



WHY MITEL? CUSTOMER HIGHLIGHT SERIES

On Site Sanitation

On Site Sanitation has laid plans for expansion when the economy rebounds and Mitel's Series X features are part of that plan.



COMPANY

On Site Sanitation is a leading provider of portable sanitation equipment in the Minneapolis / St. Paul metro area, Southeastern Minnesota and Western Wisconsin.

EVALUATION

Switching out the old Avaya system in favor of one that connects locations, integrates mobile devices, and facilitates inter-office communication.

CHOICE

Mitel Communications Director with SIP trunking, Mitel Dynamic Extension, Mitel Unified Communicator® Mobile, Mitel Teleworker Solution, Mitel 3300 ICP Embedded Messaging.

WHY MITEL?

- **Enhanced accessibility.** Offsite employees are much more accessible thanks to integrated mobiles and four-digit extension dialing. This has enabled better customer service and business growth.
- **Teleworking.** Enables the company to connect previously discrete branch offices so that employees at all sites can communicate easily and within the company network.
- **Efficiency.** Connecting locations with the Mitel 3300 IP Communications Platform (ICP), powered by the Mitel Communications Director, delivers seamless inter-office operability, making contacts with co-workers faster, and more productive.
- **Lower costs.** SIP trunking decreases long-distance charges, and Dynamic Extension cuts down on cell-phone minutes.
- **Scalability.** Prepares customer to expand in the future using the same system.
- **Centralized management.** Enables a central controller to deploy features to sites and users as they are required.

“Our sales staff has seen an increase in the number of quotes they’re sending out, which is nice to see. That tells me that we’ve made the right decision in changing to Mitel.”

— **Molly Holm, Vice President and Controller,
On Site Sanitation**

With the recent launch of Series X Dynamic Extension, Mitel® has seen rapid growth in the use of applications for business process improvement. Dynamic Extension has hit a chord with companies of all types and sizes: it’s powering employee productivity and accessibility, while cutting operating costs at an unprecedented rate. This Why Mitel Customer Highlight series features some of these companies and discusses how Mitel’s solutions portfolio continues to drive business improvements for them.

On Site Sanitation Plans Growth with Mitel Technology

Planning a big event means considering every detail: food, décor, music, and restroom facilities. On Site Sanitation offers portable toilet solutions for special events and construction sites in the Minneapolis, St. Paul, and Rochester areas.

Planning business strategies demands a detailed outlook too. On Site Sanitation took advantage of the recent economic downturn to look for efficiencies in their business. Molly Holm, Vice President and Controller at On Site Sanitation approached it this way, “We wanted to improve our technology so that when the economy does turn around we’ll be prepared to expand very quickly and have the technology in place to do so.” That meant upgrading their communications systems.

According to Holm, “Any time you improve communication, you improve efficiency.”

Challenges met with a Mitel solution

Founded 20 years ago, On Site Sanitation started opening new sites in recent years. Growing from a single office in St. Paul, Minnesota, a Rochester location was added five years ago, then they opened a sister company (On Site Heat) in St. Louis, Missouri with other branches coming soon. With plans for continued expansion, On Site Sanitation needed to streamline communications between sites, current and future.

Large sales and delivery teams mean that many of On Site Sanitation’s 53 people are on the move. Mobility within a building, a city or around the world is part of today’s business model but it’s critical for staff to be in touch with customers and colleagues at all times.

With their priorities in focus: fast and easy access to the mobile sales force; multi-location connectivity; and preparation for future expansion, On Site Sanitation searched for answers. And Mitel has the strategic solutions to meet their needs now, and during their growth.

Connecting a mobile workforce

On Site Sanitation wanted to make sure that both customers and co-workers could reach the sales force in the field quickly and easily.

The new Dynamic Extension option enables employees to define up to eight devices (for example a mobile device, residential set, office phone and more) to act as business phones, so that when their business phones ring, the phones they've defined as Dynamic Extensions will ring too.

That gives people one point of contact to reach sales staff: their business phone numbers. Says Molly Holm, "This has been a huge benefit to our sales staff in the field. Our salespeople can respond immediately to customer calls on any device they've defined as a Dynamic Extension, providing quotes directly from their device of choice. They've been able to maintain a lot more business."

Workers can set up Personal Rings Groups, and decide how their Dynamic Extension calls should be routed, including assigning preferential treatment to certain callers. Dynamic Extension also delivers all voice mail to the employee's business mailbox, reducing the time spent checking messages on different devices. Any calls made or received on a Dynamic Extension phone have all the rich features of the Mitel solution, including any optional applications.

