

- IP Telephony
- Contact Centers
- Mobility
- Services

CASE STUDY



AVAYA IP Telephony Solution Helps Intellectual Property Attorneys at Banner & Witcoff Deliver Fast, Personalized Service to Clients

Challenge:

The firm needed a solution to link multiple offices, unify management of voice messages, email and faxes to enhance internal/external productivity; and provide a reliable communication infrastructure for improved business continuity.

Solution:

The verdict for Banner & Witcoff was a combination of Avaya IP Telephony and Mobility solutions that seamlessly connect multiple locations, providing consistent features and functionality across offices and enable traveling attorneys to access voice messages on the desktop, or hear e-mail messages over the phone—no matter where they are working.

Value Created:

- Reduced costs through elimination of intra-company calling costs and lowered voice network management and maintenance at individual locations.
- Increased speed and effectiveness in client support through more efficient access and delivery of messages and information.
- Consistent features and functions across all offices eliminates need to re-educate traveling associates on different systems.
- Faster linkage of people, processes and resources creates more productive internal collaboration for delivery of critical client services.
- “Work from anywhere” Avaya solution enhances business continuity and fosters more secure, reliable and agile business operations.

property law, including patent, trademark, copyright, trade secret, computer, franchise and unfair competition law. The firm has successfully represented clients in numerous landmark cases, including several renowned intellectual property decisions in the United States Supreme Court. Banner & Witcoff’s client base is broad in terms of number of clients, client size, geographical distribution of clients and technologies. Founded in 1920, the firm has attorneys and support staff in offices in Chicago, Washington, D.C., Boston and Portland, Ore.

Challenge: Provide Enterprise-wide Communication for Personalized Client Service

Banner & Witcoff knew that excellent client service was a key differentiator for the success of their business. They were also aware that emerging IP technology, coupled with their highly-skilled team of attorneys, could make this vision a reality. Their goal was to enable Banner & Witcoff’s attorneys to be reached by and respond to their clients regardless of their location. The firm needed to partner with a communications company that would provide solutions to:

- **Streamline internal communications for increased collaboration**

The firm wanted attorneys to retain their telephone numbers and customized features as they traveled from office to office. In addition, Banner & Witcoff wanted employees in all four locations to collaborate easily and efficiently, while controlling communications costs. Consolidating its four separate systems into a single company-wide network would allow the firm to maintain and administer one system, with a single point of contact for service.

- **Unify access to voice messages, email and faxes for improved productivity**

Attorneys rely heavily on email, voicemail, and faxes, and a single, unified mailbox would streamline their communications management.

- **Enhance mobility by allowing attorneys working anywhere—in the office, at home, or on the road—to quickly and easily communicate with clients and associates**

Banner & Witcoff attorneys travel frequently to client and other firm locations and often work nights and weekends at home. The firm wanted its employees to have the same time-saving communication capabilities wherever they needed to be.

WASHINGTON, D.C., USA – Banner & Witcoff, Ltd. is dedicated to excellence in the specialized practice of intellectual

- **Improve reliability of systems for business continuity**

Business continuity was a top priority. The new system would have to ensure that in case of a network or location disruption, individual offices would continue to function—and keep the brains of the business productive.

- **Provide investment protection and position B&W for the future**

“We wanted our firm to operate more effectively as one enterprise, not four separate offices. Also, our attorneys work hard. We needed to give them tools that would make their jobs more productive, as well as make their lives easier.”

“The Avaya IP telephony solution is flexible and easy to manage, and we can change and grow practically without limit, no matter what the future may hold.”

Solution: Banner & Witcoff Chooses Avaya

Banner & Witcoff recognized that IP Telephony was opening the way for new communication technologies and features, and determined its future communication system would be built on this foundation. The firm wanted to be sure that the platform would interoperate with its existing data network and take advantage of advancements in the technology at their own pace.

The company looked closely at offers from various vendors, choosing Avaya after an in-depth review. The Avaya IP Telephony solution met all of Banner & Witcoff’s needs. The high quality of Avaya engineering and development staff, the company’s strong history as a communication leader, and its track record of superior customer service contributed to the firm’s decision.

An Inside Look at the Avaya Solution

The Banner & Witcoff solution is based on Avaya MultiVantage™ Communications Applications, including Avaya Communication Manager software running on redundant Avaya S8700 Media Servers at the firm’s office in Washington, D.C. This server pair delivers telephony features and control to the firm’s corporate offices in Chicago, Boston and Portland, Ore. At each site, Avaya Media Gateways and Media Servers with Local Survivable Processors stand ready to take over call processing locally and keep communication moving in the event that network links are impaired. The 200 employees of the firm in all four locations use Avaya IP telephones.

In addition to choosing IP Telephony, Banner & Witcoff decided to maximize the potential of IP communication by implementing an enterprise-wide solution. Rather than simply IP-enabling its PBXs, Banner & Witcoff decided to link company locations tightly together with an IP Telephony network controlled by the central server pair at the main site in Washington. The entire network, across all four firm locations, can be managed and administered through the main media servers. This greatly simplifies network administration. Yet remote servers at each location provide backup, taking over call processing in case a link with the central server goes down.

The Avaya solution seamlessly connects all Banner & Witcoff locations, with voice calls between offices now traveling over this IP network. Staff members now use four-digit dialing to reach colleagues across the entire organization, making inter-office collaboration much easier. Avaya Integrated Management

enables Banner & Witcoff’s IS team to administer the entire communication network from a single location.

Attorneys are now using two powerful application tools: Avaya Unified Communication Center gives them integrated access to e-mail, voice messages and fax from either computer desktop or telephone; Avaya IP Softphone turns their laptops into full-featured telephones. Using the Avaya softphone application, lawyers traveling outside the office can easily access the staff directories and Avaya MultiVantage telephony features of the central communication system.

