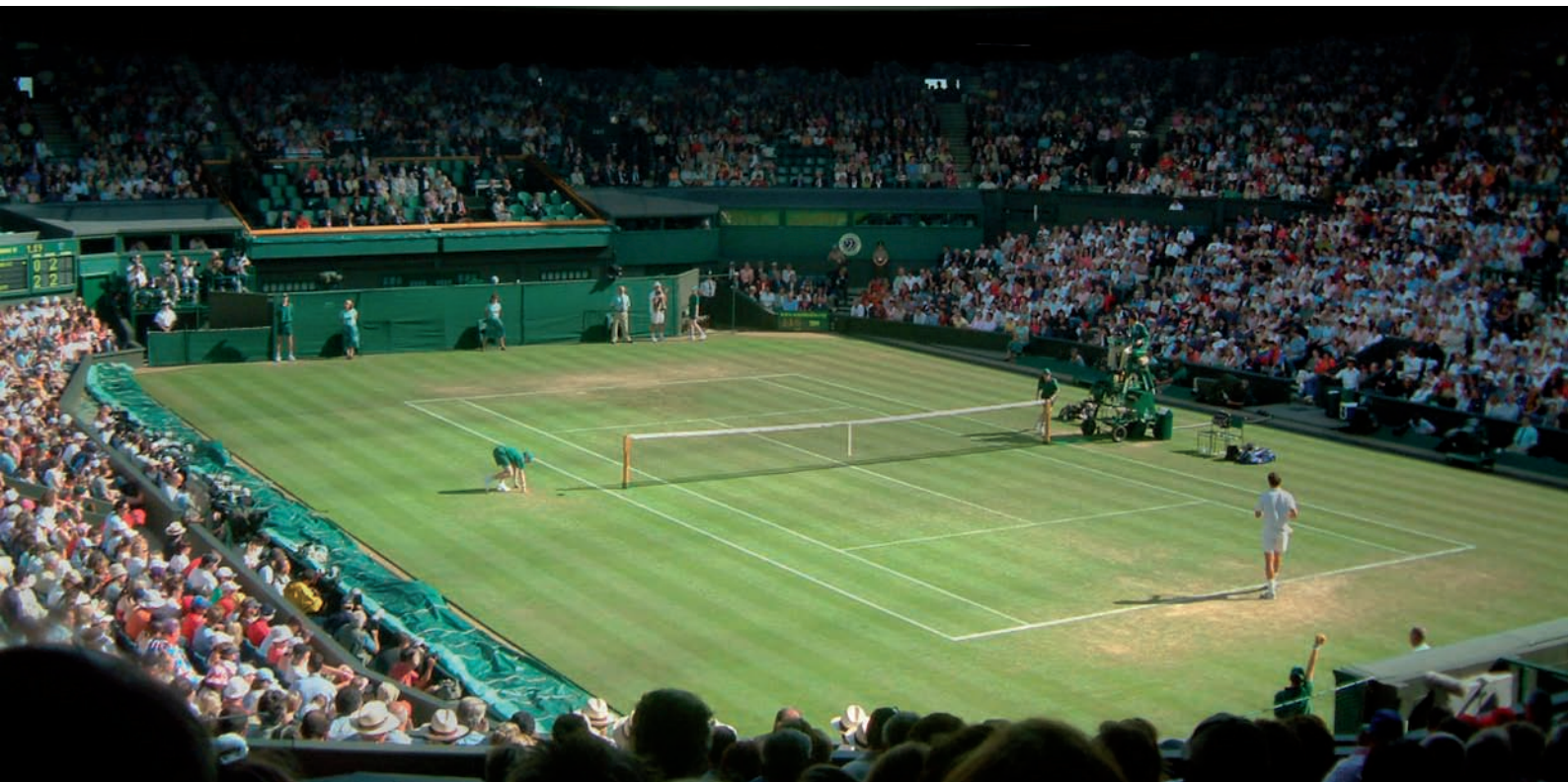


The world's most famous sporting venue chooses Alcatel-Lucent

TO DELIVER SOPHISTICATED AND CRITICAL TELEPHONY SERVICES



CASE STUDY

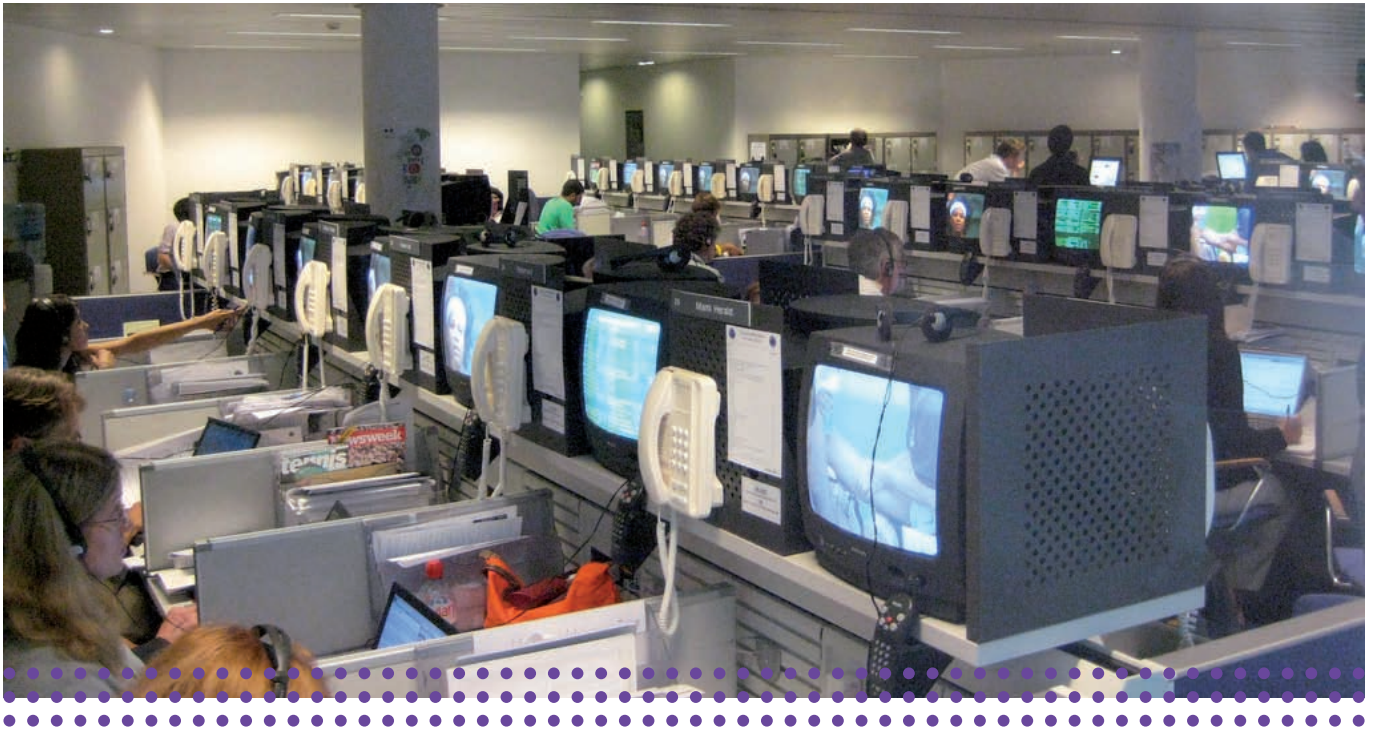
MARKET: HOSPITALITY

COUNTRY: UNITED KINGDOM



Globally, more people watch Wimbledon than any other annual sporting event. From the start of The 2009 Wimbledon Championships, broadcasters, journalists, administrators and grounds staff will all use Alcatel-Lucent technology to do their jobs more efficiently

The All England Lawn Tennis Club (AELTC) is the body responsible for hosting tennis' premier Grand Slam event, The Wimbledon Championships. The Club constantly strives to be more than world-class: they want to be positively world-leading. As part of its long term plan to retain this preeminence it is deploying an Alcatel-Lucent IP telephony infrastructure that allows it to drive up revenues, contain costs, improve the organization's efficiency and deliver a superior, yet less expensive, service to visiting journalists.



GRASSROOTS POPULARITY

For 48 weeks of every year, the 42 acres of southwest London accommodate around 140 permanent employees of the AELTC. In addition to the managers, professionals, specialists and administrators normally found in a small business, there is a small army of maintenance staff and some of the most expert groundskeepers anywhere on Earth.

Then, in early June, their numbers begin to swell as the club employs 250 temporary staff. By the start of The Wimbledon Championships, during the last week of June, some 6,000 people – including 400 journalists – will be working on the site.

The Wimbledon Championships are a sporting phenomenon. In 2008, 11,509 hours of BBC coverage were broadcast to television networks in 173 territories worldwide, reaching an estimated cumulative audience of 346 million people. At the same time, others follow matches online, through radio commentaries or in newspaper reports. Perhaps because any failure would be so exceptionally public, the AELTC has developed an unrivalled reputation for running each tournament with the organizational smoothness of a well-oiled machine.

