

# IP Telephony at FMC

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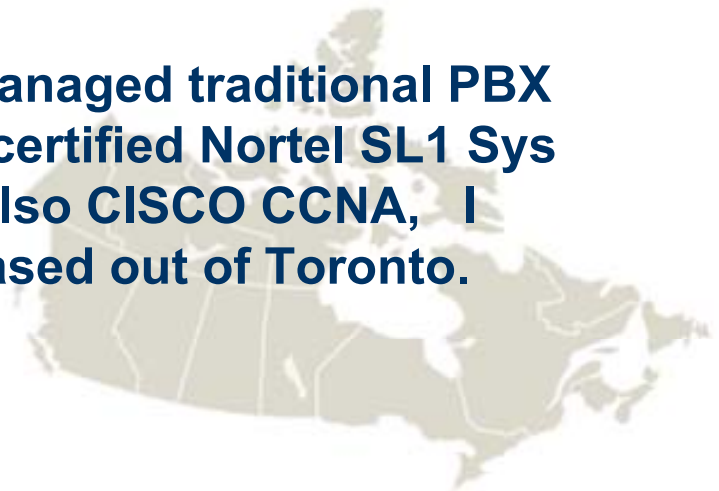
## **Company Profile** *(and a little about me)*

**Fraser Milner Casgrain LLP (FMC) is one of Canada's leading full-service business law firms.**

**For over 160 years, FMC has been providing clients with the depth of experience and trusted legal advice to address virtually every facet of Canadian business law.**

**FMC has over 550 lawyers in six Canadian offices located in each of the country's key business centres: Montréal, Ottawa, Toronto, Calgary, Edmonton, Vancouver, as well as a representative office in New York City.**

**I've been with FMC since 1993. I've managed traditional PBX systems for more than 8 years. I'm a certified Nortel SL1 Sys Admin *(I don't like to admit that)* I'm also CISCO CCNA, I manage the firms national network, based out of Toronto.**



