

An Avaya™ IP Office solution for the rock star lifestyle



Rod Stewart's voice is his career. Small wonder, then, that when it came to installing a new voice telephony system, he wanted the best solution available. That's why he chose Avaya.

Industry:

Hospitality and entertainment

Challenge:

Install a reliable, scalable networking system for rock star Rod Stewart's mansion

Solution:

Avaya IP Office

The Rod Stewart challenge

Rod Stewart is one of an elite group of artists who have demonstrated the staying power needed to remain at the top of their profession.

But being a rock star isn't just about living the high life. To be a serious player with a life-long career in the music industry takes a great deal of hard work and dedication, and involves an enormous amount of detailed planning.

When Rod was on the UK leg of his 2002 tour, he was based at his estate in the South of England. With so much to take care of in terms of logistics, it soon became clear that his existing telephone system was simply not good enough.

Rod and his team wanted a single system that had the capacity to use email and the Internet as well as provide telephone extensions throughout the whole estate, from the house itself to the swimming pool, stable complex, and even to his world famous private football pitch. In addition, Rod wanted to be able to add further extensions as necessary. These were all functions that his existing telephone system could not supply.

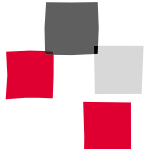
But as well as providing plenty of on-site connectivity, the new system also had to offer the power to deal with important communications when Rod and his team were on the road. The pressures of the music industry mean that they have to spend more than half their time away from the office, and in order to keep things running smoothly, they need to be able to stay in touch, by email and over the phone, from wherever they are in the world.

The Avaya™ IP 403 system was chosen, a mid-range IP Office solution that offered the rich functionality, ease of use and scalability that were needed to take Rod's business communications well into the 21st century.

The Avaya solution

The team called upon iQual, an Authorised Avaya BusinessPartner, to design, configure and implement the IP Office solution. The new IP-enabled system means that, wherever they are within the grounds, Rod and his team can receive or transfer a call, and even set up a conference call or download their emails. And wherever else they are in the world, they have access to exactly the same features.





Sarah Jane Symeou, Rod Stewart's UK-based personal assistant, manages the property on his behalf. Having personally commissioned Avaya's BusinessPartner, iQual, she was delighted at the speed, thoroughness and efficiency with which the project was completed. "I was amazed that the whole thing went from start to finish in just three months," she said.

"It was important to us that they didn't damage the oak panelling," said Sarah Jane, "They ended up feeding cables through dumb waiter shafts, and all over the place. But the end result is impeccable. You just can't tell they were ever here.

The solution at a glance

- Avaya IP 403 mid-range communications system supporting 42 extensions
- Avaya IP Office VoiceMail Pro
- SYSTIMAX® PowerSUM copper cabling
- DT 2050 digital phone handsets
- DS20 busy-lamp field unit

"There had been a lot of complaints about our old system. It couldn't support Internet access while making a phone call, and people who rang up were always getting lost somewhere in the system. It just didn't seem to be designed with an eye to the future.

"With the Avaya technology in place, things are so much better. The new system is really straightforward to use, and we can very easily keep track of multiple calls, park them and pick them up from anywhere on the site, while being online the whole time."

The infrastructure (using SYSTIMAX® PowerSUM copper cabling, which allows voice and data traffic to be transmitted at gigabit speed across a network) was supplied and installed by Teswaine Business Communications Ltd, a BusinessPartner for Avaya's structured cabling systems.

"One of the main advantages for us is the fact that we now have a cutting-edge communications system that we can easily upgrade. Now the initial investment has been made, we know that we can expand the system, without having to get a whole new telephone network."

"Everyone's really pleased with the new system," adds Sarah Jane. "Avaya and its BusinessPartners have made it easier for all of us to do our jobs better. Their professionalism was outstanding, and we look forward to working with them again, as and when the system needs further expansion. Our contacts at iQual were really helpful, and made me feel absolutely confident they were providing the best solution possible."



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Sarah Jane Symeou, PA to Rod Stewart

The future

With a fully IP-enabled communication system, Rod Stewart's business now benefits from the cutting edge in IP telephony solutions. The Avaya IP Office suite can easily be expanded to accommodate over 100 users, and could be used in the near future to facilitate transatlantic Web-conferencing.

The system can also be integrated with security technology to enable video imaging of visitors calling at the gate. And as the team becomes increasingly reliant on the benefits of IP telephony, the system can very easily be migrated to cater for Voice over IP.

About iQual

iQual is an Authorised BusinessPartner of Avaya, and is a reseller of converged voice and data solutions. Based in Dartford, Kent, iQual focuses on providing consultancy, supply, integration and support of these systems to organisations in the UK.

iQual is a recognised specialist in providing integrated Local and Wide Area network design, with special emphasis on Voice Over IP (VoIP) technology.

With the increase of converged technology for computers and telephones, iQual's strong computing background enables it to design, install and support systems for both small and large organisations.

With a high number of Microsoft Certified Solutions Engineers (MCSE), Certified Novell Engineers (CNEs), iQual has invested in the industry-recognised networking standards to deliver robust and unique systems in conjunction with its clients and business partners.

For more information call iQual on 0870 1633320 or visit the website at <http://www.iqual.co.uk>



About Teswaine Business Communications Limited

Formed in 1993, Teswaine Business Communications Limited has become one of the most innovative, independent communication systems integrators and service providers in Europe. Providing flexibility, reliability, close account management and, above all, value for money, are key aims.

Located in the heart of London, Teswaine has an established position in the European marketplace. The company is known for planning, designing and installing some of the best structured connectivity solutions available anywhere in the world, in most major continental cities. These installations range from 60,000 outlet projects for some of the world's premier financial institutions, right through to smaller carefully planned domestic installations.

Its technical and creative skills meet the exacting demands of many high profile global clients and, as a result, Teswaine has developed close working relationships with world class blue chip companies. Not only is Teswaine an accredited ISO 9001:2000 firm but, as a committed member of BICSI, the international consulting body, it is also one of only a handful of companies in Europe whose senior design team has achieved the prestigious RCDD status.

For more information contact Teswaine Business Communications Ltd on 020 70930800 or visit the website at <http://www.teswaine.com>

To learn how Avaya can help you visit: <http://www.avaya.com>

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. More than one million businesses worldwide, including 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.



IP Telephony

Contact Centers

Unified Communication

Services

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