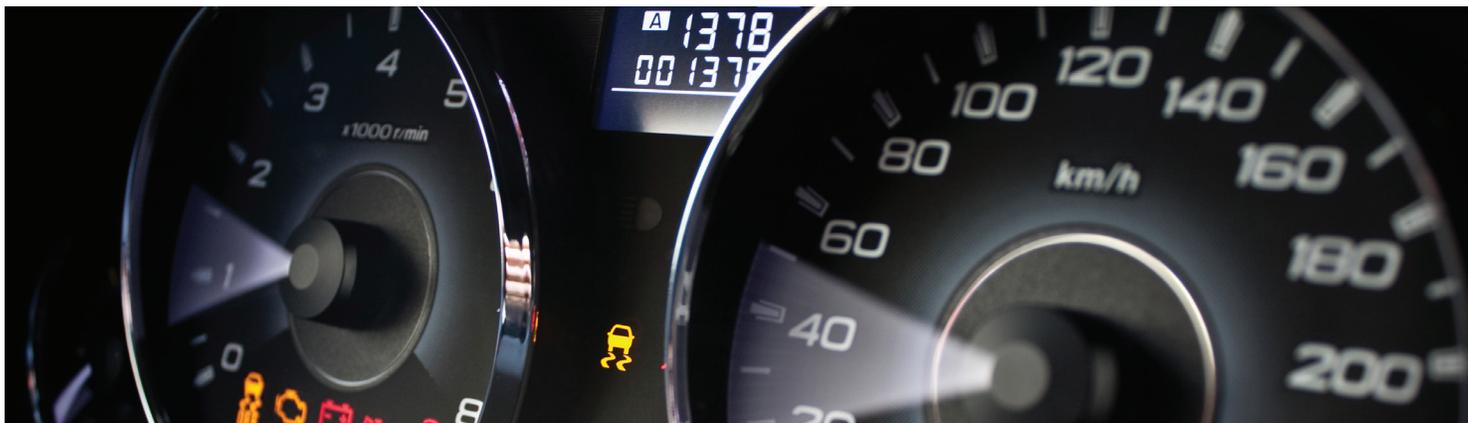# The Next Gear

Enhanced collaboration, lower cost:
how Subaru shifted their communications into overdrive.

FAST AND FURIOUS GROWTH

As a growing car manufacturer with roughly 86 Canadian dealers in operation and thousands of dealership personnel, Subaru Canada was exceeding the capacity of their old Private Branch Exchange (PBX) phone system. They needed a solution that would scale better, one that would allow everyone to communicate and collaborate more efficiently.

They looked at a number of options to upgrade the system and quickly realized that the ideal solution was already being used within the company since 2007 for their conferencing and collaboration requirements: Microsoft Lync.

They started transitioning users over to Microsoft Lync to meet their voice objectives and by July 2012, Subaru Canada had completely retired all of the traditional PBX's and Primary Rate Interfaces (PRI) throughout their Canadian offices. Today, all phone calls are placed using Lync and Voice over IP (VOIP).

> "The great thing about Lync is that I'll never have to buy a phone system ever again. Lync Server 2010 has literally transformed the way we do business; this is our communications platform for the future."
>
> George Hamin, Director eBusiness & Information Systems, Subaru Canada

NOTHING BUT ENTERPRISE

In order to achieve an Enterprise-Grade solution, Subaru Canada chose to partner with a Session Initiation Protocol (SIP) provider. They chose ThinkTel because, as George Hamin, Director eBusiness & Information Systems, Subaru Canada, explains it, "ThinkTel was the only company considered because we wanted a SIP Provider who was certified for Enterprise-Grade SIP trunking to Lync. We felt that other SIP Providers presented a risk that we weren't ready to take." One of the longest running and most experienced SIP providers in Canada, ThinkTel is also Independently qualified by Microsoft's standards to deliver SIP trunking directly to Microsoft Lync.

SIP trunking for Lync is important because it allows companies like Subaru Canada to eliminate potential points of failure by establishing a direct SIP connection with their mediation server, without relying on an additional gateway.

FULL POWER

Lync has been fundamental in improving the way that Subaru connects internally with their people

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across the country. Unleashing the full power of Lync, Subaru now has intuitive, real-time communication capabilities available from numerous devices, including laptops, tablets and mobile phones. Dealers, field staff, and internal resources are more productive and can stay connected, aligning their efforts to always focus on the customer, while reducing operational and travel costs.

"We're using all features of Microsoft Lync," explains Hamin. "The important thing for our users is that they are provided with a single tool so they don't have to go to different applications to perform different functions. When you look at all the features and functionality of Lync—instant messaging, presence, audio and video conferencing, and desktop sharing—it's hard to pin that one feature that the organization will make the most use of.

"My recommendation is to pick one, try it out and see if the other features make sense for you and you'll find that in very short order you'll be using the entire Lync stack because it really is a transformational business tool."

AGILITY MEETS CONTROL

ThinkTel's SIP trunking solution also comes with:

1. Enables Lync's PSTN dialing and in-house multimedia conferencing capabilities.

2. Offers a streamlined SIP trunk network configuration with aggregate capacity across multiple sites.

3. Reduces costs associated with Capacity on Demand and in-network calling features. In addition, you no longer have to pay Move, Add, Change and Delete (MACD) charges.

4. Provides dynamic and flexible software, enabling organizations to manage users and changes to their network without having to request permission; saving time and money.

5. UControl: an advanced management portal with real-time Direct Inbound Dial (DID) provisioning and reporting capabilities.

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