

REPORT TO THE FINANCE COMMITTEE  
ON THE PROPOSED TELEPHONE SYSTEM FOR CPSM

Enclosed is a copy of the telephone system report from our consultants, Maple Communications, showing a cost of £91,490.78 + VAT. This includes installation, project management (from the Universal end), maintenance and training.

There is of course a consultancy charge for this project. Marc Seale, Professor Norma Brook and the SHPC computing consultants, Digital Steps have been involved in the process.

Maple Communications have been asked to manage the implementation of the whole project for which there will be an charge of £3,780 + VAT.

**Cost Summary**

Purchase, delivery & implementation from Universal	£91,490.78
Maple Communication project management fee	<u>£3,780.00</u>
	£95,270.00
VAT @ 17.5 %	<u>£16672.39</u>
	<u>£111,943.16</u>

GMM

**IN CONFIDENCE**

**CPSM**  
REPORT ON  
TELEPHONE SYSTEM REVIEW

February 2002

# CPSM

## REPORT ON TELEPHONE SYSTEM REVIEW

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### APPENDIX A

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## 1. INTRODUCTION

### 1.1 Purpose

The purpose of this paper is to report the findings of the consultancy assignment "to recommend the preferred (telephone) system and supplier, from the three short-listed companies, to meet telephony requirements at the CPSM for the long term".

### 1.2 Background

The CPSM had been advised that its Mediapath telephone system could no longer be supported by the maintainer, Mitel Networks. This, together with new requirements for call centre operations, prompted the search for a replacement system. A working group led by the Deputy Registrar investigated a range of systems and reduced the offers to a short list of three companies. It was at this point of the project, early in January 2002, that Maple Communications Management Limited was appointed to assist with the final selection of a supplier. It was agreed that the brief would include a review of the work to date and an assessment of the proposals made. If any of the three options were not technically feasible then replacements would be proposed, in order to achieve a choice from three quotations.

### 1.3 Process

All three prospective suppliers had quoted for CPSM requirements on two or more occasions, most recently in December/January 2002. Therefore, it was decided to proceed without issuing further specifications or invitations, but by evaluation of the submissions already made. The consultant first made a brief, independent, assessment of CPSM requirements in a meeting with the working group, before evaluation of the suppliers' offers.

### 1.4 Costings

All values quoted in this report are subject to VAT of the standard rate.

## 2. SUMMARY OF REQUIREMENTS

### 2.1 IT Environment

CPSM users are familiar with PC screen based functionality for both telephone and voice messaging tasks. Managers operate the system in an IT/Local Area Network environment, where it is desirable to minimize the number of different technologies and applications platforms in the interests of efficiency.

Users are conditioned by their experiences with the existing Mediapath product, which was an innovative `leading-edge` product. CPSM requires "future proofing" in its chosen replacement system, whilst most organisations considering this type of system are doing so for the first time.

The short life of Mediapath illustrates that there are costs as well as benefits in using the newest technology, but CPSM now has expectations way beyond "plain old telephone service".

From its experience with Mediapath the CPSM is well placed to make good use of convergent voice and data communications technology.

### 2.2 Contact Centre Operations

CPSM currently provides its call centre services through the features of the telephone system. However, for a fully featured call centre, which can develop into a contact centre (i.e. handling other forms of contact such as e-mail), it is necessary to employ Automatic Call Distribution (ACD). When linked with Voice Processing and Computer Telephone Integration there exists the technology to provide the full range of queuing, messaging and management information for customer service contacts.

A wide range of options arise under Contact Centre requirements, including headset choices and methods of conversation recording.

### 2.3 Manageability

Management of the Contact Centres is supported by specific information and reporting tools. Additionally there is the wider issue of management of the telephone system, associated systems and cabling. The CPSM seeks a system which makes these tasks as simple and quick as possible e.g. in changing a voice processing announcement.

### 2.4 Quantities

It was agreed that requirements should be planned as follows:

	Fitted (Available Day 1)	Configured (easily extended)	Ultimate (for long term)
Extensions - Digital	80	120	200
Including Agents	25	48	?
Extensions -- Analogue	16	16	16

#### Users on Day 1

-	1	Operator Console
-	16	Agents with headsets
-	9	Agents with roaming headsets
-	30	Extensions with PC phone & hands free phone
-	<u>10</u>	Plain old telephones
	66	

#### Agents and Supervisors

	<u>Day 1</u>		<u>2 Years</u>	
	Agent	Supv	Agent	Supv
Registrations	10	2	15	2
Applications	8	1	24	3
MLT	<u>3</u>	<u>1</u>	<u>3</u>	<u>1</u>
	21	4	42	6

### 3. REVIEW OF QUOTATIONS

#### 3.1 Short List

The three companies and products are as follows:

Genesis Telecommunications PLC	Avaya Definity One
Touchbase	Avaya Definity Prologix
Universal	Mitel Networks 3300

#### 3.2 Technology

##### 3.2.1 Definity

All three products are fully current up-to-date systems capable of providing ACD, Voice Processing and Computer Telephony Integration.