With Dynamic Extension, sales people can also answer a call at their desk phones and then make a seamless transfer of the call to a mobile device when they need to get moving.

The Mitel solution makes forwarding calls, "virtually flawless," says Holm. "Being able to contact sales staff with a push of a button is great, and forwarding calls is very easy." Sound quality improves too because, even when a user is on the road, the call is on the internal network.

Working together toward office consolidation

Working with On Site Sanitation, Mitel's partner, Reliance Teleservice recommended the 3300 ICP powered by the Mitel Communications Director (MCD), a scalable network with the flexibility to integrate their mobile devices. Molly Holm was happy with the service. "They were very knowledgeable, and made recommendations that could save us money. And they demonstrated the communications solution to the sales and office staff as well."

Now, employees can contact any location using just an extension number, and check a co-worker's presence status to see whether he or she is already on a call. "With the Mitel solution," says Holm, "we can call our other branches just like they're in the office next door," while saving on long-distance and other charges.

The locations in Rochester and St. Louis are connected using the Mitel Teleworker Solution, giving every user secure access to the company's network and applications. And through the SIP trunks, On Site can use local phone numbers for its different offices.

Using Embedded Voice Messaging, the auto-attendant handles incoming calls after hours and routes service requests to technicians who are on call 24/7.

Efficiency and cost savings

The Mitel installation has saved On Site Sanitation significant infrastructure expenditures. The landlines at the Rochester and St. Louis locations were replaced by simple IP connections to the main location in St. Paul with no VPN, an efficiency that has saved them considerable money. Improved connectivity between head office and St. Louis has also contributed to lower travel costs.

With all sites networked together, long-distance charges between branches are eliminated. Any call made to or from a device that's defined as a Dynamic Extension is processed through the company's Mitel network, so off-net calling charges are reduced. With Dynamic Extension, even long-distance calls made from a mobile phone use the in-house communication system for cost-effective communication.

Getting the right tools for expansion

When expanding business into new locations, it's important to quickly establish communications between sites, and arm all employees with the tools they need to serve customers and work together as a team. Molly Holm says, "Communication is very important in establishing new market areas."

Their main location has centralized control of their communications system and assigns features to meet the unique needs of the different user communities at the different locations. The Mitel solution doesn't require any forklifting. On Site Sanitation is ready to add new locations, grow existing ones, and expand the feature set by simply turning on applications. Easy growth is an important part of On Site Sanitation's long-term strategy.

ABOUT ON SITE SANITATION

On Site Sanitation is a certified woman-owned business offering portable toilet solutions. Founded 20 years ago, it's the market leader providing portable restroom facilities for commercial, industrial, residential, and special event customers in a twelve-county area. Family owned and operated, On Site Sanitation takes pride in the level of service they provide.

www.onsitesanitation.com



ABOUT RELIANCE TELESERVICE

Since 1986, Reliance Teleservice, Inc. has proved successful as a voice and data communications systems provider. They are committed to understanding every client's unique requirements, whether it's a single office, branch or regional office, or an international presence. They handle communication requirements including business telephone systems, LAN, WAN, Voice over IP Telephony (VOIP), voice processing, and unified messaging.

www.relianceteleservice.com



Researching the competition

On Site Sanitation went looking for a new communications solution when its older Avaya system wasn't delivering the capabilities it needed. Molly Holm researched options online, including newer Avaya products. Her conclusion? "It still wasn't going to improve the communication for the sales force. What we had was Avaya and it wouldn't have improved the sound quality. And that was one of the biggest concerns the sales staff had."

"Connecting with the sales staff was very difficult, and very cumbersome."

Now, Holm tells a new story. "With Mitel, we've experienced a complete reversal. People can communicate very freely, the sound quality is great, and it's been a tremendous improvement for our sales team."

As a result, the sales force has improved their customer responsiveness, and increased the number of quotes they send out while reducing mobile charges and allowing simple access with one number and one voice mail system for multiple devices.

Efficient and ready for growth

On Site Sanitation's quest for efficiency was answered by their Mitel solution: a scalable network, rapid access to their mobile workforce and vastly improved inter-branch communications. Solving today's connectivity problems has also prepared them for their expansion plans.

Would she look for a Mitel solution again? Molly Holm responds, "Absolutely, for the ease of use. Mitel has provided a great solution to us, improving our communications within our office as well as communications with our other branches. Mitel has saved us money, increased customer contacts, and provided better communications among our different sites."

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