



COLONIAL WILLIAMSBURG FOUNDATION CUSTOMER SUCCESS STORY



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Eric Cox | Network Manager, Colonial Williamsburg Foundation

CUSTOMER BACKGROUND

From 1699 to 1780, Williamsburg was the political, cultural, and educational center of what was then the largest and most influential of the American colonies—Virginia. It was there that the fundamental concepts of our country were set forth under the leadership of George Washington, Thomas Jefferson and others.

Nearly 150 years later, in 1926, the dream of preserving the city's historic buildings became a reality, when philanthropist John D. Rockefeller Jr. began funding what was at first a project to preserve a few buildings, but expanded to include approximately 85% of the 18th-century capital's original area.

Today, Colonial Williamsburg stretches over one square mile, and

includes 88 original 18th-century structures, hundreds of houses, numerous shops and restaurants, four hotels and a variety of outbuildings, some on their original foundations.

PROBLEM

By the mid 1970's, when most of the preservation work had been completed, the backbone of the Colonial Williamsburg telecom system was cabling installed by Bell Atlantic, with hard-wired PBX phones in all the locations. Little changed over the next 30 years, even though communications technology was advancing rapidly.

The event that triggered a major communication system upgrade was a need to redesign their

centralized and single point of failure voice network to a diversified, survivable network with multiple connections to the local telephone service providers. Also, their hotel property management system was being upgraded and replaced by three systems, which required a flexible interface allowing it to communicate with the various vendors.

In working with a partner to set up a new system, there were two mandates: all technical work had to be 'invisible' to the guests visiting a historical site, in order to preserve the experience, and there could be no interruption to guest services.



Colonial Williamsburg
THAT THE FUTURE MAY LEARN FROM THE PAST



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SOLUTION

MID-ATLANTIC BUSINESS COMMUNICATIONS

When John Zadrazil, Senior Account Manager for MABC began working with Eric Cox, Network Manager for Colonial Williamsburg Foundation, the priorities were to find a way to perform the upgrades in the shortest time possible, and to diversify their network for disaster recovery. According to Eric, "the task was expected to take 3 days, and would have required shutting down each property for those 3 days, due to lack of phone service. MABC engineered a solution that reduced the task time from 3 days to 2.5 hours per location. That is incredible!"

As MABC was a trusted vendor for 30 years, they knew the cabling paths and capacities for all the buildings. MABC had previously installed their fiber optic network and their Aruba wireless networks.

MABC worked with Colonial Williamsburg to set up trunk lines at every property, and to integrate a

centrally managed voice mail system and three different property management systems into a single Avaya solution. That was phase one. They are now in phase two, setting up a Unified Communications platform for full-time employees, and setting up video conferencing where needed, since the infrastructure can now support it.

AVAYA

An IP based phone system replaced the copper cabling in the initial hotel property, along with a DuVoice IP system that included PMS to PBX interface, housekeeping status, wakeup calls, guest messaging, and much more. Because of MABC's cabling expertise, they were able to change over an entire hotel, about 1,000 stations, in less than 3 hours.

DuVoice is the leading hospitality DevConnect Partner for Avaya, with certified solutions on IP Office and Avaya Communications Manager. Colonial Williamsburg went with Avaya Communications Manager 7.0.

RESULTS

According to Eric, "MABC addressed all our needs, and some we didn't know were needs until they arose. Now, phone system costs are down and guest satisfaction is up." One of the challenges MABC faced was making sure that the guest experience stayed high, not only during each project, but after the new technology was in place. "Guests staying at the Williamsburg Inn expect a high level of concierge service, and want to talk to a real person when they call the front desk," commented Eric. "MABC manipulated the Avaya system software to route user calls to specific staff, so our customers get the person they want immediately, with no rerouting of calls," Eric added.

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CAN HELP YOUR BUSINESS SUCCEED.**

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AVAYA