# Agenda

## *Background –Timeline of Events*

*Where do we begin?*

*Why change to IP Telephony (IPT)?  
Toronto Office*

*What are the Benefits?*

*Integration  
Productivity  
Mobility  
Collaboration*

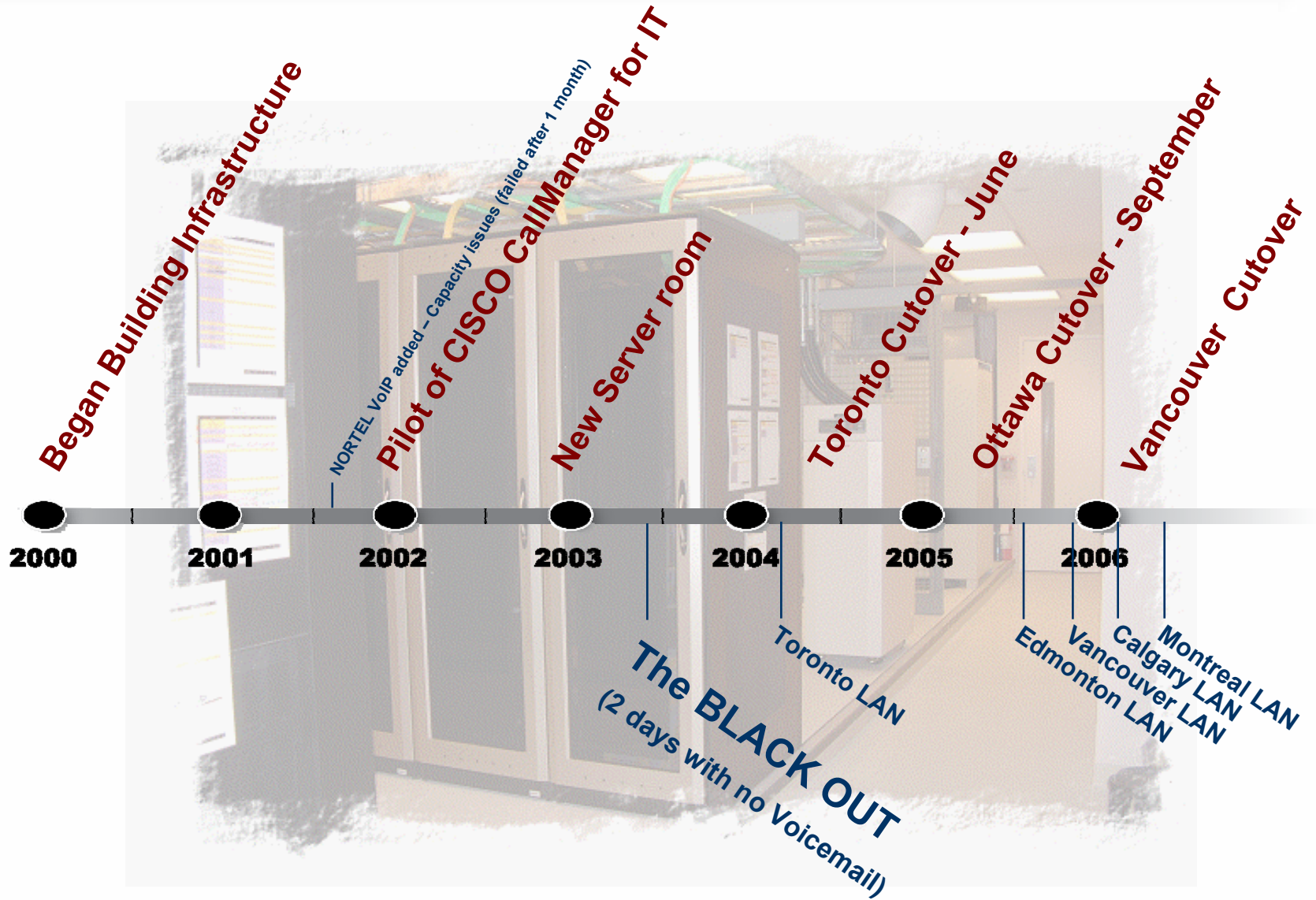
*Project Management*

*Communication  
Making it manageable  
Fundamentals  
Breaking down the project  
Planning for the unexpected*

