



SYNOPSIS

Over an eight-year period, GMAC Commercial Mortgage has continually turned to NextiraOne as a trusted technology advisor. NextiraOne has proven that its breadth of experience extends beyond traditional voice and data to include network convergence. This successful track record made NextiraOne the natural choice to implement an advanced IP telephony solution at GMACCM's new corporate IT facility.

GMAC COMMERCIAL MORTGAGE RELIES ON NEXTIRAONE FOR LANDMARK IP TELEPHONY IMPLEMENTATION

GMAC Commercial Mortgage (GMACCM), a leading international financial services firm that provides its clients with a broad menu of innovative financing programs, was looking to evolve its communication infrastructure by creating a converged communications environment at one of its subsidiaries. Located in Horsham, Pennsylvania, this business unit serves borrowers of commercial real estate debt and the providers of such capital, while servicing a portfolio of over \$160 billion. GMACCM offerings include loan origination, loan servicing, asset management, investment management and technology services. Viewing technology as a way to gain efficiencies and reduce costs, GMACCM sought to improve its infrastructure to better serve its customers and address the company's tremendous growth.

THE CHALLENGE

In moving towards a converged technology platform at their new IT facility, GMACCM ultimately sought to lower Total Cost of Ownership (TCO) for their network, reduce operational costs and assess the potential impact of convergence on their long-term technology strategy. Upon successful transition to an IP environment, the solution would be extended to its hundreds of field offices. GMACCM executives realized transitioning to a more complex system would be challenging and, due to other company mandates, would require tight development and implementation deadlines.

While building a solid, successful, eight-year relationship with GMACCM through a series of voice implementations, NextiraOne had also demonstrated that its breadth of experience extended beyond traditional voice and data to include network convergence. This successful track record made NextiraOne the natural choice to implement an advanced IP telephony solution for GMACCM. Planning began in May 2002, the final decision occurred in October and implementation was scheduled for November. NextiraOne was prepared to meet the firm's aggressive timetable.

THE SOLUTION

During the initial planning stage for the new IT facility, GMACCM considered several more traditional telephony platforms. The company's forward-thinking Assistant Vice President of Telecommunications, Rick Beruf, was a driving factor in the choice to use an IP-based solution. He knew that this technology could be used as a competitive advantage, and that a converged network environment could help to create operational cost efficiencies that could positively affect the bottom line.

Planning and Design: Realizing that IP was an extremely promising, yet still a relatively new and unproven technology platform, Beruf turned to NextiraOne to provide guidance and leadership. The planning started with roundtable meetings to establish the correct technology platform and implementation approach. Several NextiraOne engineers conducted advance troubleshooting for the project. They established the scope of the project and identified and addressed potential challenges up-front, such as making sure that the overall network design would adhere to Quality of Service (QoS) requirements.

Enabling Architecture: Having gained a comprehensive understanding of the firm's business and technical requirements, NextiraOne recommended the Succession™ CSE 1000 Release 2 solution from Nortel Networks™. The Succession CSE 1000 is a full-featured, server-based, IP-PBX that provides the benefits of a converged environment, plus the most commonly used telephony features.

GMAC COMMERCIAL MORTGAGE



“In today’s economy, creating business value is a fundamental requirement for any new technology initiative. NextiraOne’s expertise in convergence planning, design and implementation led to the successful execution of a key VoIP implementation at our corporate facility. Based on that success, our company is now in a position to make enterprise-wide convergence a reality.”

— Rick Beruf,
AVP Telecommunications/
GMAC Commercial Mortgage

Utilizing a much smaller footprint than a traditional PBX, the Succession CSE 1000 offers a simplified, cost-effective infrastructure with open-standards support. As a result, this converged platform easily supports various third-party applications.

Practical Experience: As the first implementation of the Succession CSE 1000 Release 2 in North America, GMACCM believed there would have been extensive risks if they chose to work with a provider that had less practical convergence experience than NextiraOne. In preparation for the release of the Succession CSE 1000, NextiraOne had already trained its personnel extensively. As a result, GMACCM trusted NextiraOne to make this landmark project a huge success.

NextiraOne accepted the challenge of going live with the new technology in only a month’s time. Due to their experience with the Succession platform, NextiraOne technicians and engineers provided the hands-on expertise necessary to deal with the deployment of this new technology in an efficient manner.

Cost Effective Extension of Corporate Infrastructure: In addition to the Succession CSE 1000 at GMACCM’s new IT facility, NextiraOne installed other leading edge Nortel Networks products, including the CallPilot™ 201i unified messaging platform Release 2.0 with voice mail, fax, and desktop capabilities, i2004™ Internet telephones, i2050 software phones, Symbol™ Wireless 802.11b service, the Optivity™ Telephony Manager (OTM) 2.0 with the Telecom Billing System, and Remote Office 9110 devices. The result was the cost effective extension of the corporate telecommunications infrastructure to remote workers.

Execution: Throughout the implementation, NextiraOne demonstrated its flexibility and ability to leverage various partners whose specialties were complementary to NextiraOne’s core competencies. The scope of work was modified prior to system cutover, and NextiraOne quickly responded to those changes. Most importantly, from GMACCM’s perspective, this resulted in the seamless execution of a critical strategic initiative.

THE RESULTS

This strategic VoIP implementation has met and exceeded GMACCM’s expectations. The auto set relocation feature alone has resulted in a more cost-effective, streamlined system maintenance process. In addition, Beruf has gathered the necessary information to build a VoIP blueprint that will support the company’s long-term strategy for enterprise-wide convergence.

As the first Succession CSE 1000 Release 2 implementation in North America, no project better represents NextiraOne’s total commitment to customer satisfaction. The successful execution of this initiative illustrates NextiraOne’s agility and its dedication to the successful implementation of converged network solutions.

NextiraOne is a leading global provider of integrated enterprise network solutions and services that enable effective, reliable business communications. We cover everything from planning and design to the implementation, support and management of voice, data and converged communications networks. We provide best-in-class technologies from industry-leading providers. And we offer consultation and solutions development ranging from contact center applications to network infrastructure outsourcing. **Discover more at www.NextiraOne.com**



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