



DAMOVO PROVIDES EFFECTIVE BUSINESS COMMUNICATIONS USING VOIP TECHNOLOGY

Damovo implemented VoIP at a site located off Manchester Metropolitan University's main campus in Manchester. This provided a cost-effective solution to the problem facing the telecoms team of delivering telephony to the department without digging up one of Manchester's busiest routes into the city to lay telephone cables.

Manchester Metropolitan University (MMU) is part of the largest higher education campus in the UK. Previously a polytechnic, MMU became a university in 1992. MMU is based across seven campuses: five within the Manchester area and two at Alsager and Crewe respectively.

Tackling the physical challenges of delivering voice

How do you deliver telephony services to a building on the other side of the street if you can't put cabling under the road? This was the conundrum that faced Karen Bradshaw, telecoms manager at MMU when one of the university's departments – the Manchester Institute of Telematics and Employment Research (MITER) – moved from the main campus on Oxford Road into rented accommodation on the opposite side of the street.

The department had outgrown its existing premises and although it was only moving several metres away across the street, MMU was unable to dig up one of Manchester's busiest roads into the city to lay down new cabling.

NO NEED TO INVEST IN A LARGE SCALE PROJECT TO SEE THE BENEFITS OF IP TECHNOLOGY

MMU, with Damovo, had recently upgraded their Ericsson MD110 to software level BC11, which provided some IP functionality. With the technology capability in place and funding from MITER, MMU decided to take its first step towards IP by implementing Voice over IP (VoIP) for the new department. **"Our IT department provided a reasonable quality of service (QoS) in their area of the LAN and we worked with Damovo to put in three gateways and install 26 phones in the department,"** recalls Karen Bradshaw.

"It was purely and simply a location issue," she adds. **"I discussed our requirements with Damovo and how we planned to implement it."** Damovo sent an engineer to advise MMU's IT team how the technology worked. **"He did virtually everything for us and we went through generic extensions and licences"** says Karen Bradshaw. **"The implementation ran smoothly. The only change we had to make was with the Ericsson phones. We originally installed the 3000 series, as the Dialog 4000 IP telephones were not available for the launch date. So shortly afterwards, we upgraded to the 4000 series."**

MMU has a long-standing relationship with Damovo and has relied on the business communications provider for maintenance and support since it was spun out of Ericsson. **"We are fortunate in having a very good relationship with their engineers and sales staff,"** adds Karen Bradshaw. **"They are very helpful when it comes to looking at what we can do and keep me informed about what's available from Ericsson and other manufacturers."**

Maintaining effective business communications

As part of its maintenance contract, a Damovo engineer visited MMU recently to conduct a 'health check' of its IP set-up. **"He looked at the gateways, firmware and gave us access to change phones locally rather than as a whole."** says Karen Bradshaw.



She says it is too early to consider what they will do in the future, especially as MMU has a new Vice Chancellor, John Brooks, who is examining the current IST infrastructure and propose some changes of his own.

Although there are no internal drivers to upgrade to an all-IP environment straightaway, MMU will be opening some new buildings over the coming years, and Karen Bradshaw says: **"We are all very aware of voice and data convergence and some of the benefits it could bring."**

"The VoIP implementation at MMU demonstrates that you don't have to invest in a large scale project to see the benefits of IP technology," says Paul Butcher, managing director of Damovo UK. **"In this instance, VoIP enabled MMU to deliver the same quality of business communications to MITER, despite the department's change of location."**

"We are fortunate in having a very good relationship with engineers and sales staff...implementation ran smoothly"

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