HOYTS Group Entertains More Than AU$300,000 Annual Cost Savings with ShoreTel

ShoreTel® (NASDAQ: SHOR), the leading provider of brilliantly simple phone systems and unified communications (UC) solutions for the cloud and premises, today announced that iconic cinema business HOYTS Group has implemented a ShoreTel Unified Communications (UC) and Enterprise Contact Center (ECC) solution across 50 sites in Australia and New Zealand for over 2300 staff.

Since the completion of the project, HOYTS has achieved a return on investment (ROI) within nine months, and has calculated annual savings of more than AU$300,000 from its new ShoreTel UC infrastructure.

The three phase deployment began with the implementation of a ShoreTel UC and ECC solution as part of HOYTS’ Sydney head office relocation. This deployment was extended to its head office in New Zealand after HOYTS’ acquisition of the Berkley Cinema Group. HOYTS began the rollout to its Australian and New Zealand cinemas over a six month period, as the company’s existing PABX maintenance contracts in each location reached their expiry dates.

According to Adam Wrightson, General Manager, HOYTS Cinema Technology Group, HOYTS was looking for an IP telephony solution that provided the company with the modularity and high scalability to meet both the needs of its centralised head office function and also HOYTS’ increasingly diversified and geographically disparate business. Additionally, HOYTS needed an easy to use, robust system providing increased efficiency at the lowest total cost of ownership.

“We evaluated all of the key players in the space, including hosted, hardware and software-based IP telephony options, and ShoreTel was the clear winner. Its functionality, ease of use, ease of management, modularity and scalability was compelling. Even more compelling was the unified communications feature set we could unlock in the future without significant additional cost or effort,” said Wrightson.

“HOYTS’ use of ShoreTel’s technology platform shows how you can take advantage of the simplicity of our architecture for reliability and scalability, and also use the flexibility of the environment to deliver real innovation and also significant cost savings,” said Jamie Romanin, managing director, Australia and New Zealand, ShoreTel.

In addition to ShoreTel providing all voice communications, HOYTS is currently using ShoreTel ECC for its inbound customer service operations, across both its core cinema business, and also for HOYTS Kiosk, self-service DVD rental kiosks which are currently in over 600 locations across Australia. HOYTS operates a distributed contact centre operation with customer service agents in head office, at its cinemas and at home.

ShoreTel’s contact centre platform is also supporting HOYTS Cinema Technology Group (CTG). HOYTS CTG provides both internal support for digital cinema technology and traditional IT, as well as outsourced services to exhibitors and other companies across ANZ requiring support for digital cinema and related technologies.

The ShoreTel solution was designed by PTS Communications, a Sydney-based ShoreTel partner. The deployment was undertaken by PTS in Australia with ShoreTel certified systems integrator Business Technology Group (BTG) completing the rollout in New Zealand.

In the future, HOYTS plans to extend the collaborative capabilities of its ShoreTel technology, and to take advantage of new products as they are released.

“With a diversified business, there is always a potential risk that communications could become increasingly disconnected. However, with ShoreTel, we have a truly unified communications infrastructure, that will continue to provide us with our communications needs and collaborative capabilities into the future,” said Wrightson.

“The modularity and flexibility of the ShoreTel platform enables us to continue to diversify our operations with the comfort of knowing that our communications will not just keep pace with business change, but will actively support it.”
About ShoreTel, Inc.
ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions. Its award-winning on-premises IP-PBX solution and cloud-based hosted phone system eliminate complexity and improve productivity.

Recognised for its industry-leading customer experience and support, ShoreTel’s innovative business phones, application integration, collaboration tools, mobility, and contact center applications enable users to communicate and collaborate no matter the time, place or device, with minimal demand on IT resources. ShoreTel is headquartered in Sunnyvale, Calif., and has regional offices and partners worldwide. For more information, visit www.shoretel.com.

About The HOYTS Group
The HOYTS Group is one of the world's leading entertainment companies. It currently has three components: HOYTS Cinema, which incorporates the chain of successful cinema complexes in Australia and New Zealand boasting more than 400 screens and over 89,000 seats; HOYTS Kiosk is the country’s largest network of DVD and Blu-Ray rental machines in over 600 locations and has serviced more than 1.5 million customers; and Val Morgan, Australia and New Zealand’s leading national supplier of cinema screen advertising with network coverage of over 2,000 cinema screens, and largest digital out of home network, comprised of 1200 digital panels and over 1500 TV screens.

Legal Notice Regarding Forward-Looking Statements
ShoreTel assumes no obligation to update the forward-looking statements included in this release. This release contains forward-looking statements within the meaning of the "safe harbor" provisions of the federal securities laws including, without limitation, statements regarding the benefits and capabilities of ShoreTel 14.2 and virtualization in general and their adoption by customers. The forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected. The risks and uncertainties include the intense competition in our industry, our reliance on third parties to sell and support our products, our ability to continue to grow our ShoreTel Sky business, market acceptance of cloud-based products, our ability to maintain our premise business in a profitable manner, supply and manufacturing risks, our ability to control costs as we expand our business, our ability to attract, retain and ramp new sales personnel, potentially longer sales cycles, uncertainties inherent in the product development cycle, uncertainty as to market acceptance of new products and services, the potential for litigation in our industry, the uncertain impact of global economic conditions, including impact on customers’ purchasing decisions, and other risk factors set forth in ShoreTel’s Form 10-K for the year ended June 30, 2014.

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