scale



AVAYA
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T.D. Williamson, Inc.

T.D. Williamson, Inc., (TDW), with headquarters in Tulsa, Oklahoma, delivers pipeline equipment and services on a global scale, with safe, high-integrity solutions for onshore and offshore applications. Tracing its lineage back to 1920, the company has grown to employ approximately 1600 people in 37 countries.

When TDW wanted to streamline communication among its 65 locations worldwide, a data network and telephony solution supplied by alliance partners HP and Avaya delivered a wide range of business benefits – from cost-savings and revenue generation to increased productivity, collaboration, and ease of management. The solution ensures delivery of highly effective IP communications with the flexibility of industry-leading networks that can help achieve greater efficiency, improved customer service strategies, and competitive advantages.

Challenge

In order to deliver products and services with the speed that's required in the rigorously demanding pipeline industry, TDW maintains numerous facilities, large and small, around the world. The company's specialized equipment and the people who operate it need to be as close to the customers as possible.

TDW must effectively connect its 65 offices across the globe to enable the level of collaboration that many areas of the business need to operate efficiently. The company's communications infrastructure and applications have to address the specific needs of each site and be able to accommodate cultural differences among the various locations.

CIO Rick Bennett recognized that efficient networking and converged telecommunications are essential not only for day-to-day management of the business, but also serve as a way to stimulate corporate growth by opening up new revenue opportunities and by conserving resources for reinvestment. His vision was to create a global network

among the company's sites, and to equip each location for Voice over Internet Protocol (VoIP) telephony, with features appropriate to each site's needs.

TDW began to implement Bennett's vision by installing a global Multiprotocol Label Switching (MPLS) network that connected 40 of its sites. The vendor deployed VoIP using Cisco technologies at four pilot sites. These installations were extremely disappointing, since they each required an inordinate amount of time, became extremely costly, caused immense frustration, and produced results that were generally unsatisfactory.

Solution

Based on previous experience with Avaya systems, TDW's new Global Telecommunications Manager Wes Nichols initiated a new approach, which was to utilize the existing legacy Avaya G3si equipment at headquarters to extend telephone applications via Media Gateway to a site in Mexico, on a test basis. The installation went extremely smoothly—indicating that a solution

based on extending Avaya technologies could be an effective approach to standardization among the TDW sites.

In order to deliver effective networking and telephony for its many locations, TDW decided to leverage the interoperability of alliance partners HP and Avaya – installing HP networking and Avaya Communication Manager to run on Avaya servers. An Avaya channel partner, managed the installation.

The alliance of HP networking and Avaya telephony is an open standards-based solution that provides interoperability and the capability to take a cost-effective phased approach to deploying the solution to many locations. HP networking switches are convergence-ready and certified to work with Avaya's full range of unified communications solutions. Both companies offer a wide range of services—such as business consulting, network assessment, design, implementation, management, and support—to help enhance the value of data and voice solutions through the full project lifecycle.

When the VoIP core was in place at TDW headquarters, the company began to extend service via Avaya G450 Media Gateways to its other Tulsa offices and gradually to sites across the globe. Currently 79% of North America employees are using VoIP telephony, and sites in Europe, the Middle East, Africa, and Asia are being deployed on a phased basis. A help desk was established with capabilities for agents to work remotely, especially during evening hours. The company plans to deploy Avaya one-X® Mobile and Avaya Contact Center Express in the near future. TDW utilizes Avaya 9620 and 9630 IP Deskphones, Avaya 6408 and 6416 Digital Deskphones, IP Softphone, and Avaya 3700 Series DECT Handsets.

Nichols commented, “We’re basically using the technology the way it was so well-designed to be used. To add a location, you can go into your main switch and add a Media Gateway, put the serial number in, do your tweaking specific to a location, and it all works. That’s the beauty of Avaya.”

Nichols added, “The interoperability of Avaya equipment with HP is very smooth. We’ve never had an issue with making those devices communicate, and there have been no startup communication problems. That’s why we have standardized using these products everywhere.”

Value Created

- **Leveraging the benefits of unified communications.** The interoperability of HP networking and the Avaya telecommunications platform provides TDW with the full range of capabilities and business benefits that come with the convergence of audio, video, and data communications on a common IP network. With this foundation for unified communications, the company can break down barriers of distance, time, and media to enable seamless and effortless communication among people — anywhere, anytime, in any form, and on any device.

- **Flexibility.** Nichols commented, “Our communications solution enables us to achieve our vision of being device-agnostic. We have the ability to communicate efficiently on desk phones, mobile devices, laptops, smartphones, or any other type of equipment that may become significant in the future. We can also communicate in any media that our employees and customers find most useful, whether it’s via SMS (“texting”), voice, or email.”
- **Collaboration and productivity.** The new communications platform delivers efficiency that translates directly into productivity at a number of levels. IT can solve problems from across the globe, offices can collaborate with each other both locally and globally, and employees can work faster and more effectively.