Business Value Created:

With its new Avaya IP Telephony solution, Banner & Witcoff operates very differently today than it did with its previous communications systems. The firm has made dramatic improvements in internal processes, streamlining operations and responding more quickly to clients. Banner & Witcoff attorneys can work effectively from practically anywhere, a capability that both improves productivity and client service, and provides significant gains in business continuity.

In everyday operations, four-digit dialing between the four main offices makes it easier for attorneys to quickly contact each other for consultation and collaboration. They can quickly set up conferences with up to six associates and clients, using the conferencing capabilities that are built into the Avaya Communication Manager software. The integrated directory makes quick work of calling or adding conferees.

A Major Move to Mobility

An attorney traveling to another Banner & Witcoff office can get right to work simply by picking up a phone and entering a personal identification code.

Instantly, that phone takes on all the characteristics of the lawyer's primary office phone: calls to his or her regular office ring at the new location, and personalized phone features become instantly available. The result is that clients and other callers reach them more readily, and the attorneys can work more efficiently because they do not have to learn a different phone system at every office.

The unified inbox provided by Avaya Unified Communication Center is one of the most important mobility and productivity enablers. Now employees at the desktop can access e-mail, voice messages and faxes on screen from a single Microsoft Outlook inbox. Icons next to each message tell whether it's a voice mail, email or fax. They can listen to voice messages over their computer speakers or headphones.

"Unified Communication Center was one of the greatest benefits of the system. The attorneys' eyes lit up when they saw email, voicemail, and fax messages in one inbox."

The benefits may be even greater for users on the road. For instance, a Banner & Witcoff attorney waiting for a flight can call their unified mailbox and hear email messages and fax headers – as well as voice messages. Attorneys can select to hear specific messages from clients and associates to make sure they deal top priority issues first.

Voice control can provide huge productivity gains—turning time spent in an airport waiting area, for instance, into an opportunity to communicate and get work done. Additionally, the system's "Find Me" features let attorneys immediately determine the location of associates, whether they're currently available, and how to connect to them.

Office Anywhere Means Business Continuity

The Avaya IP Softphone completes Banner & Witcoff's "office anywhere" capability. The IP Softphone client software loads onto a laptop or other computer, and gives Banner & Witcoff attorneys all the network and communication capabilities they would have in the office — the same telephone number, same customized telephone capabilities, and the same access to the company network and directories. Attorneys can work at home at night, through the weekend, or from a hotel room, and still have the same sophisticated communication capabilities and network features available as if they were in their office.

"IP Softphones were one of the primary drivers of productivity for the attorneys and accounted for 78% of the project's total net benefits."

The Avaya IP Softphone provides important gains in business continuity, enabling attorneys to work efficiently even when the office becomes unavailable. When severe weather occurs or an office has to close for unexpected reasons, attorneys working offsite use their Softphones and have full access to the network.

Operational improvements are also significant. Maintenance has been greatly simplified, because now there's one communications system throughout the company and one messaging server for all messages.

Today, one part-time employee maintains the converged network, instead of four different vendors the company used previously. Avaya Global Services monitors system operations on a 24x7 schedule.

Avaya Integrated Management makes it easy to administer the entire

communication solution and do basic troubleshooting from one location. Adding or deleting users or changing their capabilities is far simpler, so no dedicated telephony staff is needed. When the time comes to change offices, attorneys just pick up and move their own phones, plug in at the new location and sit down to work.

Banner & Witcoff Looks Ahead

Banner & Witcoff has been able to increase attorney efficiency so significantly that the firm is planning to add to its Avaya IP Telephony solution and continue to invest in communication capabilities that enhance client service. It expects to expand conferencing capabilities and add more unified communication features to its network. Adding the Avaya Unified Communication Center Speech Access feature, which enables users to employ voice commands as they manage and respond to messages, set up conferences and dial calls, is another enhancement on the firm's list.

"We'll be expanding the capabilities of the system," says Bill Costello, Banner & Witcoff Manager of Information Technology. *"What's key is that we've seen the Avaya commitment to Banner & Witcoff. They stood by us, they came in and made it a success, and that means an awful lot."*

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 Client Executive or Authorized Avaya BusinessPartner, or visit us at www.avaya.com

ABOUT BANNER & WITCOFF

The law firm of Banner & Witcoff specializes in intellectual property law, including patent, trademark, copyright, trade secret, computer, franchise and unfair competition law. Firm members deal with legal problems across a wide range of technologies and industries, from automotive manufacturing to lasers, custom catalysts for petrochemical processes to genetically engineered pharmaceuticals.

The firm has successfully represented clients in numerous landmark cases, including several renowned intellectual property decisions in the United States Supreme Court. The firm has also conducted litigation and patent office proceedings in every significant industrialized country around the world. Banner & Witcoff has offices in Chicago, Boston, Washington, DC, and Portland, Ore.

| Applications | Systems | Services |
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| <ul style="list-style-type: none"> • Avaya MultiVantage™ Communications Applications • Avaya Communication Manager • Avaya IP Softphone • Avaya Integrated Management • Avaya Unified Communication Center | <ul style="list-style-type: none"> • Avaya S8700 Media Servers • Avaya S8300 Media Servers • Avaya G700 Media Gateways with Local Survivable Processors | <ul style="list-style-type: none"> • Avaya Global Services: • IP Readiness Assessment • Solution Design & Development • Program Management • Solution Deployment • Product Support (Maintenance) • Avaya EXPERT SystemsSM Diagnostic Tools |

All statements in this Case Study were made by Bill Costello, Manager of Information Technology, Banner & Witcoff.

