Case Study: Portland Trail Blazers

The NBA’s Portland Trail Blazers were considering replacement of a legacy phone system and disparate call center application that lacked the modern telephony features they needed. Mitel teamed up with the organization to improve collaboration, ensure public safety and empower employees.

AT A GLANCE:

SITUATION:
- A legacy Nortel system and an Interactive Intelligence application in the call center resulted in disparate systems that lacked modern telephony features.
- Needed a solution that would be easy to manage and easily integrated with the organization’s CRM application.
- Expenses to maintain the outdated system were mounting and hard to justify for an inadequate communications solution.

SOLUTION:
- A Mitel unified communications system with mobile applications, E911, Mitel Enterprise Contact Center, conferencing and web sharing, integration with Microsoft Dynamics® and 400 series IP phones.

RESULTS:
- Savings of up to $45,000
- Increased revenue via productivity tools
- Robust, workflow-changing features
- Ease of deployment and use
Situation

The Portland Trail Blazers IT department is responsible for all team communications at the arena and practice facility, its outside catering company, as well as events at both Moda Center and Veterans Memorial Coliseum. Communications are critical to marketing and selling tickets 365 days a year.

The Portland Trail Blazers were considering replacement of a legacy Nortel system and an Interactive Intelligence application in the call center as the two systems were disparate and lacked modern telephony features. After running the numbers, Trail Blazers Telecommunications Manager Lou Pallotta determined that to rip and replace the Nortel system with the Mitel VoIP solution would actually save the organization a significant amount of money.

With an IT department of only four people, service and support, ease of administration and a user-friendly interface were key. Pallotta had previous experience with telephony systems from most of the major vendors, none of which he felt were a fit. The solution that satisfied all of the organization’s needs came down to one—Mitel unified communications.

“The upgrade for my Interactive Intelligence call center alone was going to be more than the forklifting of the entire system and putting in an all-new Mitel call center, building the IVR and putting in new telephones,” said Pallotta. “Our ROI was a slam dunk.”

Solution

Deployment of the Mitel solution to 450 users was implemented in phases without a hitch. The ease of use, the transition from Nortel to Mitel, and robust features enhanced productivity and enabled better workflow processes.

During the Mitel deployment, a network engineer for the Trail Blazers said, “That’s it, really, that’s all we have to do? I give you some IP addresses and we plug these devices in, we do a little magic here and bingo, it works?”

The network engineer wasn’t the only one impressed with Mitel’s easy implementation and use.

“Mitel provides everything I need in one integrated solution,” said Pallotta. “I’ve worked on many systems in my 30-year career, and Mitel is the easiest to set-up and maintain. Also importantly, our employees love it – they especially like the ease of web sharing, which sales people have been using in place of traveling to some client sites.”

The pricing was right. The product was right. The service is great. Everything worked and we are able to do the things now that no one even imagined possible before.

Lou Pallotta, Telecommunications Manager
Portland Trail Blazers

Mitel conferencing, web and desktop sharing have literally transformed the way Trail Blazers sales representatives conduct business. The partnership and ticketing team is responsible for securing millions in revenue each year. Previously, the organization subscribed to WebEx, but it was not intuitive and presenters weren’t comfortable with the application. Now the group uses Mitel frequently, scoring additional revenue.
Results

After the Mitel implementation, the Trail Blazers organization became much more productive. By moving everything over to Mitel, replacing all the phones and forklifting the call center, and eliminating two physical servers that had to be maintained and upgraded frequently, the organization saved $40,000 to $45,000 just by installing a new phone system.

“For me, service and support is very important,” said Pallotta. “Even though Mitel is a big company, they feel and act like a boutique. I can talk to engineering about issues I might have, and actually get them resolved. It’s just made my life so much easier. The pricing was right. The product was right. The service is great. Everything worked and we are able to do the things now that no one even imagined possible before.”

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Find out more about Mitel’s UC solutions at www.mitel.com.