

BROOKLYN BREWERY + SHORETEL

Brooklyn Brewery taps ShoreTel Sky's cloud-based VoIP platform to restore phone service after fire



Phone system goes up in smoke

An electrical outage caused Brooklyn Brewery's outmoded, premises-based phone system to catch fire and shut down phone service for the entire complex.

Brewery disaster results in the need to speed up its anticipated upgrade to ShoreTel Sky

When the phone lines in the corporate office went dead one afternoon, Brooklyn Brewery's General Manager Eric Ottaway assumed it was a routine Verizon error. But as the office filled with smoke, employees realized something more serious

triggered the outage. Watching the phone system go up in flames, Ottaway acted quickly to keep operations intact.

With the fire department on its way, Ottaway's first strategic move was calling ShoreTel. Brooklyn Brewery had encountered ShoreTel a year earlier while anticipating a move to a new location. Brooklyn Brewery met with other IP phone system providers during that time, but ShoreTel provided the best fit in terms of cost, functionality, and service quality. Ottaway's current disaster presented another opportunity to upgrade the phone system to a solution that would better serve the company's needs.

Challenges:

An electrical shortage caused the brewery's outmoded, premises-based phone system to catch fire and shut down phone service for the entire complex.

ShoreTel Solution:

Brooklyn Brewery met with other IP phone system providers, but ShoreTel Sky provided the best fit in terms of cost, functionality, and service quality.

ShoreTel Benefits:

- Quick implementation
- Call flow management configurations
- ShoreTel Sky's Embedded Continuity
- Proactive notifications of maintenance or connectivity anomalies

Within one week, the new phones were up and running

After assessing the situation, ShoreTel devised an emergency plan for restoring Brooklyn Brewery's phone service. Within one week, employees were up and running on a provisional solution. A few weeks later, Brooklyn Brewery went fully live on ShoreTel Sky with a dedicated T1 circuit and backup DSL.

Brewery attributes its great customer service to the reliability of ShoreTel's service

By switching to ShoreTel Sky, Brooklyn Brewery reaped positive results from a potential disaster. Customizable configurations allow the company to efficiently manage call flow. They also get added peace of mind with ShoreTel Sky's Embedded Continuity that provides built-in backups and emergency planning for rerouting calls so orders always get through to a sales agent.

ShoreTel Sky adds to that peace of mind with proactive notifications of maintenance or connectivity anomalies before any problems occur, letting the Brooklyn Brewery team focus on their passion – brewing great beer. Brooklyn Brewery proudly shipped more than 800,000 cases of beer last year, and attributes its ability to provide great customer service to the reliability of ShoreTel's service.

"Our old phone system literally caught on fire. We switched to ShoreTel Sky and within a couple of days they were able to get us up and running," says Ottaway.

"OUR OLD PHONE SYSTEM LITERALLY CAUGHT ON FIRE. WE SWITCHED TO SHORETEL SKY AND WITHIN A COUPLE OF DAYS THEY WERE ABLE TO GET US UP AND RUNNING."

Eric Ottaway, General Manager
Brooklyn Brewery

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.

World Headquarters
960 Stewart Drive
Sunnyvale, CA 94085
USA
shoretel.com

+1 (800) 425-9385 Toll Free
+1 (408) 331-3300 Tel
+1 (408) 331-3333 Fax

EMEA
Inspired
Easthampstead Road
Bracknell, RG12 1YQ
+44 (0) 1344 208800

APAC
8 Temasek Boulevard
#41-03 Suntec Tower 3
Singapore 038988
+65 6517 0800

