



MediaWorks leaps to consolidated network and better productivity

A unified communications solution is saving up to \$50,000 a month for media company MediaWorks and the leading-edge communication technology has got staff excited.

Relying on an unstable network just isn't an option for a leading news outlet. After experiencing PABX system outages that put business critical sites, including TV3, at risk, MediaWorks decided it was time to upgrade its voice and data network.

MediaWorks consists of three business units – TV, Radio and Interactive. MediaWorks TV owns the national stations TV3 and C4 while MediaWorks Radio operates in 23 markets with 36 stations,

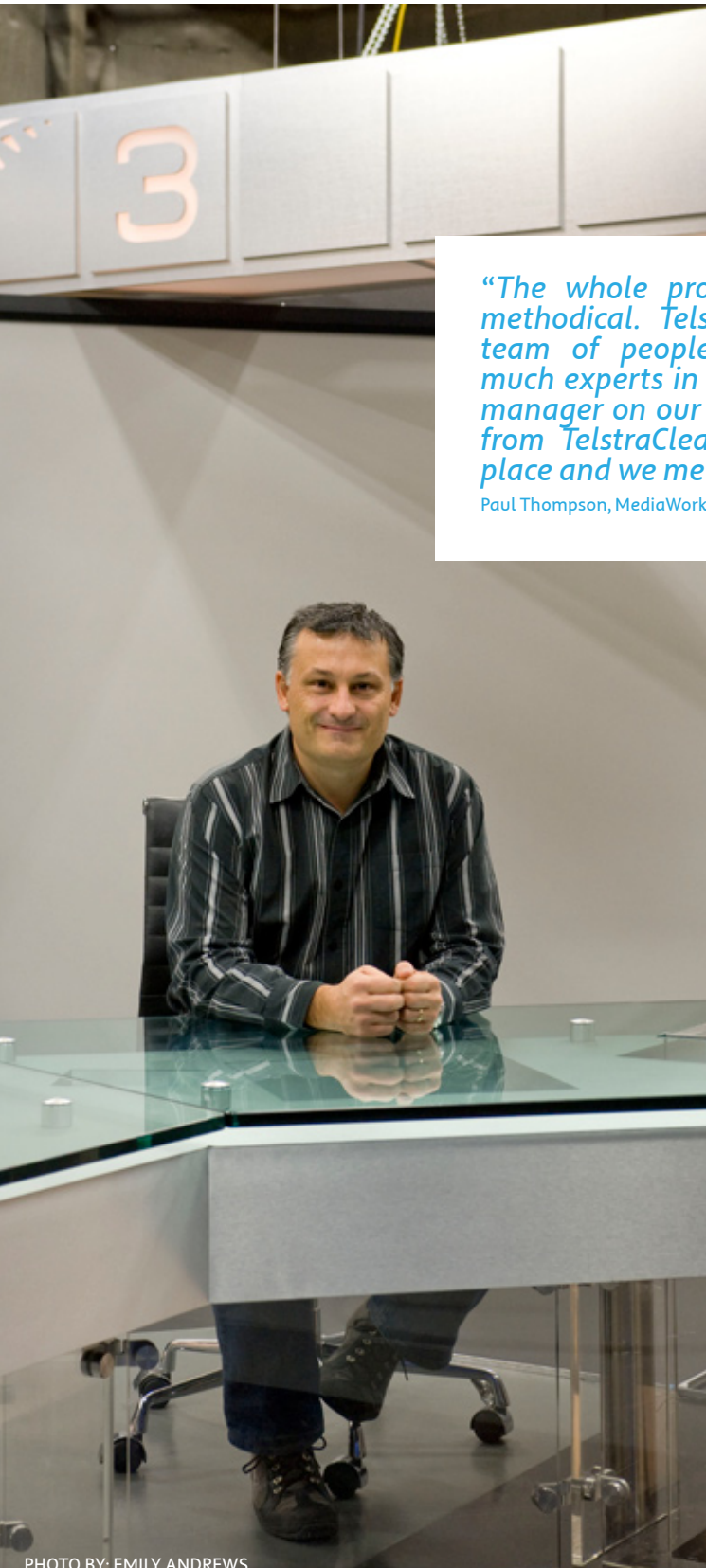
including The Edge, More FM, The Rock and George FM. MediaWorks Interactive looks after 18 websites, including TV3 and 3News.

The organisation simply couldn't afford risking disruptions to its daily operations. An outage could have costly consequences, such as preventing broadcasting of news, says MediaWorks' Group IT Manager, Paul Thompson.

MediaWorks previously had 34 PABX systems spread across the country, provided by multiple

KEY POINTS

- Access to leading technology has got staff excited and increased productivity.
- TelstraClear's consolidated phone and data solution saves MediaWorks \$40,000-50,000 every month.
- The streamlined implementation, cost benefits and flexible options make TelstraClear a valued MediaWorks partner.
- The proven integrated solution protects MediaWorks from costly outages.



“The whole project was streamlined and methodical. TelstraClear provided a great team of people – very specialised, very much experts in their field. We had a project manager on our side and a project manager from TelstraClear. Everything just fell into place and we met all our deadlines.”

Paul Thompson, MediaWorks Group IT Manager

third party vendors. As a result, overhead costs were high and management of the many different support agreements was difficult. Some support agreements had even expired.

The business had very little visibility into the fixed voice and mobile services across all sites. There was no integration and no way to control costs, says Paul.

