

freedom



## WHY MITEL? CUSTOMER HIGHLIGHT SERIES

Intrasphere Technologies, Inc.

Mitel delivers flexibility and freedom to Life Sciences consulting firm with voice and data virtualization and unparalleled mobile capabilities



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one identity | software stream | solution... MITEL



## Mitel Delivers Flexibility and Freedom to Life Sciences Consulting Firm

One of the key drivers of success for consulting firms is flexibility. To service clients with a range of needs, consultants must be free to adapt quickly to changing demands. That freedom and flexibility is perhaps most important when it comes to communications, and to the communications infrastructure that underlies their operations and drives their ability to perform profitably.

That's the case at Intrasphere Technologies, a consulting firm and trusted partner of life sciences firms that include Pfizer, Johnson & Johnson, Eli Lilly, and more. "One of the big things that we need is flexibility," says Amit Mantri, Intrasphere's Director of Network Operations. "We need the freedom to be able to do more with less, to let people work in ways that are most effective for them, and to stay in touch with customers no matter what we're doing or where we are."

### Hotdesking and softphones mean freedom to move

To service their customers, Intrasphere personnel must be constantly on the go, yet connected and reachable at all times. With Mitel's hotdesking and softphone technologies they can do this, signing on to phones at the office, at home, or on the road to get immediate access to the same personalized productivity features.

"One of the big reasons we switched to Mitel from our previous vendor," says Mantri, "is the hotdesking feature that Mitel provides. It means people can walk up to a desk and log into a phone just as they would a computer. Whether it's in the office or at home, they get the personalized desktop and functionality they need."

When they are travelling, employees often depend on broadband wireless connections. That's where the Mitel Unified Communicator® (UC) Advanced Softphone comes into play. Says Mantri, "the softphone means that, on their laptops, employees have the same four-digit dialing extension and functionality they have in the office."

### Different devices, same number, simpler communication

That freedom extends to handheld devices, too. "We are a BlackBerry shop," says Mantri. "Our employees need to be reachable and responsive, so everyone gets a BlackBerry."

Until recently, the downside was that employees couldn't have the same numbers on their mobiles and office phones. Mantri explains that, "one of the traditional disconnects has been that your BlackBerry number is different from your desk number."

Mitel's Unified Communicator® (UC) Advanced overcomes that disconnect, so that Intrasphere's communications are now truly unified. "We're excited about Mitel (UC) Advanced and about being about to integrate our four-digit dialing on the desk with our BlackBerry numbers," says Mantri.

### Virtualization lowers infrastructure TCO

Intrasphere is in the process of making a major change to its technology infrastructure by virtualizing data and voice communications, aiming to join two traditionally separate technical infrastructures—something made possible by the close relationship between Mitel and virtualization leader VMware®.

Says Mantri, "We see huge benefits to our company by upgrading to the new virtualization platform from Mitel. Traditionally, we've looked at data and voice separately. Now, being able to combine them on a standardized VMware platform that we've been using for over five years is a great advantage for us."

The fact that Mitel has partnered with VMware factored into Intrasphere's decision. "We standardized on VMware for our virtualization platform, and it was a big deal for us that Mitel and VMware are partners who can deliver a solution we know is stable, has been tested, and actually works."

Some of the many benefits Intrasphere will realize with the move include increased ease of managing their combined data center and effective back up and disaster recovery. "It's a much more manageable solution, with lower TCO," explains Mantri, "It's one less piece of hardware. It's now one infrastructure that we love and know how to support."

### A seamless migration, with help from Cortel

Asked what the experience of migrating to the single virtualized set up was like for Intrasphere, Mantri replies that it was "completely seamless to the end users. There was no change in the way the phones worked, or in the features. We couldn't have expected or hoped for a more smooth transition."

Part of the reason for that easy transition was the work of Mitel channel partner Cortel. "We've been working with Cortel for many years," says Mantri, "and we're very happy with the solutions they provide, the depth of experience they have, and their ability to gauge our problems and give us appropriate solutions."

From Cortel's perspective, the move made a lot of sense for Intrasphere. Says Rob Handel, Cortel's Vice President of Sales, "The conversation around virtualizing voice came quite naturally with Intrasphere. They've virtualized most of their data applications, and we decided that the right thing for them to do was to take that next step and add voice into their converted data infrastructure. Virtualizing their voice apps fit nicely into their overall business continuity, data management, and converged technology strategies."