*Lessons Learned & Challenges*

*The future of IPT for FMC*

# Background – *Timeline of Events*



# Where do we begin?

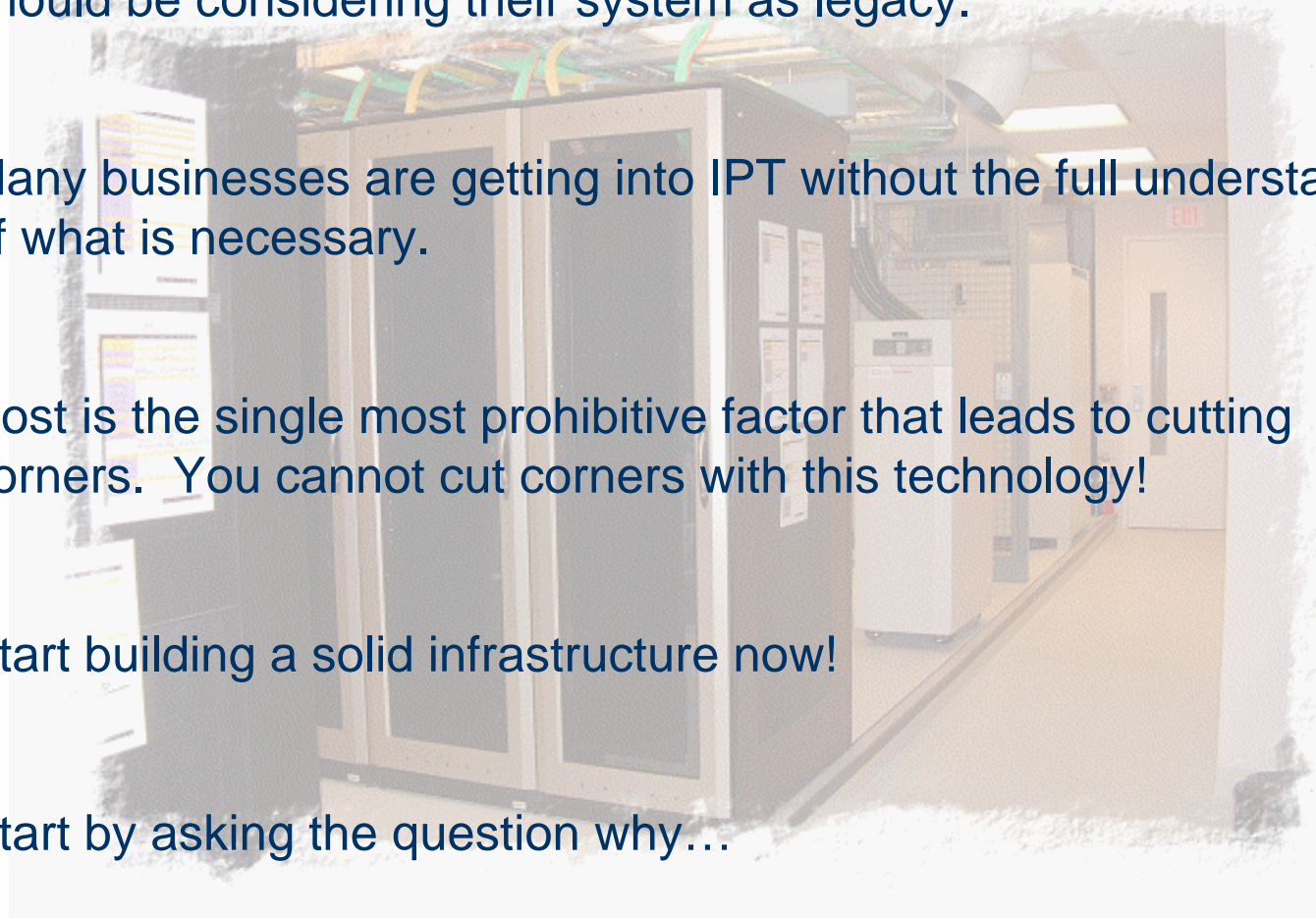
Businesses that have upgraded or replaced their PBX since Y2K should be considering their system as legacy.

Many businesses are getting into IPT without the full understanding of what is necessary.

Cost is the single most prohibitive factor that leads to cutting corners. You cannot cut corners with this technology!

Start building a solid infrastructure now!

Start by asking the question why...



# Why change to IP Telephony (IPT)

## Lowering Costs

- Toll bypass
- Data/voice resource convergence
  - WAN links
  - Wiring
- Centralized Management
- Moves/adds/changes
- Remote site support
  - National resources
- Real Estate
  - Facility vs. telecommute

## Increasing Productivity

- Integration
  - Contact Relationship Management (CRM)
  - Billing System (Elite)
- Applications
  - Corporate directory
  - Unified messaging
  - Conference Room Booking
- Mobility
  - SoHo
  - Software phone on laptop
- Collaboration
  - Video Conferencing
  - Application Sharing

# Why Change to IP Telephony – Toronto Office

## Old Way



Digital Phone



Nortel Option 61



Dual Cisco Call Managers



IP Phone

## New Way

**System has reached End of Life (15 yrs)**  
**Maintenance costs are increasing**  
**Capacity for growth exceeded**  
**Failing voicemail system**

**New age capabilities (mobility, integration)**  
**Maximize infrastructure investment**  
**Enhance productivity**  
**Scalable growth – and I mean scalable!**

# What are the Benefits?

## **Integration**

*Tapping into existing systems or technology*

## **Productivity**

*Automation of tracking time for lawyers*

## **Extension Mobility & Soft Phone**

*The ability to use any phone, anywhere*

## **Collaboration**

*Video Conferencing & Application Sharing*



# Benefits – Integration

- Application Dialling – (*MS Outlook*)
- Corporate and Public Directories
- Contact Relationship Management (CRM)