So, MediaWorks went to market for an integrated solution that would give the organisation full control over its communication costs. Ideally, the organisation wanted an industry standard solution that would

truly embrace the whole IT network. “It had to be a proven system with customers of a similar size to ourselves using it and gaining benefits from it,” says Paul.

MediaWorks narrowed the list down to three providers and ran trials to see which solution had the best fit for the company. In the end, the unified communications system proposed by TelstraClear and Cisco stood out as the most cost-effective solution while offering functionality that would help drive the business forward, says Paul.

Besides the extensive functionality and cost benefits, the TelstraClear/Cisco solution was also “fairly uncomplicated” from a user point-of-view, says Paul. Another contributing factor to choosing the system was MediaWorks’ existing relationship with TelstraClear – the telco already provided Internet and WAN services to the organisation. “We had a good relationship with TelstraClear and knew that it would be good and reliable partner to work with,” he says.

The unified communications solution replaced the old disparate TDM-based PBX voice environment at all MediaWorks’ sites, providing a single consolidated platform with a range of modern communication services, such as voice-over-IP (VoIP), presence information, instant messaging and video-conferencing.

Having only one telephone and data provider across the whole company saves MediaWorks an astonishing \$40,000-50,000 every month, says Paul.

Consolidating to one telephone account has cut administration and maintenance costs considerably.

Management of the system is also much easier now, with one fulltime staff member looking after the whole network. With the old system, MediaWorks needed a team of consultants, scattered around the country, to support the environment.

The VoIP solution has led to a huge reduction in the company's telecommunications bill. Now, when all sites are on the same system, site to site calling is free and external call rates are much lower than before, thanks to TelstraClear's competitive rates.

The new system has also improved communication among staff and boosted productivity across the business. The Presence feature, which shows if a person is available for a phone or video call removes the barriers for employees to reach co-workers. Users can opt to send an instant message to see if the other person is free for a conversation, or simply discuss the matter at hand over instant messaging.

"There is lots of functionality within the product that gives you the ability to quickly get the answers you are looking for to move a process forward," says Paul. "The system enables different means of communication that we just didn't have before."

In addition to VoIP and Presence, MediaWorks is currently trialling Video Advantage, a one-on-one, video call tool. "We are looking at rolling Video Advantage out to all managers, which will also help reduce travel costs," says Paul.

The solution also provides web conferencing capabilities, click-to-dial and advanced mobility options, such as the ability to transfer calls back and forth between a desk phone and mobile phone. "If I want to take a call on the go, I just click a button and the call will be transferred to my mobile phone," explains Paul.

Just as easily, calls to a mobile phone can be transferred to a desk phone by the click of a button, a feature providing flexibility for people between meetings. There is also the dual-ringing functionality, which has a cell phone and desk phone ringing at the same time allowing whichever is more convenient to be answered.

MediaWorks' employees were onboard from day one.

"It was an instant winner." The majority of staff belong to a younger demographic, which probably contributed to the successful and quick adoption, Paul says, adding staff don't want to be without the functionality. If the IT team needs to temporarily turn some features off to maintain the system, there is widespread disgruntlement, he says with a smile.

To discover how TelstraClear can provide the right solution for your business, simply call **0508 BUSINESS (287 463)** or visit **www.telstraclear.co.nz**

MediaWorks

- Auckland-based MediaWorks consists of three business units – TV, Radio and Interactive.
- The first brand in the group that eventually created MediaWorks was TV3; today the company also owns national station C4.
- MediaWorks Radio operates in 23 markets with 36 stations, including The Edge, More FM, The Rock and George FM.
- MediaWorks Interactive looks after 18 websites.

Overall, total cost of ownership of the solution is coming down. "One good thing that probably no one took into account was the fact that moving from Telecom to TelstraClear allowed us to weed out all the telecommunications services that had been added over the years – some services we didn't even know we had! That has led to ongoing savings."

The implementation went smoothly with the whole project streamlined and methodical. TelstraClear provided a specialised team who worked seamlessly with Mediaworks.

"Everything just fell into place and we met all our deadlines." MediaWorks' good relationship with the TelstraClear account team is now even better.

Why TelstraClear?

Telecommunications is one of the world's fastest changing industries.

In New Zealand, TelstraClear has developed its own network and range of leading edge voice, data, internet and mobile solutions for New Zealand businesses. Many of the largest organisations in New Zealand rely on TelstraClear to provide their national and Trans-Tasman communication solutions. For these organisations, and many more, TelstraClear has shown it is adept at understanding the complexity of its customers' operations and designing relevant and reliable solutions. Our relationship with New Zealand businesses is based around four fundamental core offerings:

1 SERVICE

We understand and respect the needs of your business.

2 TECHNOLOGY

A complete range of services that are scalable to your business's changing needs, and organisational complexity.

3 TRUST

A company that you can rely on to deliver on the most challenging requirements

4 VALUE

Market Competitive solutions designed for your business.

When we combine these four elements we develop long term relationships with our customers. We can then ensure that our customers have the right products and plans to support their success with their own customers.

We also support the communities that support us. As part of our corporate social responsibility programme we work with children and young people, to help them develop the confidence they need to succeed and ensure a brighter future for all New Zealanders.

With TelstraClear, you are joining forces with one of the most dynamic communications companies in New Zealand that is backed by Australasia's largest and most progressive telecommunications company, Telstra Australia.

We have the right technology, the right people and the right attitude.