

## CHERVON+SHORETEL

### ShoreTel Unified Communications and Mobility helping CHERVON achieve international growth objectives



**CHERVON**®

**Challenge:**

CHERVON is currently expanding its manufacturing facilities in China and undergoing significant domestic and global growth. The company required a cost-effective and flexible communications solution to keep pace with the organisation's evolution.

**Solution:**

After a successful implementation of ShoreTel across its US and Canadian offices in 2013, CHERVON deployed ShoreTel Unified Communications and Mobility in September 2015 at its new factory in Nanjing, China. This is the first stage of a three-phase project.

**Benefits:**

- Reduced international call costs
- Simplified administration and reduced operational costs
- Improved communication both domestically and internationally
- Better communications and higher productivity for travelling staff
- Flexible platform scaling to meet business growth

### ShoreTel Unified Communications growing globally with CHERVON

CHERVON is an international manufacturing company based in China specialising in electric power tools and related product categories. The company describes its developmental strategy as "Born in China, Growing Globally". CHERVON has more than 5000 employees around the world, and its products are now sold by more than 30,000 retail stores in 65 countries – including Home Depot in Canada and the US. In addition to its headquarters in Nanjing, CHERVON has regional sales, marketing, industrial design and service centres in Europe and North America.

VoIP was first considered as an alternative to analogue telephony over ten years ago, explained Dehui Wu, IT Infrastructure Manager at CHERVON.

"At the time, we considered Avaya and Cisco IP telephony systems, but they were too expensive, so we chose to use a traditional voice service from China Telecom," said Wu.

In 2013, CHERVON's North American operations implemented a ShoreTel Unified Communications (UC) solution across its eight offices in the United States and Canada. In its two years of operation, the ShoreTel solution has significantly improved communications and reduced telephony costs.

With budget allocated to implement a new telephony system for its Chinese headquarters, CHERVON selected a ShoreTel solution, confident that it would deliver similar benefits. The company also wanted to take advantage of enhanced collaboration between China and North America, currently the company's biggest market.

ShoreTel's flexibility of architecture, low total cost of ownership and ability to be deployed as a single image were key factors in CHERVON'S choice of platform.

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IT Infrastructure Manager  
CHERVON

### Setting Deployment Goals

CHERVON set itself short-term, mid-term and long-term goals to rollout ShoreTel UC across the organisation over a three-year period. The approach was designed to better manage costs and also user acceptance.

The short-term goal was to complete a greenfields ShoreTel Unified Communications and Mobility deployment for CHERVON's new factory in Nanjing.

“We did not have a legacy system at the new plant, so it would be much easier for our staff at that location to accept a new telephony solution,” said Wu.

CHERVON deployed a fully redundant and virtualised ShoreTel Unified Communications and Mobility solution with 400 extensions at the new factory in Nanjing. A dedicated MPLS connection was established between Nanjing and North America, ensuring quality of service (QoS) and low latency, both important for successfully transporting voice traffic over the network. SIP trunking has been enabled on the MPLS connection so that each IP telephony end point is just another extension regardless of its geographic location. Administrators in Nanjing can also easily configure and manage these extensions remotely.

“Communication between China and North America is frequent and important. The benefits from our new ShoreTel system have been immediate. The voice quality is very high and our calls between China and North America are at no cost,” said Wu.

### Global Growth

In addition to the benefits of VoIP, CHERVON recognised the advantages of ShoreTel Mobility as an important communications solution with the company undergoing significant global growth.

CHEVRON has deployed 40 ShoreTel Mobility licences, primarily to travelling staff and executives, extending VoIP functionality to their smartphones and tablets wherever they are located. With the expansion of its international business, CHERVON staff are travelling more frequently and ShoreTel Mobility ensures that they are still able to take advantage of UC to communicate efficiently and cost-effectively.

## ShoreTel Success Story

“ShoreTel Mobility has been revolutionary for us. We can give up our physical IP phones and take our extensions everywhere,” said Wu.

### Future Plans

Having completed its short-term project goal, CHERVON is now planning for 2016. The company will more than double the number of IP telephony users in the organisation, and also plans to introduce more functionality to the ShoreTel environment, including web and audio conferencing and voicemail.

In 2017, CHEVRON 's long-term goal is to complete the cutover from analog telephony to ShoreTel Unified Communications for the entire business, and combine the North American and Chinese instances of ShoreTel into a single image.

The single ShoreTel image will result in easier administration and management, a further reduction in cost, and also ensure that upgrades, new features, new locations and additional capacity can be easily introduced as CHEVRON continues on its global growth trajectory.

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IT Infrastructure Manager  
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### ShoreTel. Brilliantly simple business communications.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity.

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