# Benefits – Productivity

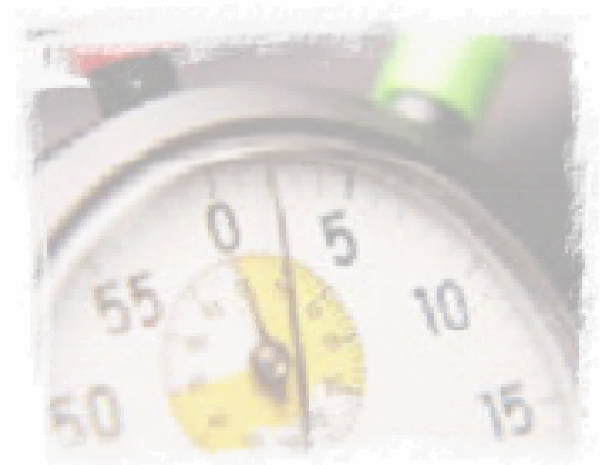
## Improved productivity for:

**Secretarial sharing pools**  
**Service Desk / Call Center (*CISCO IPCC*)**  
**Switchboard (*CISCO Attendant Console*)**

**Automation of time tracking for lawyers**

**Saving 10 mins for 100 lawyers @ \$300/hr, translates to:**

**\$5000 /day**  
**\$25,000 /week**  
**\$1,300,000 /year**



# Benefits – Mobility

*Extension Mobility allows someone to logon to any phone within the enterprise, as if it was their own. The softphone is an application that runs on a computer or laptop, allowing you to take your office phone anywhere in the world – provided you have a method to connect back to the enterprise such as the Internet.*

- Existing WAN infrastructure
- Office moves, virtual office
- Home office
- Disaster Readiness Plan
- WiFi Phones in Hot Spots



# Benefits – Collaboration

*Since 9/11, companies have invested significantly into video conference equipment. Service providers are making major improvements in providing more bandwidth, allowing video collaboration to become mainstream.*

- On demand access, no need to reserve resources
- Reduce travel expenses
- Proven to reduce time on a call, by almost  $\frac{1}{3}$
- Face to face conversations reduces “office politics”
- Easy to setup (*the over 45 barrier*)



# Project Management

## Communication

*Essentials of effective communication*

## Making it Manageable

*Techniques and styles*

## Fundamentals

*Techniques for planning*

## Breaking down the Project

*Toronto migration in detail*

## Planning for the Unexpected

*Techniques to keep things on track*



# Communication

*Promote projects verbally, not just with charts & graphs. Awareness of project deliverables and the “Vision” behind the project is essential to the success of the project. The more awareness there is by stakeholders the better the end result.*

## Key Points:

- Continuously set expectations
- Confront the “skeptics” head on – and listen!
- “Marketing” the vision will increase buy in
- Steering committee – vs – Advisory committee



# Making it Manageable

*Enterprise scale projects that span multiple years requires foresight into business trends. Risks are high in large scale technology investments.*

## Key Points:

- **Distribute capitol expenses across multiple budget years**
- **Stage in functionality**
- **Time allows technology to mature**
- **Strategic outsourcing**
- **Resource allocation**
- **Parallel – vs – Linear style**



# Fundamentals

*Project Management is essential for any project. To properly manage projects the PM should have an understanding of how the deliverables support the business's needs! If you are normally a "resource" you need to develop some PM skills.*

## Key Points:

- Many IT people have weak PM skills – why?
- Tools such as Ms Project can help – But they can over complicate
- Start at a high level and break it down
- Have a flexible change management process
- Stick to the plan



