



Case study: AELTC

Delivering a massively scaleable telecoms system for a world class sporting event

About the AELTC

The All England Lawn Tennis and Croquet Club formed in Wimbledon in 1868 as the "The All England Croquet Club" and expanded to include lawn tennis in 1877. The Championships, "Wimbledon" is now acknowledged as one of the most important tennis tournaments in the world and attracts millions of viewers each year.

What phone system did they have?

Until recently, the AELTC was using a traditional Nortel Meridian telephony system from 1988.

Although the system worked well during most of the year for their 350 – 400 users, during The Championships the number of users would increase and call volumes would soar.

What were they looking to change?

Primarily, the AELTC needed a telephony solution which would allow them to scale up their telephony more easily during Wimbledon. Whilst the AELTC could purchase extra lines from BT during the tournament, it could be expensive to increase capacity from 400 to 1,000 users. The AELTC also needed an easy method by which to charge the various users for using the telephony system during The Championships.

“ Wimbledon is one of the most popular sporting events today. Our phone system takes thousands of calls each day during The Championships, not to mention the additional voice traffic created by the numerous user groups working in our offices. Our previous system was starting to feel the strain and we decided to appoint independent Consultants and Project Managers, MAC Systems, to look for a world-class solution which could help us.

Jeff Lucas, Head of IT, AELTC

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What did they choose and why?

After due diligence and hours of negotiation MAC Systems recommended the Alcatel-Lucent Solution based on OmniPCX Enterprise and OmniTouch Contact Centre proposed by Actimax who worked in partnership with Gamma Telecom to provide a scalable SIP trunking solution.

How did the implementation go?

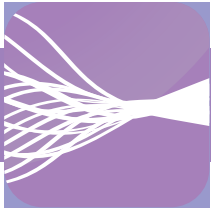
Paul Burns, Project Director, MAC Systems said working with us as part of a team Actimax completed the installation on time and provided on-site training to the different groups of users at the AELTC. Support and maintenance is available 24/7 and during the Championship both MAC Event Telecom and Actimax have on site support teams present.

“ The system we presented to AELTC offered both the scalability and the flexibility which they required. The combination of technologies includes an integrated billing system that allows the Wimbledon team to quickly and efficiently bill 3rd party user for telephone usage, as well as being able to scale up the number of lines as required.

John Massey, Managing Director, Actimax

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IPDIRECTCONNECT 

“ The SIP trunking IP telephony system is scalable and elegant. The new telephony system is now integrated with our previous systems and allows us to easily handle the 98,000 calls we receive during The Championships. Furthermore, using the new system, users can be allocated the same phone numbers year after year, making it a much more convenient solution.

Jeff Lucas, Head of IT, AELTC

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The solution has transformed the way AELTC deliver services and the combined Alcatel-Lucent, Exponential-e and Gamma implementation, managed by MAC Event Telecom, allows the club to save money and improve service delivery for re-investment in the club.

What impact has the new system had?

Scalability and Provisioning: The team at MAC Event Telecom working with Actimax and the AELTC IT Department can now easily deploy an extra five hundred phones on-site and simply increase the bandwidth of the SIP trunks for the duration of The Championships, providing telephony solutions to numerous users from all over the world as well as coping with the extra call volumes to the main office. It is now possible to provision new users with voice and data systems quickly and simultaneously.

Billing: The team at MAC Event Telecom working with AELTC can now quickly and simply bill users for their telephony usage of the system during the tournament.

Security: The entire network uses 802.1X security to ensure that all network traffic is secure for the duration of the tournament.

Costs: Call costs are now much lower for the AELTC. The Alcatel – Lucent Omni PCX Enterprise IP telephony system also means that call costs for remote based or mobile AELTC staff are reduced.

“ Providing a world-class telephony solution for a world-class sporting tournament may seem like a daunting challenge, but the collaboration with Actimax and Gamma meant that everything went very smoothly.”

David Parker, Alcatel-Lucent Vice President for Enterprise Activities UK & Ireland

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Benefits of IP Direct Connect

- Flexible numbering.
- Supports multiple sites, allowing ISDN Line rationalisation.
- Provides free calls between IP sites and lower cost calls to other destinations.
- Full business continuity model for businesses without Remote Call Forwarding charges.
- Scalable on a per channel basis.
- Can be utilised with existing customer premises equipment.
- Offers full emergency services support.
- Supports application convergence.



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