

**UNIFIED COMMUNICATIONS  
AND VOIP****SECURE AND RESILIENT  
INFRASTRUCTURE**

# Barbour

**CUSTOMER PROFILE**

J Barbour and Sons is a 4th generation family owned company with a rich heritage of over 100 years. An authentic British brand, Barbour has an unparalleled understanding of clothing that is truly fit for today's active lifestyle. With a wardrobe of clothes, both classic and contemporary, for sporting pursuits, country and city living, Barbour remains true to the core values for which the brand is renowned - quality, durability, fitness for purpose and attention to detail. As well as jackets and coats, the Barbour collection includes trousers, shirts, socks, midlayers, knitwear and accessories.

With headquarters in South Shields, Barbour is now sold in 29 countries worldwide including the United States, Germany, France Italy and Japan. The brand was recently tipped as one to watch as younger style conscious consumers discover the unique benefits of Barbour.

## Benefits of IP telephony realised

"I am absolutely delighted with the new VoIP telephone system. Rolling out the communications system has resulted in significant cost and efficiency savings for Barbour, reducing phone charges for calls between sites."

Brenda Readman-Bell, Finance Director, J. Barbour & Sons

**THE CHALLENGE**

Rather than relocating their current PABX to a new office at significant cost, J Barbour and Sons made the decision to take advantage of an IP (Internet Protocol) based telephone solution to meet current and future business needs.

Barbour had 3 separate telephone systems, one at each of their 3 sites, which had the following disadvantages:

- Support costs were very high – these included BT support costs and the cost of a dedicated internal person to support the phone systems.
- It was time-consuming to perform a desk-to-desk move and for a new starter to be provided with a handset.
- There were separate telephone directories so cross-site communication was time-consuming.

**IMPLEMENTATION**

Barbour selected Waterstons, a Mitel Select Partner, to design and implement the new IP system. Waterstons identified 3 projects that would maximise Barbour's benefit from the project:

- Provide a replacement telephone system for 210 users across 3 sites.
- Redesign and upgrade the existing Wide Area Network (WAN).
- Redesign and upgrade the existing Local Area Network (LAN).

A Mitel 3300 Integrated Communications Platform (ICP) VoIP (Voice over IP) system was

identified as the optimal solution for Barbour, meeting current requirements and providing a base for future expansion and future business needs.

Waterstons upgraded Barbour's existing WAN and LAN infrastructure in order to guarantee quality of service between sites and to provide failover and resiliency. Virtual LAN technologies provide a segregated LAN with Quality of Service (QoS) to separate the voice and data traffic and maintain voice quality. All voice calls are encrypted via the Mitel 3300 ICP to ensure security.

**POTENTIAL REALISED**

- The new VoIP system has led to an 80% reduction in support costs per annum. A dedicated internal person is no longer required to support the phone systems, so this resource has been utilised in other areas of the business.
- Moves can now be carried out immediately and new starters can be provided with a telephone straightaway, leading to increased productivity and workforce flexibility.
- Telephone call charges have been substantially reduced, because Barbour personnel can make secure site to site calls over their existing wide area network (WAN) for no charge.
- The new system has enabled Barbour to standardise their telephone system, handsets and voicemail solution. There is a single electronic telephone directory on each phone which holds numbers for staff on all 3 sites, so communication between sites is quicker and easier.



CREATIVE • PROACTIVE • DEPENDABLE

# More Information

### FUTURE PLANS

Barbour are planning to roll out VoIP globally to sites in the US, France and Germany. Global site to site calls will then be able to be made for no charge.

The IP telephone solution chosen, together with Waterstons' expertise in IT applications and Microsoft Gold Partner status, enables further applications to be added which extend the commercial benefits gained from the system. A planned next step is to implement Microsoft Exchange Server 2007 and Microsoft Live Communications Server (LCS).

LCS provides Instant Messaging, Presence and Collaboration tools, all of which can lead to great increases in productivity. Instant Messaging enables messages to be sent in

real time between colleagues, so a query, issue or problem can be resolved very quickly. Presence information enables staff to instantly see whether their colleagues are available, on holiday, on the telephone or in a meeting. Collaboration tools allow employees to share and work on a document concurrently and provide peer-to-peer video and audio.

Implementation of Microsoft Exchange Server will enable Barbour's mobile workforce to utilise Microsoft's push technology, providing them with access to voicemail, email, calendars and presence information straight from their handheld mobile phones and PDAs.

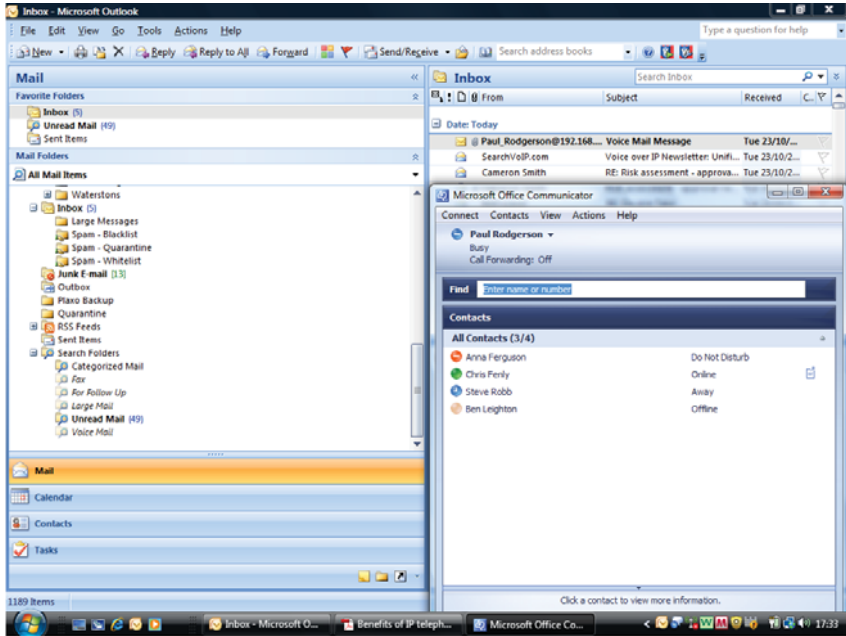
*"The integration of the VoIP telephony solution with Microsoft Exchange Server 2007 and Microsoft Live Communications Server will help us improve efficiency as well as promoting collaboration amongst employees, regardless of their location."*

Brenda Readman-Bell, Finance Director,  
J. Barbour & Sons



Partner

Waterstons are a Mitel Select Partner and a Microsoft Gold Certified Partner.



Microsoft Office Communicator allows users to view the presence of their contacts, and Microsoft Exchange Server enables all types of messages (voicemail, e-mail, faxes) to be accessed through the Outlook mailbox.



The 5212 IP Phones installed at Barbour provide the user with a range of functions, including Handsfree Speakerphone, Speed Calling, Conference Call Set-up and much more.