As with Intrasphere, part of the reason Cortel was so comfortable with the migration was Mitel's leadership in voice virtualization and partnership with VMware. "When Cortel heard that Mitel had formalized a partnership with VMware, we were very excited," says Handel. "It once again proved that Mitel was ahead of the curve and delivering the latest technologies to our customers and their customers."

Handel goes on to explain that "Mitel's voice virtualization strategy changes the game. Their virtualization strategy provides a lot of freedom to our clients. It gives them the freedom to select the right platform, at the right price point, with the right management infrastructures. It gives them the freedom to deliver apps to their end users and their offices, remote offices, and on the road. And it gives them the freedom to really choose the right applications for the right person, as opposed to being locked into a one-size-fits-all approach."

### Benefits now and into the future

For Intrasphere, Mitel technologies and solutions mean that employees are free to communicate in ways that make sense to them, and they can better serve clients at the office, at home, and on the go. IT realizes cost savings in hardware and management with a consolidated, virtualized voice and data solution. And the company as a whole enjoys a lower cost of ownership for a more flexible technology infrastructure that can accommodate their changing needs into the future.

"We're very excited about our future with Mitel," says Intrasphere's Mantri. "With all of the benefits we get, the possibilities for the future seem endless."

### COMPANY

Consulting firm Intrasphere Technologies delivers a comprehensive range of business-focused services and solutions to the Life Sciences industry.

### CHALLENGE

Select a cost effective, flexible communications solution that will free the company to operate more nimbly and support a wide range of user requirements while integrating with their virtualized datacenter.

### CHOICE

Virtual Mitel Communications Director (Virtual MCD), Mitel Teleworker Solution, Hotdesking, Virtual Mitel Unified Communicator®( UC) Advanced with (UC) Advanced Softphone, Virtual Mitel Applications Suite with Mitel NuPoint Unified Messaging™ (UM).

### WHY MITEL?

- **Virtualization.** Virtual MCD and applications integrate seamlessly into Intrasphere's existing virtualized data center, allowing voice, UC and enterprise applications to coexist on the same standardized servers. This reduces management overhead and complexity while enhancing backup and recovery.
- **Hotdesking.** Hotdesking allows Intrasphere to use hotelling cubicals for outside consulting staff and to have their phone extensions and personal settings follow them to wherever they choose to log onto a phone.
- **Single-identity mobility.** Travelling consultants and sales staff have the same four-digit numbers whether they're at their desk, on their smart phones or using their UC Advanced softphone.
- **Seamless service.** Migration to a virtualized Mitel and VMware environment was seamless with the help of Mitel authorized partner Cortel.
- **Low TCO, high ROI.** Lowered costs for hardware and maintenance, more flexible operations, and dynamic communications drive higher ROI.

"We need the freedom to be able to do more with less, to let people work in ways that are most effective for them, and to stay in touch with customers no matter what we're doing or where we are."

– Amit Mantri, Director of Network Operations, Intrasphere Technologies



### About Intrasphere Technologies, Inc.

Intrasphere Technologies is a consulting firm focused on the Life Sciences industry. They provide comprehensive, business-focused services and technology solutions that help companies achieve meaningful results by leveraging strategic acumen, deep industry knowledge and proven project execution abilities to deliver superior service that builds true business value. Founded in 1996, Intrasphere is headquartered in New Jersey with operations in Europe and have over 130 employees. Intrasphere has been recognized nationally for performance by industry leading organizations such as, Deloitte & Touche, Crain's New York Business and Inc. Magazine.

[www.intrasphere.com](http://www.intrasphere.com)



### About Cortel

Cortel Business Solutions, Inc. founded in 1972, is a premier provider of Unified Communications Products and Services. The premier distributor of voice, data and video solutions in the New York metropolitan area, Cortel serves as a single point of contact for all your present telecommunications needs, and position you to cost-effectively exploit technologies emerging in the future. Cortel's Partners are all recognized leaders in the Emerging Technology Market. As a result Cortel custom develops solutions that meet and exceed the individual business requirements and budgetary constraints of our customers. Cortel solutions empower businesses and provide real-time access to people and information.

[www.cortel.com](http://www.cortel.com)

### About Mitel

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel's ([www.mitel.com](http://www.mitel.com)) US headquarters are in Phoenix, Arizona. Global headquarters are in Ottawa, Canada, with offices, partners, and resellers worldwide.

[www.mitel.com](http://www.mitel.com)



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