



ShoreTel Gets Hooked Up at New York City Hotspot, Crobar

IP PBX System Streamlines Internal Communications while Improving Customer Service and Lowering Operational Costs

SUNNYVALE, CA, November 20, 2006 - ShoreTel, Inc., the fastest growing IP PBX company worldwide and the leader in customer satisfaction, today announced that Crobar, one of the country's premier nightclubs, has implemented ShoreTel's IP PBX phone system in its Manhattan location. Crobar evaluated most major vendors and selected the ShoreTel system based on its ease of use and installation, scalability, flexibility and low total cost of ownership. By utilizing the ShoreTel platform, Crobar is able to better meet its customers' needs while experiencing the cost savings associated with VoIP technology and meeting its voice communications requirements – all on a single network.

For Crobar, the implementation of ShoreTel's system was just as much about serving its customers, as it was to increase productivity and efficiency of its own staff. One of the primary goals for Crobar was to deliver improved customer service on inbound calls by creating workgroups that would assign up to five people to pick up a particular phone number. In addition to these external benefits, Crobar's employees enjoy simplified point-and-click access to scheduling applications that allow them to get updates on uniform requirements for specific events, see changes made to their assignments and get updated contact lists – all via a web interface provided by ShoreTel. For a business that has thousands of people on its premises nightly, accelerating access to information makes the entire organization more productive and enables higher levels of service.

"In our line of business, being available to field calls and respond to questions from the public about upcoming events is critical to our success," said Phil Gagliardi, Systems Administrator, Crobar. "ShoreTel not only allows staff to communicate better with the customers, but enables them to communicate better amongst themselves. Our staff stays better informed and our customers get a higher level of service, which is truly a win-win situation for everyone."

Crobar implemented ShoreTel's system in its trendy Manhattan club, replacing the legacy phone system due to the expense of ongoing hardware upgrades. ShoreTel's cost-effective, single-image, centrally managed distributed architecture allowed Crobar to drop one of its existing T1 lines and the associated cost without sacrificing any functionality. Furthermore, Crobar's phone bill has dropped hundreds of dollars a month by avoiding the cost of long-distance charges that would be incurred with a traditional TDM phone system. The ShoreTel system also makes it easy for system managers to self-maintain the VoIP system through a Web interface, bypassing the hassle and expense of a third-party, and lowering ongoing maintenance and management costs.

Taking a pure IP approach, the ShoreTel architecture uses a switch-centric model that distributes intelligence throughout the network, as opposed to relying heavily on centralized servers and legacy TDM technologies that have been modified to support IP voice. The result is a system that delivers the reliability, ease-of-use and scalability that IT demands. By implementing the ShoreTel system, businesses such as Crobar experience a network that is more reliable and cost-effective than one built on server-centric architecture.

"When Crobar came to us, they were looking for an IP PBX system that was just as unique as the night club. With the

flexibility and ease of use that our system provides, they were able to complete the entire installation within two days," said Steve Timmerman, Vice President of Marketing at ShoreTel. "ShoreTel's architecture can just as easily support massive, multi-location organizations, as smaller enterprises with just one or a handful of locations."

About ShoreTel, Inc.

ShoreTel is the fastest growing IP PBX company worldwide and the leader in customer satisfaction. The company has shipped its groundbreaking solutions since 1998 and continues to outpace the rapidly expanding VoIP market with technological advances and sales that are doubling year over year. ShoreTel voice systems are designed to make businesses smarter, setting new standards for usability and manageability while reducing telecommunications costs. A uniquely distributed architecture extends enterprise-class voice services to every office and outpost, keeping employees fully connected wherever they go. A select, worldwide group of channel partners provide top-notch service and support. For more information, visit <http://www.shoretel.com/> or call 1-877-80SHORE

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