Nichols commented that the convergence of e-mail and voicemail has been both effective and well-appreciated by TDW employees. “It’s been a tremendous hit, especially at the executive level of the company. Sales executives see it as a customer-impacting enhancement and the account executives see it as a productivity enhancement.”

Other collaborative tools required acclimation. According to Nichols, “At first some people felt that functions such as presence and SMS might be distractions that would pop up on their desktops and force them to do something new, but instead, they found that it was a very valuable game-changer once they had it. Desktop presence today has given people the ability to get questions answered quickly. It’s also important to accommodate the next generation of employees who are coming into the company expecting to communicate this way.”

The Avaya-HP partnership is also helping TDW integrate their video-conferencing environment to include conferences via desktop video.

The Avaya-HP solution enables the company to standardize its communications systems while at the same time being able to customize installations to the needs of its 65 offices around the world. Nichols stated, “Every office uses its phones differently — one may want a receptionist to distribute every call, while another may want its call traffic routed directly to an employee. Now we can do these things with ease, whereas when we tried it with our previous system, it just took forever to try to implement the technology the way each location needed it, and the results weren’t always successful.”

Nichols also noted, “Some of our locations present unique challenges. For example, in France we went to Avaya Modular Messaging, preparing for our expansion of VoIP. They were pleased to find that this gave them the flexibility to set up their location with French-speaking voicemail functionality, which they couldn’t do before.”

- **Cost savings and revenue enhancement.** There are reduced costs involved in deploying, managing, supporting, and maintaining a converged infrastructure and integrated solution as opposed to disparate infrastructures and solutions.

According to Nichols, “Our management especially appreciates the fact that eventually all intra-company calling can take place on the global network that connects all our locations, at zero marginal cost. We have already started to save money on intra-company calling for the 18 locations where we are connected by Media Gateways.

“Now that TDW has a blueprint for effectively implementing a VoIP platform, we can customize a strategy to leverage opportunities. We know how we can architect a region effectively. For example, we have digital trunks in a 150-person

manufacturing center in Belgium. We can use that for the Avaya EC500 or eventually Avaya one-X® Mobile calling. With that, we can save significant money on international long distance in Europe.”

Nichols added, “Our biggest growth market is in the Far East. We will be adding sites in Singapore and Beijing to our existing offices in Jakarta, India, and Australia. With a global network, we can really get people to the marketplace quicker, and this translates directly into expanded revenue opportunities for TDW. What’s most compelling is that we’ve been able to show that there will be a full return on investment within 36 months.”

- **Centralized management. Nichols stated,** “From an IT perspective, it’s been an indescribable benefit to have centralized management, and our management team realizes that it is providing significant savings in time and travel. The fact that we can manage the network from anywhere in the world is really enabling. We can work from home or on the road,

whatever the case may be, using softphone or a virtual private network (VPN) connection.”

- **Investment protection and a solid foundation for the future.** The advancements inherent in the Avaya-HP solution have created a network that is well-equipped to deliver advanced technologies, both now and for many years to come.

Nichols concluded, “The value of our Avaya-HP solution lies not only in what we’ve been able to achieve, but also in the relative simplicity with which we’ve been able to achieve it. We feel that we are well-positioned for the future, and we now have clear visibility into that future. There is a direct connection between our technology and the ability to achieve our business objectives.”

Learn More

For more information on how Avaya 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.

All statements in this Case Study were made by Wes Nichols, Global Telecommunications Manager.

Systems and Applications

- Avaya Communication Manager 5.1.2
- Avaya S8510 Server
- Avaya G350 Media Gateways
- Avaya G450 Media Gateways
- Avaya G250 Media Gateways
- Avaya Modular Messaging
- Avaya 9620 and 9630 IP Deskphones
- Avaya 6408 and 6416 Digital Deskphones
- Avaya IP Softphone
- Avaya Extension to Cellular (EC500)
- Avaya 3700 Series DECT Handsets
- Avaya Expert Agent
- HP Networking

About T.D. Williamson

T.D. Williamson, Inc. the world’s most recognized name in pipeline equipment and services, delivers safe integrity solutions for onshore and offshore applications. TDW’s experts provide hot tapping & plugging, pipeline cleaning, geometry & MFL inspection, pigging and non-tethered plugging pig technology services for any pressurized pipeline system, anywhere in the world. TDW engineers have designed some of the most efficient and trusted technologies now benefiting pipeline operators the world over.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

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