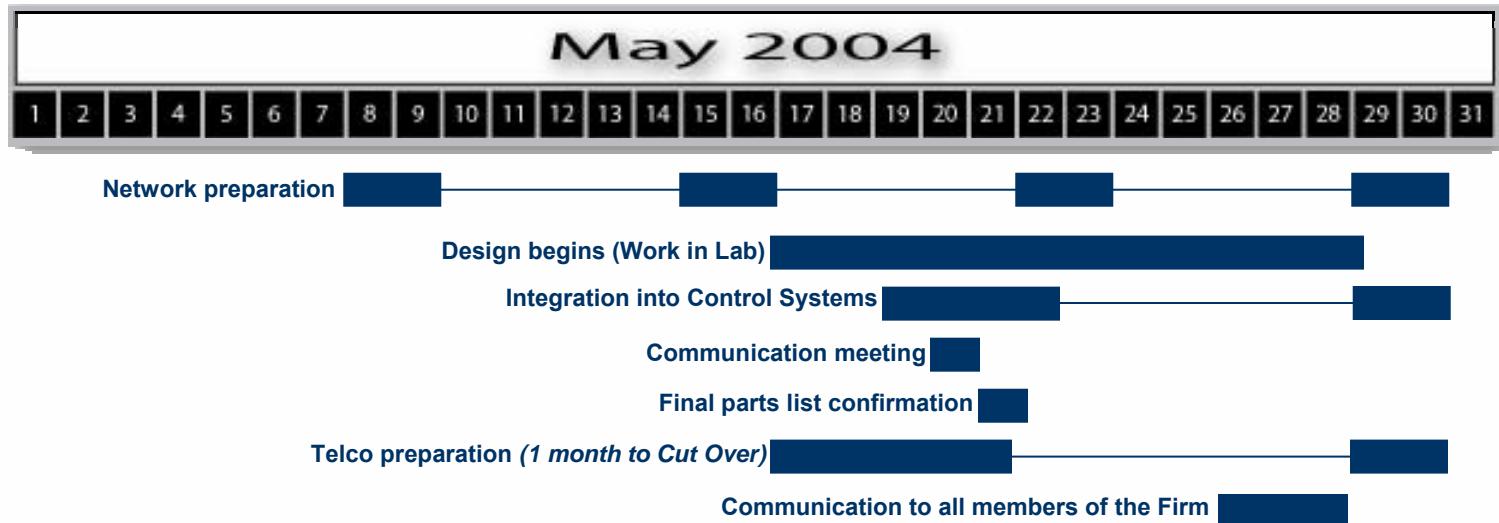


# Breaking down the project – Toronto VoIP

*Preparation of the environment begins. All resources have been briefed on the activities for the month to come. Awareness is raised for all members of the firm.*

*All third parties are engaged into the project. Specifically Telco's that provide the circuits to the outside world (typically 15 business days to do anything)*

*Cost recovery for long distance calls is reviewed and integration resources are reserved.*



