

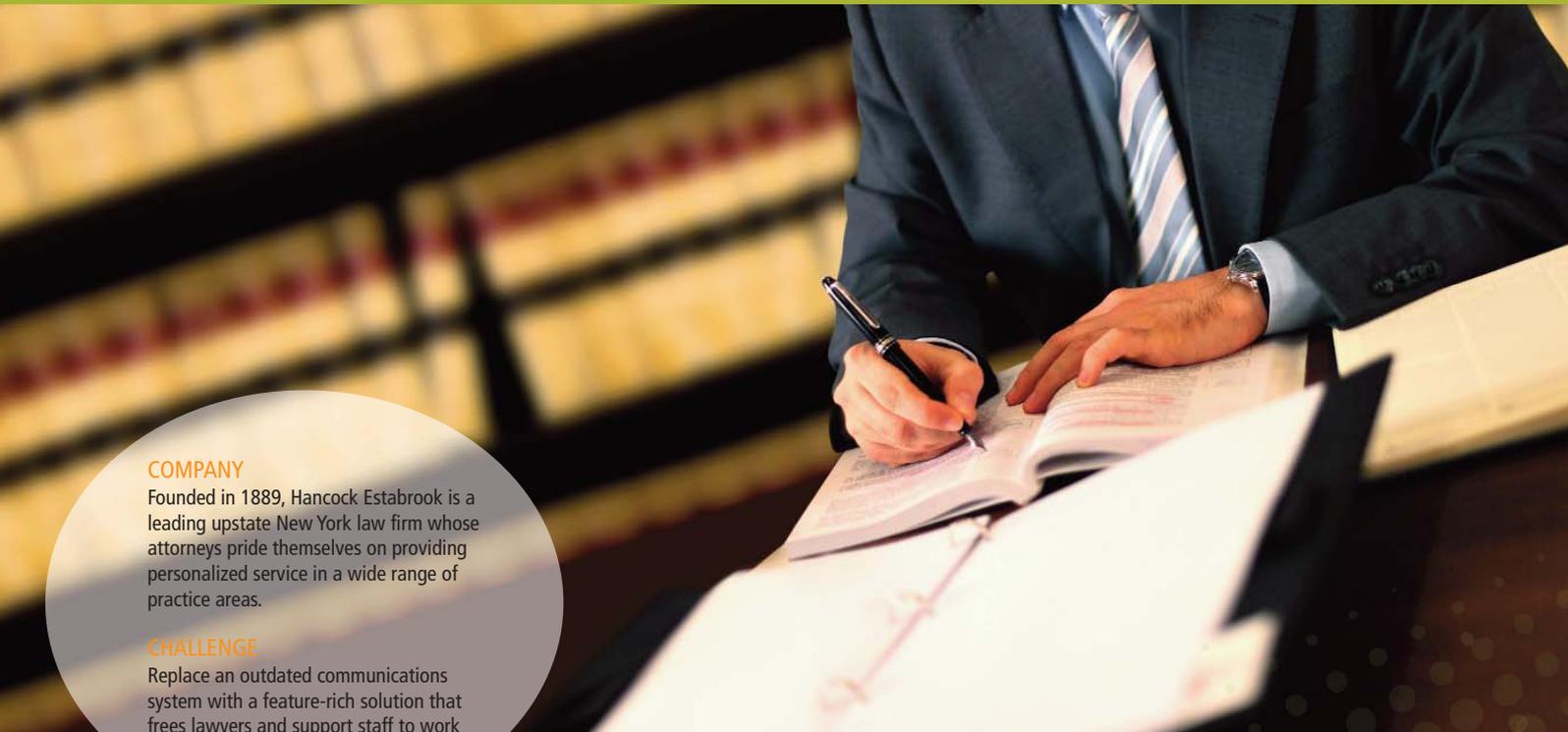


# HANCOCK ESTABROOK, LLP CASE STUDY

Mitel Mobility Solutions free lawyers to  
deliver personalized service anywhere,  
anytime, on any device



# HANCOCK ESTABROOK, LLP CASE STUDY



## COMPANY

Founded in 1889, Hancock Estabrook is a leading upstate New York law firm whose attorneys pride themselves on providing personalized service in a wide range of practice areas.