The Definity One and Definity Prologix are very similar systems from the manufacturer Avaya (previously Lucent, previously AT&T) Both are capable of migration to the latest convergent technology - Voice over Internet Protocol (VOIP) - but are offered here as stand-alone telephone switches (as the Mediapath system works currently)

##### 3.2.2 Mitel Networks 3300

The Mitel Networks 3300 is a VOIP system. Thus, it runs over the Local Area Network, connected by the same (RJ45) outlets as the PCs or other network devices. The voice server and "gateway" box with the external network services (BT lines etc) also connect to the LAN, which gives priority to voice calls. Thus, the performance of the telephone system and call centre is inextricably linked to the LAN, albeit that voice calls then, in principle, become another data application like any other.

The MN3300 switch is the platform for the whole new range of Mitel Networks IP products, and is being promoted as a successor to Mediapath. However, unlike Mediapath, it is owned by Mitel, and they are prepared to give a written undertaking that the system will be supported for a minimum of seven years.

#### 3.3 Prices

Following enquiries of all three suppliers, the following table of prices was prepared. This is based on the quantities of 44 telephones and 25 Agents, as the quantities quoted at that time, and some figures have been adjusted to make the closest possible comparison. Items marked (e) in the table refer to an estimate made by the consultant, rather than a figure quoted by the supplier.

	Genesis Definity One	Touchbase Definity Prologix	Universal MN3300
Main Telephone System	44350 255	29944	48821
Telephones For 44 Console	(e) 7700 2000	(e) (2800) (e) 2000	inc above inc above
Call Centre	8750	20060	Inc above
Unified Messaging	6650	25458 9879	16000
Extra Servers	(e) 3000	(e) 6000	2791
Services Installation Project Management Call Centre Impl Training	8300 inc 3250 (e) 2650	46075 inc inc inc	6000 1000 inc 4965
Total	86905	136616	79577
Annual Maintenance	5305	10321	7500

### 3.4 Notes On Price and Functionality

#### 3.4.1 Genesis

Unified messaging (voicemails in Outlook Inbox) is not included; awaiting the next release of Audix software

The screen-based telephone facility, to enable calling via Outlook, requires "CTI middleware" for every user.

#### 3.4.2 Touchbase

Prices are shown differently to the Genesis quotation because the component items in the main system vary. Computer telephony integration is again required in order to provide telephone calling from Outlook, but the solution offered will integrate voice mails with Outlook. An adjustment is made to the quantity of telephones for like-with-like comparison.



### 3.4.3 Universal

The "Speech-Enabled" Unified Messaging System is necessary in order to integrate voice mail with e-mail in Outlook i.e. even if the speech enabled function is not required. In common with the other offers there is no quotation included for 'soft phones' i.e screen-based functions - other than in Outlook.

It should be noted that no offer can provide the old Mediapath group status facility (busy lamp field equivalent), and it is believed that this may no longer be available in screen-based form on any current system

### 3.5 Summary

The Genesis quotation is not compliant in respect of integrating voice mail and e-mail in Outlook, and it is proposed to reject the offer for this reason. Touchbase also offer the Definity, which has a good reputation for Call Centre functionality, but the costs, particularly in implementation charges, are very high.

It is proposed that, in terms of compliance with technical requirements and value for money, the preferred solution is the Mitel Networks MN3300 from Universal.

This recommendation is made after the members of the working group have attended various demonstrations and site visits to see the proposed system in action.

## 4. DETAILS FOR ORDER

### 4.1 Revised Quantities

In order to reflect the quantities defined in paragraph 2.4 Universal were asked to revise their quotation for a best and final offer.

See Appendix A for reply.

The prices are £84990.78 capital, plus £6500.00 for annual maintenance, but it should be noted that the following items also have to be resolved, and the price adjusted accordingly.

### 4.2 Outstanding Items

#### 4.2.1 Training

This appears to be adequate for users, agents and operators. However, the training of managers for the system, the contract centre, and the Unified Messaging is £900, £795 and £900 respectively, per person. Requirements for three people were discussed, but so far only one is included in the price above.

