

MINISTRY OF SOUND UNIFIES ITS COMMUNICATIONS WITH**NEC PHILIPS****- IP Telephony provides staff with flexibility and efficiency -**

July 2007: The internationally renowned nightclub, Ministry of Sound, has signed a contract with Microsoft Gold Partner, NEC Philips Unified Solutions (NEC Philips) to integrate all voice and IT communications utilising Microsoft Live Communications Server (LCS) 2005. The solution includes several components, including an NEC 2000 IPS voice server, to provide a unified environment for all users to handle and manage their communication activities. The project forms an integral part of its expansion and drive to promote flexibility in its communications.

Established 15 years ago, Ministry of Sound is one of the most famous nightclubs in the world of dance music and is Europe's largest independent record label producing compilation albums such as The Annual and Clubbers Guide featuring many top 10 artists. The company also runs over 500 events per year around the World. With its headquarters in London, the company has over 100 employees.

Ministry of Sound wanted to implement a cost effective solution which would unify and simplify their communications through a desktop interface, thus eliminating the need for multiple devices. James Bacchus, Head of Operations at Ministry of Sound explains "We reviewed several solutions from a number of well known companies but NEC Philips was the only one that was able to prove that its solution could work and deliver without incurring additional costs. The solution integrates telephony functionality and call control into a unified communicator on the desktop, and as the system is SIP-trunk ready we'll be able to take advantage of further call-cost savings in the future."

Ministry of Sound, which fields between 5,000 and 10,000 calls per month, is expecting to reap numerous benefits from the new system. In addition to improved staff connectivity, enhanced presence information will be invaluable in fielding the large number of calls around the organisation to the appropriate person. With the upgrade to Exchange 2007, voicemail will be integrated with Microsoft Outlook from which users will access their voice messages. This

integration will also extend to Outlook Calendar, changing employee presence status according to the recipients daily activities.

Mark Preest, Telecoms and Networks Manager for Ministry of Sound continues, “In terms of functionality, simplicity is key. The solution is easy to deploy and from a user perspective, the interface is uncomplicated - therefore little management is required. The new system will give better connectivity to all employees whether they are in London, or working remotely on a mobile from abroad or from home, making it far easier for staff to be productive whilst on the move. In deploying a purely IP-based solution, we will be removing the excess cabling in the office by converging its voice and data networks.”

Commenting on the relationship with NEC Philips, Bacchus says, “We have a very positive working relationship with NEC Philips. The team has been very committed and flexible, showing a willingness to understand our business needs during every step of the process and enhancing the functionality accordingly. We are expecting to see huge benefits back to the business in the form of more automated and efficient processes.

The next phase of the solution after ‘go-live’ in the middle of April will be to integrate the communications system with our Microsoft Dynamics CRM solution. This will provide further flexibility and efficiency to the organisation enabling users to make calls directly from the database.”

Chris de Silva, UK Managing Director of NEC Philips added, “Our work with Ministry of Sound reinforces our belief that unified communications is a key driver for the future and delivers real cost savings and other productivity benefits to enterprises. Ministry of Sound is a leader in its market and shares a similar vision to our own when it comes to the adoption of communication technology. We are very pleased to be working in partnership with this forward-thinking organisation.”

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