

CUSTOMER EXPERIENCE



ABOUT THE TAPEMARK COMPANY

Type: Tapemark is a leading-edge contract manufacturer of pharmaceutical, medical device, and consumer products industries

Location: Three locations in West St. Paul, Minnesota, U.S.

Configuration: Three buildings and remote teleworking sales force

Website: www.tapemark.com

CUSTOMER NEEDS

- Effective communications for mobile employees
- Simplified management of voice messages
- Communications tools enabling the sales force to work from remote locations across the country

Tapemark Chooses Real World Unified Communications

The Company

The Tapemark Company, a privately held contract manufacturer with multiple facilities in West St. Paul, Minnesota, is cGMP-compliant, ISO 9001 and 13485 certified, and FDA registered as a drug, device, food, and cosmetics contract manufacturer. Tapemark's capabilities include coating, printing, die cutting and the packaging of complex components and products for the pharmaceutical, medical device, and consumer products markets.

The Challenge

Facing building consolidation that would have required moving an aging ROLM system, the decision was made to migrate to an IP communications system.

With employees frequently moving between three separate buildings and with a home-office-based and mobile sales force, communications between staff and with customers was often hit and miss. While all Tapemark employees have a cell phone, calls to their various phones went to multiple voice mail systems to be acted upon possibly hours later. As a custom manufacturer, communicating concepts and specifications clearly, accurately, and in real time is mission critical.

"We had a basic telephone system before we decided to go the IP route," said Tom Sweeney, network engineer, Tapemark. "But our engineers are often coming and going from one building to another and while they have cell phones, calls to their desks were not being answered until much later. We also have salespeople who travel around the country and often people had to try multiple numbers to reach them."



SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP) with unified messaging
- Mitel Unified Communications® (UC) Mobile (formerly Mitel Mobile Extension)
- Mitel Teleworker Solution
- 160 Mitel IP phones

RESULTS

- Tapemark engineers can move between buildings and still answer calls made to their desk phone
- Customers can access mobile employees with a single telephone number
- Mobile employees use a single voice mail box for desk phones and cellular devices
- Sales force can work from anywhere with the plug-and-work capability of the Mitel Teleworker Solution

The Competition

Sweeney selected Mitel® after a thorough evaluation of a ShoreTel system and following an initial review of a variety of vendors' products.

After having the ShoreTel system installed in an evaluation environment for two months, the IT staff was not confident to proceed to implementation.

"It's not that we disliked ShoreTel's system, but not everything we asked for was ready for market deployment and we felt their channel partner, while impressive, was not large enough to service our needs properly for such a mission critical system," Sweeney said. "We didn't feel we could take that risk."

The Solution

That's why Sweeney and the Tapemark IT department selected a unified communications solution built around the Mitel 3300 IP Communications Platform (ICP) consisting of Mitel Live Business Gateway, Mitel Unified Communications® (UC) Mobile (formerly Mitel Mobile Extension) and the Mitel Teleworker Solution. The productivity-enhancing communications system ensures everyone can be reached with real time "presence everywhere" capabilities.

"With the integration of the Live Business Gateway we now see their presence in real time and with UC Mobile a single four-digit extension number will reach them no matter where they are," Sweeney added.

Live Business Gateway, which works in conjunction with Microsoft® Office Communications Server 2007, delivers advanced applications for global communication and collaboration. For Tapemark, important data can now be transferred to anyone, anytime, anywhere in the world.

UC Mobile allows callers to dial a single phone number, which simultaneously ring a desk phone, mobile and / or teleworker so calls are never missed. Mobile phone bills can also be reduced because, at the touch of a button, cell phone calls can be seamlessly transferred to the desk phone as the employee enters the office.

“UC Mobile and the Teleworker Solution represent the difference between calls being returned – perhaps hours later and calls being answered when dialed. We felt that difference would give our customers a much better level of service.”

– Tom Sweeney, Network Engineer,
Tapemark

The Teleworker Solution makes it easier for Tapemark’s mobile staff to stay connected to the office. The Teleworker Solution provides highly secure, plug-and-work access to the corporate voice network from any location via a high speed Internet access and seamlessly integrates with Microsoft Windows clients.

“UC Mobile and the Teleworker Solution mean the difference between calls returned perhaps hours later and calls being answered on the spot. That difference means a lot to our customers, so it means a lot to us,” Sweeney said. “Mitel solutions have equipped us with the ability to reach key business resources in the moment they are needed, resulting in faster decision making, issue resolution, and business success,” he added.

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THE TAPEMARK COMPANY

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