#### 4.2.2 Power

Both options have been quoted, but the above price includes for the In-Line option as advised by the IT Manager (£3488)

#### 4.2.3 Roaming Headsets and Soft Phones

An allowance is included for 9 Encore Headsets (£2763) and 30 softphone licences (£1500)

#### 4.2.4 Recording

A facility is scheduled for release in June this year which will enable any contact centre Agent or Supervisor to record a conversation in a voice mail box. There is no extra cost for this feature.

### 4.3 Order

It is proposed that the CPSM proceed with an order to Universal as detailed in Appendix B, with the variations noted in paragraph 4.2 above, in the sum of £91490.78 + VAT, including first year maintenance.

It is important to proceed with an order this week (w/e 1 March) if the system is to be operational before 2 April. Minor variations, such as quantities of licences and training days, can be dealt with as variations to the contract.

## Schedule of Equipment

Hardware	Description	Cost
<p><b>1. Equipment</b>  Mitel Networks MN3300 ICP  Controller comprising of:-</p>	<p>Mitel Networks MN3300 ICP  Controller with Call Control  software  1 x Network Services Unit  for digital trunking for up to  30 ISDN PRI connections   1 x Analogue Services Unit  (24 port)   Licences for up to 70 Users  Voicemail licences for 70  Users   25 ACD Agents Licences   55 x Mitel Networks 5010  IP Phones   10 x Mitel Networks 5001  IP Phones   1 x Mitel Networks 5550 IP  Operator Console (software  kit and PC)</p>	<p>£31,541.50</p>
<p>Mitel 6110 Contact Centre  solution shipped with :</p>	<p>Mitel CyberACD software  licensed for- 21 Agents and  4 superadvisor   In-queue with Predicted In-  queue wait time  Dialogic 4 port voice card  for in-queue messaging  Smart Messaging and Auto  Attendant   Connecting cables</p>	



Mitel 6100 Hardware Platform	PC Server to run the 6100 applications	£19,869.28
Mitel 6115 Interactive Contact Centre software	Provides interactive management of agents and ACD paths	£3,088.00
Mitel 6530 Speech-Enabled Unified Messaging shipped with	Industry-standard computer server (Model TS800) with a mouse and keyboard  Speech-Enabled Unified Messaging System Software and licences for 60 users Mitel IP integration  Corporate Directory  Personal Directory	£11,196.00
<b>Options -taken</b> Power	3300 In-line power unit for 67 units	£3,488.00
Roaming wireless headsets	Plantronics Encore headset and base unit - per unit £307 – 9 units	£2,763.00
Soft Phones	Mitel Personal Assistant - Softphone	£1,500.00
<b>Total Equipment Cost</b>		<b>£73,445.78</b>



<b>2. Services</b>		
Installation	Subject to site survey but estimated at Includes commissioning, testing and bringing into service.	£6,000.00
Project Management	Full Project Management to include this option	£1,000.00
<b>Total Services</b>		<b>£7,000.00</b>
<b>3. Training</b>		
	MN 3300 ICP Controller Systems Administration Course – 2 days – per person	£900.00
	MN 6110 Contact Centre Systems Administration Course – 2 days – per person	£795.00
	MN 6500 Speech Enabled Unified Messenger Systems Administration Course – 2 days – per person	£900.00
	Switchboard Operators Training – 1 day – up to 6 people	£650.00
	Call Centre ACD Agents Training – 1 day up to 40 people	£650.00
	End User Training (IP Phones) – 1 day up to 40 people	£650.00
<b>Total Training</b>		<b>£4,545.00</b>



<b>4. Maintenance</b>  <b>Total Maintenance – Year 1</b>	1 Years full Maintenance for cover Monday to Friday 9:00 a.m. to 5:00 p.m. (excluding Bank Holidays) 4 Hour response to major faults	<b>£6,500.00</b>
<b>TOTAL</b>		<b>£91,490.78</b>

All prices stated are plus VAT. Prices are correct at time of quotation, Universal Office Automation reserve the right to amend prices after thirty (30) days from quotation date without notice. Payment terms: 30% at time of order, 40% on delivery to site (either customer or Universal Office Automation's test labs) 30% on connection to public network. It is understood that Universal Office Automation Ltd cannot be held in anyway responsible for delays in the provision of line services by any third party. Until such time that Universal Office Automation has accepted in writing the sales order and an agreed Statement of Works with the customer Universal Office Automation has no legal obligation to the customer contractually or otherwise.