SPORTING CHALLENGE

Back in 2008, Jeff Lucas, the Club's Head of IT, faced a challenge. He recalls: "We recognized that we needed to harness the functionality that new technologies could provide. It wasn't a question of being more accessible or more responsive.

We already prided ourselves on the excellence of our service. We wanted to meet traditional standards less expensively, and bring new benefits to our staff. Of course, by that time I knew that IPT (Internet Protocol Telephony) was the way forward." Cost was very much a factor in the Club's thinking. Each year, the Wimbledon Championships produce a healthy surplus, but the AELTC is a not-for-profit organization, and every penny made is invested back into the game through the Lawn Tennis Association (LTA).

ADVANTAGE ALCATEL-LUCENT

Of all the issues facing Jeff Lucas, the most challenging was accommodating the huge differences in the Club's operational needs during June and early July compared with the rest of the year. Not only did the AELTC's own staff more than double during the four or five weeks of the Wimbledon Championships and the run-up to them, but many permanent employees changed their location on the site during that period. Moreover, the Club

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needed to provide telephony facilities for the 400 journalists who would occupy its media center on a daily basis during Wimbledon fortnight.

Up until that time, each media organization had made its own arrangements for renting telephone lines, and various suppliers were used. However, the Club knew that it could provide a superior service more securely and more cost-effectively – and that it could make a profit for the LTA in doing so. All that was needed was a supremely scalable, reliable and flexible telephony solution. And that was where Alcatel-Lucent came in.

Naturally, Jeff Lucas and his consultants exhaustively researched the marketplace. They concluded that the Alcatel-Lucent IP telephony solution – presented to them by Business Partner, Actimax – offered them all the scalability, availability, flexibility and functionality that they needed. The solution consisted of the Alcatel-Lucent **OmniPCX™** Enterprise Communication Server, **OmniTouch™** 8660 My Teamwork™ Conferencing and Collaboration, 7549 Media Gateways and the **OmniTouch** Contact Center.

This Alcatel-Lucent solution for AELTC creates a dynamic communications framework that is always on, flexible, standards-based and is supported by a commitment to innovation and partnering to ensure network, people, processes and knowledge are connected. This Dynamic Enterprise is adaptable to change at AELTC's own pace.

CHAMPIONSHIP POINT

The full potential of the Club's Alcatel-Lucent telephony infrastructure will only be realized during the forthcoming Championships. However, many benefits have already become apparent. Jeff Lucas says: "Today, we are certainly enjoying reduced cost of ownership, and my colleagues are reporting how delighted they are with the new efficiencies that the Alcatel-Lucent solution is delivering. We've only just begun to roll out features and functionalities, and I am genuinely excited by what we will be able to achieve as we further integrate our telephony and computer resources."

He continues: "Another big plus for us was ease of implementation. Our members of staff went home on a Friday afternoon, leaving Actimax and the IT team to make the changes. When they came back on the following Monday morning, it was all up and running. In any project of this size, there are bound to be problems, but in this case these were insignificant and very quickly resolved. Of course, I was nervous at the time, but there was no need for me to have been, and the solution has proved extremely robust ever since."

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Jeff Lucas, Head of IT, The All England Lawn Tennis Club

CHALLENGES

- To help staff to meet traditional standards of efficiency and effectiveness less expensively
- To provide unique scalability and flexibility that met the customer's needs
- To deliver the robustness that is required in such a highly visible and public environment

SOLUTION

- Alcatel-Lucent **OmniPCX** Enterprise Communication Server with twin core processors and ISDN30 and SIP trunk access
- Alcatel-Lucent **OmniTouch** 8660 My Teamwork Conferencing and Collaboration
- Alcatel-Lucent 7549 Media Gateways
- Alcatel-Lucent **OmniTouch** Contact Center solution (15 agents)
- Alcatel-Lucent Free Seating (hot desking) for 175 users

BENEFITS

- Wimbledon is making money by saving money – they are enjoying reduced costs of ownership
- AELTC staff remains effective and productive, although at a lower cost
- The Club is able to scale its Alcatel-Lucent solution easily to meet the exceptional needs of The Championships
- The Club will benefit from a new revenue stream by providing superior facilities to media organizations



BUSINESS PARTNER'S ROLE

Actimax Plc devised, proposed and implemented the entire solution in cooperation with Alcatel-Lucent. Today, the Business Partner continues to provide comprehensive service and support.

BUSINESS PARTNER INFO

For more than 10 years, Actimax Plc has been helping its customers to make the right decisions about business telephone systems. Its vendor independence allows it to propose the solution that best meets each company's individual needs.

“Only with Alcatel-Lucent could we come up with a proposal that so perfectly met all of the AELTC's needs.”

John Massey, Managing Director, Actimax Plc