## CHALLENGE

Replace an outdated communications system with a feature-rich solution that frees lawyers and support staff to work flexibly and effectively anywhere.

## SOLUTION

Mitel® Communications Director (MCD) with Mitel Dynamic Extension, Mitel Unified Communicator® (UC) Advanced, Mitel Audio and Web Conferencing (AWC), and Mitel Teleworker Solution.

## RESULTS

- **Freedom to move.** A single number and identity travels with lawyers and support staff across locations, devices, and media.
- **Immediate communication.** No more voice mail time lag, as attorneys provide clients with real-time service from any location.
- **Presence awareness.** Personnel know who is calling, when co-workers are on a call, and when they are free to take calls or messages.
- **More ways to communicate.** Staff collaborate internally and externally via voice, chat, and feature-rich web conferencing.
- **Cost savings.** Internal audio and web conferencing eliminates third-party costs and raises the firm's profile.
- **Multi-tasking capabilities.** Mobility in or out of the office enables multi-tasking, boosting productivity.

Any law firm that has been around for over 120 years, and is recognized as a leader in its field, has got to be doing something right.

In the case of Hancock Estabrook, it's easy to see what that something is. The upstate New York law firm has a proud tradition of delivering personalized service in a wide range of practice areas. At the same time, they are eager to embrace leading-edge technology that can help them continue to honor that tradition in today's fast-changing world.

For the firm's 60-plus lawyers, delivering personalized service means being reachable no matter where they are and what they are doing. "This is not a nine-to-five environment," explains Director of IT Mary Lou Haines. "Our lawyers pride themselves on being available for clients anywhere, anytime."



“There are so many things you can do with Mitel Unified Communicator Advanced. It’s not just a traditional phone anymore, it’s a mini computer.

**We love it.”**

— Mary Lou Haines, Director of IT,  
Hancock Estabrook, LLP

#### ABOUT HANCOCK ESTABROOK, LLP

Hancock Estabrook, LLP is a leading upstate New York law firm that provides full-service business, corporate and municipal counseling and representation in a wide array of legal areas. Established in 1889, and headquartered in Syracuse, New York, with a branch office located in Albany, New York, the firm’s lawyers are widely recognized for their knowledge and experience in complex legal matters. The firm prides itself on providing its clients with a high level of service and personalized attention.

#### ABOUT TWINSTATE

TwinState / Voice.Data.Video Inc. has been providing network and telecommunication solutions, regionally and nationally, for over 42 years, and is an accredited Mitel authorized PARTNER. TwinState’s portfolio consists of proactive IT support services and world class hardware solutions ranging from VoIP and traditional telephone systems to network electronics, server and desktop support, wireless implementations and cable plant design and installation.

#### ABOUT MITEL

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel’s US headquarters are in Phoenix, Arizona. Global headquarters are in Ottawa, Canada, with offices, partners, and resellers worldwide.

#### Looking for a better way

Realizing that their outdated communications system made it increasingly difficult to provide that kind of anywhere, anytime service, Hancock Estabrook went looking for something better.

Haines, who has been with the firm over twenty years and jokes that, as Director of IT, anything with an electrical current falls under her purview, explains that the firm’s attorneys and support staff wanted a unified communications solution that would let them maintain one point of reference for all contacts. They needed that point of reference to go with them wherever they happened to be, on whatever communications device they were using. And the solution had to be fully integrated with their BlackBerry® smart phones; an early adopter of RIM’s BlackBerry, the firm has standardized on the device, and now uses about 70 of them.

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### A careful selection process

Hancock Estabrook didn't jump at the first solution they encountered—far from it. “We went through a lengthy assessment process,” says Haines, “and it's a good thing that we did.”

They looked at just about all of the industry leaders, including Mitel. But in the end, based on the presentation of Mitel partner TwinState, and on what the Mitel solution could deliver, the choice was clear.

“TwinState and Mitel focused on our needs, not their sales,” says Haines. “We were so impressed with their approach, the demo, and what the technology could do for us, that we decided it was a no brainer. We researched Mitel as a company, felt very comfortable with the direction they're heading, and decided to go with them.”

