

## Rising Above The Competition

Penn West Energy Trust is one of Canada's largest Oil & Gas Producers. Penn West implemented a NEAX 2400IMX in late 1998 and grew from 200 users to just over 600 in 2008. During this time, WBM Office Systems moved them to a fully Redundant PBX and as they were slowly outgrowing their existing space in downtown Calgary, implemented SRMGC'S (2) in other downtown towers with another 200 IP phones.

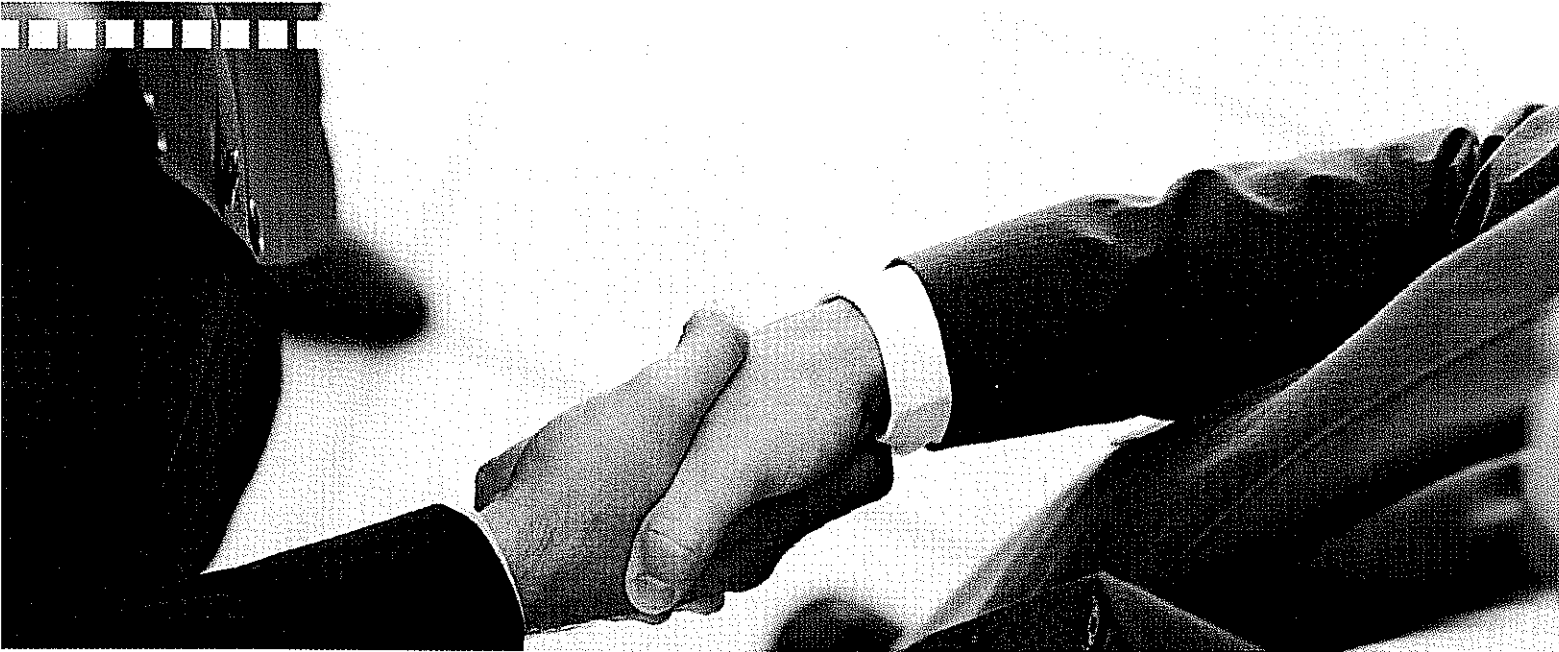
In 2008, Penn West announced a major acquisition of another large oil and gas company. Rather than a typical acquisition, where the purchaser takes over the seller with its infrastructure, this was not the case with this merger. The "other" company was a large Cisco shop and all of the sudden, the NEC solution provided by WBM, was not really the incumbent. A system that was deemed to be "TDM based" and not "True or Pure IP based", was what the folks at Cisco

With the tireless help of NEC Canada's Senior Sales Engineers Mike Edgar, Jay Krauser and Randy Gwinnett (both from NEC Unified Solutions), WBM Office Systems put forward a total solution encompassing Redundant SV7000 T & S Servers, reutilizing the existing SRMGC's, CallCenterWorX ACD's to load balance receptionist duties between the 3 different office towers, MA4000 with LDAP integration to manage the systems, and OpenWorX for Caller ID for the virtual or secondary extensions. Penn West's existing Voice Mail/Unified Messaging solution was a 24 Port CallXpress System by VST with a T1 Integration into the existing 2400.

Low and behold, Cisco came back with more than an aggressive solution, which shocked not only the customer, but WBM and NEC as well! While the initial price "seemed to be similar", when we met with the customer during several meetings,

Today, the customer is now over 1300 IP phones, 7 PRI Spans which are redundant in two downtown towers and full ACD to not only the reception areas, but expanded into the IT support desk and marketing groups as well. The CallXpress system has been upgraded and is connected via a LAN IP Integration into the SV7000 PIR module. One of the most key selling features of our solution was that we were able to seamlessly "import" the entire existing 2400 database systems into the SV7000 servers without having to completely re-enter all the information. This amounted to close to 100 hours of tech time in savings, creating even more value in the customers mind!

The successful end of this story and moral is that when faced with adversity from a large provider like Cisco, NEC won't back down from any battle. NEC Unified Solutions bent over backwards to assist our firm and assisted WBM in putting



were posturing. This caused WBM and NEC to go literally to the drawing board to design a new IP based system, that was not only "comparable to the Cisco solution", but had to prove it was the best solution from an application, price and functionality standpoint. Almost overnight Penn West Energy Trust was growing from 600 phones and moving to well-over 1200 IP phones!

we were able to emphasize the TCO or Total Cost of Ownership, which they would ultimately be paying if they did go with the proposed Cisco solution. Support costs, Hardware warranty costs, early End of Life announcements, and SmartNET costs when projected over the next 5 years, quickly proved which system gave Penn West the best functionality, versatility and price over the long run.

forward a professionally designed solution that exceeded Penn West's expectations. I highly recommend to actively keeping NEC involved throughout the sales process and you can compete anytime and anyplace against Cisco or any other Tier 1 Manufacturer as well.