Australian Radio Network Upgrades Communications For Listeners and Advertisers

~ replaces nationwide telephony and networking system using Logicalis ~

Sydney, August 23, 2011 Australian RadioNetwork (ARN), Australasias largest commercial radio network, has completed acompany-wide telephony and networking roll-out working with LogicalisAustralia.
ARNchose Logicalis to replace five aging legacy standalone PABX telephony systemsranging from five 25 years old to connect offices in five states andstandardise on a unified communications system from Cisco Systems.
Logicalissolution will use Voice Over Internet Protocol (VoIP) to provide centralisedtelephony services (inter-state call transfer, contacts etc.) and support a newmobile sales workforce strategy.
ARNwent to tender in late 2010, and chose to upgrade its switching and routinghardware simultaneously with its telephony network. It selected LogicalisAustralia on account of the companys considerable Cisco expertise and back-endnetworking skills.
Theproject, completed in June 2011, was delivered by Logicalis on time and withinbudget. Upon selection, ARN gave details of its new infrastructure plans toLogicalis which then designed, configured, tested and installed the new networkto sit within ARNs Wide Area Network (WAN). The company started with a Sydneyhead-office roll-out, and delivered to Melbourne, Adelaide, Brisbane andCanberra.

Werein the business of providing entertainment to our listeners and advertising opportunitiesto our clients, consequently, how we communicate with these audiences iscritical to our commercial operations, said Graeme OConnor, NationalTechnology Director at Australian Radio Network. The Logicalis team wasexceptional in the design and delivery of the project, and worked well with ourinternal technical team to deliver a solution that fits into a wider strategyfor ARN. Already our phone costs have been significantly reduced, and wererealising the benefits of an improved mobile sales workforce.
ARNowns and operates eleven capital city stationsfor 25 to 54 year olds, including Mix, The Edge and Classic Hits formats amongothers.
For more information, please visit http://www.au.logicalis.com NOTESTO EDITORSAboutAustralian Radio Network (ARN)In Australia, ARN has a dual brandstrategy - a MIX and Classic Hits music stream in Sydney, Melbourne, Adelaideand Brisbane. Reaching over 4 million listeners, ARN is one of theleading broadcasters in the commercially important 25 54 demographics inAustralia.
AboutLogicalisLogicalisis an international provider of integrated information and communicationstechnology (ICT) solutions and services founded on a superior breadth of knowledgeand expertise in communications & collaboration; data centre; andprofessional and managed services.
LogicalisGroup employs over 1,900 people worldwide, including highly trained servicespecialists who design, specify, deploy and manage complex ICT infrastructuresto meet the needs of over 5,000 corporate and public sector customers. Toachieve this, Logicalis maintains strong partnerships with technology leaderssuch as Cisco, HP, IBM and Microsoft.
TheLogicalis Group has annualised revenues in excess of $1 billion, fromoperations in the UK, US, Germany, South America and Asia Pacific, and is fastestablishing itself as one of the leading IT and Communications serviceproviders, specialising in the areas of advanced technologies and services.
TheLogicalis Group is a division of Datatec Limited, a $3.7 billion revenuebusiness listed on the Johannesburg and London AIM Stock Exchanges. For moreinformation, visit www.logicalis.com.

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