

## Adelaide Entertainment Centre Hosts Dazzling Performances with Mitel

### Background

Opened in 1991, the Adelaide Entertainment Centre employs 600 people, playing host to corporate functions, tradeshows, exhibitions, sporting events, theatre productions and large scale live entertainment. The facility incorporates a multipurpose indoor arena, a dedicated theatre, administration facilities and food and ticketing outlets. The main arena can be configured for concert performances hosting 12,000 attendees. The arena, convention areas, and backstage rely primarily on legacy analog telephone cabling, with the theatre, administration, food and ticketing areas serviced by modern network cabling.

IT Manager, David Goodchild explained, "Our patrons expect prompt and efficient service, and a seamless performance. When we host an event, our team typically needs to handle a surge of phone inquiries from patrons. When our facility was expanded to include a large dedicated theatre, it was clear we needed to plan for higher volumes of inbound enquiries and improve the efficiency of our systems."



### CASE STUDY

Adelaide Entertainment Centre

### The Solution

In late 2009, the Adelaide Entertainment Centre needed to expand their communications systems to incorporate a newly constructed theatre. As part of the new building works, the AEC undertook a detailed procurement process for a new Telecommunications solution. After much consultation and review they chose Data Mobility Voice to implement a Mitel Unified Communication solution based on Mitel's Freedom architecture and incorporating Mitel Communications Director (MCD), Mitel Unified Communicator Advanced and Mitel IP handsets. The solution chosen was designed to flexibly allow future growth, supporting 230 existing analog handsets connected via analog phone cabling, and a further 74 Mitel IP handsets for administration areas and key locations.



**"The ease of managing and reconfiguring the Mitel solution has helped our IT team to be more self-sufficient, handling changes faster, without the need for expert staff"**

**David Goodchild, IT Manager**

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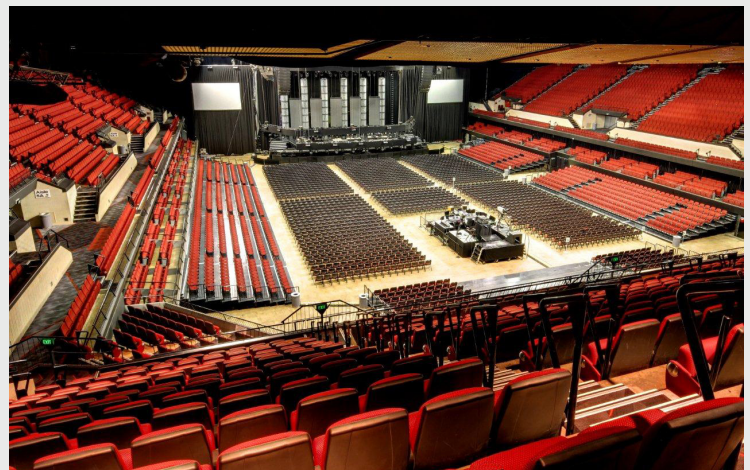
### *The Result*

To ensure performances and other events would not be disrupted, the solution was commissioned and tested offsite, before a rapid deployment in February 2010.

To make it easier for team members to communicate across the large facility, Unified Communicator Advanced has been deployed to all desktop computers. This allows employees to readily see whether their colleagues are busy or away from their desks. Bluetooth headsets and cordless handsets have been combined with the Mitel IP handsets in specific locations, allowing employees more freedom to communicate while away from their desks. An automated attendant has been configured to handle most patron inquiries, offering pre-recorded event information.

Mr Goodchild concluded, "When we have a major concert we are bombarded with phone enquiries from patrons. Our Mitel automated attendant lets patrons easily serve themselves, providing answers to common questions. For situations where more information is needed, calls are efficiently directed to the most appropriate team member. Our Mitel auto attendant is easy for us to reconfigure, which is critical for our organisation, as event information can change on an hourly basis. Mitel's solution has helped us to become more efficient, handle phone inquiries faster, without needing to increase the size of our team."

Greg Fletcher-Harriss, Managing Director of Data Mobility Voice said: "DMV continues to pride ourselves in working with our customers to migrate their business from traditional PABX telephony platforms to implementing superior IP Telephony and application based solutions. I believe that is it our approach to having long term partnerships with our customers that enables us to truly understand their environment, their points of pain and frustration and ensure that the new solutions are seamlessly implement and deliver tangible business benefits to the organisation and their staff. It was an absolute pleasure to have our team work with such an iconic South Australian customer and provide a complimentary solution to such a state of the art venue.



**"It was clear Data Mobility Voice had a great understanding of our requirements and the Mitel system was going to deliver a solution that we could build on well into the future. It was a pleasure dealing with the team at Data Mobility Voice"**

**David Goodchild, IT Manager**