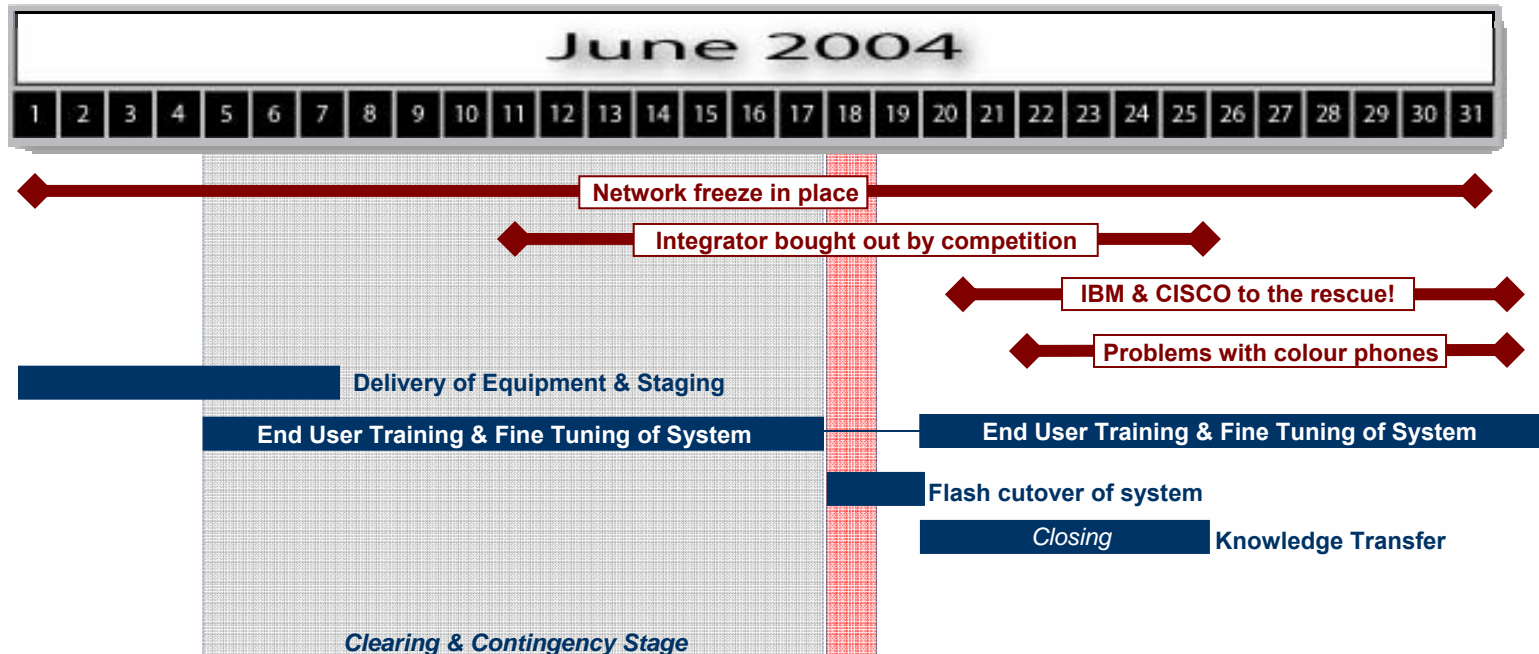
# Breaking down the project – Toronto VoIP

*Phones begin appearing on end users' desks. This is to allow experimentation with the technology, and stress test the network.*

*Training seminars kick into gear, desk to desk training for our Lawyers.*

*Extensive selling of the vision behind the technology to all key decision makers within the firm to ensure expectations and deliverables are accurate.*

*Our key deliverables: To replicate the functionality they had before – (Keep it simple)*



# Planning for the unexpected

*If you have a good process for dealing with unexpected setbacks, You will be in a better position overall to meet your deadlines and manage unexpected costs!*

## Techniques:

- DO NOT prejudge anything based on dollars or timeline
- Keep the pressure on – Complete tasks ahead of schedule
- Note areas or phases where you could cut corners to make up time (without compromising the deliverables)
- Have a reserve of resources (even if this is outsourcing)
- Clearing phase (2 week – 1 month buffer)



# Lessons Learned & Challenges

*Large projects can be overwhelming to justify, promote and manage. Stage in functionality over time.*

*If your sole responsibility is project management, spend time mentoring junior resources.*

*If you are struggling with implementing PM - start small and keep things simple (I don't mean projects)*

*If you are always using your contingency buffer, you need to re-assess your estimates for resources & time!*

*Close off the project!*



# Future Initiatives for FMC

*The beauty of all these technologies is they are constantly evolving. Ideas force innovation! Making them work together is the challenge.*

## Initiatives:

- Emergency Response System (*using the phones as an intercom*)
- Laptops equipped with WiFi will have Soft Phones
- CRM Content on Touch Screen phones
- Video from desktop to external clients
- Single Number Reach – Cell Phone / WiFi phone integration
- WiFi transceivers on mobile equipment for location tracking
- RFID tags on file boxes, or highly confidential files



**Thank you!**

**Questions?**

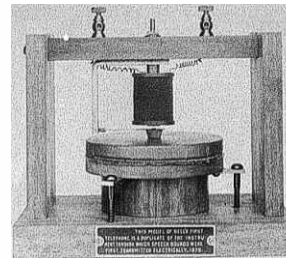
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*This model of Bell's first telephone (below) is a duplicate of the instrument through which speech sounds were first transmitted electrically (1875).*



*"Mr. Watson -- come here -- I want to see you."*