#### A unified communications solution

When Hancock Estabrook staff arrived back at work after a long weekend, their Mitel solution was up and running.

At the heart of that solution is Mitel Communications Director (MCD). Its call control software provides the flexible and reliable communications infrastructure the firm needs.

Using MCD's embedded Dynamic Extension solution means they can link a single telephone number to multiple devices, to present one identity to callers from any location or device.

On top of MCD is Mitel Unified Communicator (UC) Advanced, Mitel's core unified communications application. It provides a single access point for all Mitel communications capabilities, including voice, video, instant messaging, conferencing, and presence, along with real-time access to everyone in the organization, on or off the premises, that is a key requirement of the firm. It also integrates seamlessly with Mitel Audio and Web Conferencing to provide access to advanced collaboration tools.

In addition to these core components, the firm uses Mitel 5330 IP Phones, and they have several Mitel Teleworker Solution licenses, which they can use to set up workers with seamless, in-office communications capabilities in their homes or elsewhere.



### Mobility and a single point of reference

What does all this mean for Hancock Estabrook?

For starters, the firm's attorneys can now stay in touch with clients and colleagues anywhere, anytime, on any device—all based on a single phone number. Whether attorneys are at their desks, down the hall, or out of the building, a client calling their number can reach them on their desk phone, BlackBerry, or other device of choice.

"The whole mobility aspect with the BlackBerry helps tremendously," says Haines. "When somebody calls our attorneys, they like to be able to answer, and now they can do that. Extending the firm's communications to the BlackBerry means there's much less need to take a message and do a call back."

Mitel Dynamic Extension links up to eight devices to a single number, so no matter which device an attorney or support staffer is using, they get the call. Calls they are unable to answer go to a centralized mailbox for all devices, simplifying message management and eliminating the cost of multiple voice mail services.

"If someone does leave a message on a desk phone," says Haines, "it synchronizes to the attorney's email and on their BlackBerry, they can listen to the voice mail and respond via email or call back. So they pretty much know what's going on all the time. There's no more lag."



## Other benefits too

Hancock Estabrook personnel have realized other benefits as well.

The Mitel 5330 IP Phones, for example, have proven very popular. "The 5330s are just awesome," says Haines. "The displays are great. And not having to deal with a paper directory or address book saves time and other resources."

All of their offices have wireless handsets. "If a legal assistant wants to get up from their desk and go into the filing room, or go and make a copy, they just take the handset with them and stay connected," says Haines. The firm has further enhanced this multi-tasking capability by adding headsets, leaving assistants hands-free to flip through hardcopy files while talking with an attorney or client.

The firm also makes good use of Mitel Audio and Web Conferencing for both internal and external collaboration. "It's great," says Haines. "It's a money saver for sure, because in the past when we wanted to do conference calls we had to pay a third party."

Haines goes on to explain that Mitel Audio and Web Conferencing is also a marketing tool for the firm. "When judges or lawyers call in," she says, "they hear 'Welcome to the Hancock Estabrook Conference Center,' which raises our profile in the legal community."

Another benefit that Haines describes is the ability to text message, or chat, while taking a voice call. "If someone's on a call," she explains, "and needs a question answered, they can send a chat and get the answer right away."

In short, Mitel technology has revolutionized how they communicate at Hancock Estabrook, making it easier and providing capabilities that enhance their effectiveness and boost productivity. "There are so many things you can do with Mitel UC Advanced," says Haines, "It's not just a traditional phone anymore, it's a mini computer. We love it."

### The next 120 years

Hancock Estabrook is not about to rest on their laurels. With an eye to the future, they are looking at the Mitel Mobility for BlackBerry Mobile Voice System (BlackBerry MVS). It would take integration of their communications system with the BlackBerry a step further, enabling access to Mitel's advanced business communications applications directly from their smart phones, making them an extension of the organization's private branch exchange and providing a single interface for all business communications.

At Hancock Estabrook, they are always looking for better ways to serve clients, and Mitel technology is playing a part in that quest. With over 120 years of success under their belt, the firm is still doing it right. And that bodes well for the next 120 years.

[www.twinstat.com](http://www.twinstat.com)

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