



FOOD DISTRIBUTION SUCCESS STORY

ShoreTel Connects Glacier Fish From Ship To Shore

CHALLENGE:

- A shipboard fire on the company's *Pacific Glacier* catcher/processor required a complete rebuild and gave Glacier the opportunity to successfully explore ship-to-shore communications with the latest VoIP technology from ShoreTel.

SOLUTION:

- A ShoreTel Unified Communications system including ShoreTel Voice Switches and ShoreTel IP Phones connecting the *Pacific Glacier* to headquarters in Seattle.

BENEFITS:

- Reliable, clear communications with their vessels connect and align operations for a competitive advantage.
- VoIP reduces communication costs by eliminating satellite phone usage costs.
- Robust ShoreTel equipment handles the harsh marine environment to reduce equipment and maintenance expenses.
- ShoreTel's bandwidth optimization delivers crystal clear voice communications regardless of location or distance.
- Microsoft Outlook integration and intuitive user interface speeds adoption and lets employees continue to work in familiar ways.

Glacier Fish Company is known for bringing its high quality GlacierFreeze frozen-at-sea seafood products to global markets direct from the North Pacific fisheries. In the fishing industry, the company is also known as a communications technology pioneer, the first to implement satellite high-speed mobile broadband service in the Bering Sea.

The ability to stay in constant contact with a ship at sea is the Holy Grail of maritime communications. When a needed rebuild opened the door to a fresh start for Glacier Fish Company's marine communication system, the company looked for a solution that worked as well at sea as in the office, and provided a foundation for future development. ShoreTel proved the best catch.

Charting a new communications course

Across the commercial fishing industry, ship-to-shore communications are critical for both productivity and safety. Reliable, clear, and above all, swift communication between Glacier's home office in Seattle and its ships about conditions, ship locations, and production decisions gives the company a competitive advantage in an industry that's just beginning to adopt broadband IP technology.

Glacier has a track record as a communications pioneer. Three years ago, its ship, the *Pacific Glacier*, was the first to implement high-speed mobile broadband via satellite then newly available in the Bering Sea region. This experience gave Glacier Fish Technology Manager, Jonathan Lockwood, the confidence that he could extend the company's ShoreTel Unified Communications (UC) system out to the vessel – which would be a vast improvement for land-to-sea communications from the legacy dial-up email and satellite phones with their high costs and cumbersome operation.

When the *Pacific Glacier* needed rebuilding, Mr. Lockwood saw the chance to replace the ship's legacy shipboard communications system with a state-of-the-art network infrastructure that would also allow future growth. Glacier needed flexible functionality to support all of the company's operations, easy integration



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between ships and the main office, and an intuitive user interface for the ships’ crews.

ShoreTel’s comprehensive solution nets huge value

Glacier had already worked with ShoreTel partner, All Phase Communications to deploy a ShoreTel UC system in its main office. On every count – ease of use, support, technology, performance, cost and reliability – ShoreTel was outstanding, reported Mr. Lockwood. The successful deployment included switches from ShoreTel Technology Partner, Enterasys.

“It was critical to our operations that the switches and the phone system work well together,” he explained. “Since Enterasys is a ShoreTel Technology Partner, Glacier benefits from the experience and proven interoperability of equipment from the two companies,” he added. “The systems also share similar advantages: They have a small footprint to fit into limited space onboard ship, and I can manage them remotely.”

Local support is very important for Glacier Fish operations. “The ShoreTel system is so intuitive that I find I don’t use much support,” Lockwood said. “But All Phase is never far away and they work closely with ShoreTel. For example, to ensure we have the bandwidth we need, ShoreTel and All Phase worked together to configure multiple SIP lines through the satellite link back to the main office.”

ShoreTel’s integration with Microsoft Outlook was another plus. While other systems could integrate, none proved as seamless as ShoreTel. “ShoreTel did this best of all straight out of the box,” Mr. Lockwood explained. “There was no additional integration work.”

Because ship space is limited, Mr. Lockwood also was impressed by ShoreTel’s small footprint. On discovering he could deploy the ShoreTel UC system for half the cost of the equipment the standard ship phone suppliers could offer, “there was no doubt in our minds that ShoreTel was the best choice.”

Glacier’s Seattle office handily deployed its ShoreTel UC system a year and a half earlier, so Mr. Lockwood wasn’t surprised at the speed and simplicity of the implementation on the freshly refurbished ship. “All Phase had the ShoreTel system configured before I got to the office,” Mr. Lockwood recalled. “As soon as they finished configuring the SIP trunking, everything just worked. Not only was ShoreTel easy to deploy, it’s easy to make changes on the ship from my office in Seattle.”

ShoreTel buoys up efficiency on sea and land

With yields that can range from 140 to 200 tons in one day and razor-thin production margins, speedy communications are critical for Glacier Fish Company’s profitability. Now Glacier Fish staff can contact anyone, any place at any time – gaining essential agility for responding to problems and changing market conditions. Excellent support from All Phase ensured that Mr. Lockwood got everything he expected at a competitive price and continued savings in time, expenses and efficiency.

Mr. Lockwood praises the exceptional voice quality delivered by ShoreTel Voice Switches, which dynamically negotiate with the ShoreTel IP Phones to compress voice traffic based on available bandwidth. This delivers optimal voice quality regardless of the device, as Mr. Lockwood learned using a softphone from the Grand Aleutian hotel in Dutch Harbor, AK with a weak network connection.

Glacier configured each ShoreTel switch as a SIP device, arranged in one SIP trunk group. Calls from the ship go out through a VPN link to the satellite. “ShoreTel can use this limited bandwidth WAN link and still provide great sound quality,” he said. “ShoreTel also manages latency in these limited bandwidth conditions, to minimize degradation of call quality. All Phase configured the call processing to optimize the use of available bandwidth and compensated for the latency with a buffer.”



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With the ShoreTel system, Glacier management and crews can take reliable, easy communications between the ship and headquarters for granted, regardless of location. “Before implementing ShoreTel, we used to have to think about communication between the captain and an executive at the home office,” Mr. Lockwood explained. “Users at sea could call on a satellite phone, which was expensive and involved, or could send a fax, which delayed the communication. Now we don’t think about it at all. ShoreTel lets the captain of the ship call anyone at headquarters directly by dialing four digits – the vice president of operations if necessary.”

Using ShoreTel’s Operator Call Manager, receptionists can forward calls to anyone on the ship as easily as if they were in the same building. Not only does the system enable 4-digit dialing between offices and the ship, but the Personal Call Manager and its seamless integration with Outlook simplifies call management. “ShoreTel’s Personal Call Manager is very intuitive,” Mr. Lockwood said. “At the same time, the extensive feature set lets us do anything we need to.” And with responsibility for supporting 60 servers throughout the entire Glacier organization, Mr. Lockwood relies on ShoreTel’s Find-me functionality to let people reach him quickly with important issues.

ShoreTel has also made the *Pacific Glacier’s* sizable crew safer and happier. In the event of an injury, calls to medical emergency services and hospitals are fast and direct. Crew members can be reached easily if there is a family emergency. “The bottom line is that ShoreTel really puts the ship in the office next door,” Mr. Lockwood summed up.

Cost savings that run deep

“Compared to our old satellite phones, it doesn’t cost anything to use ShoreTel,” said Mr. Lockwood, as he describes the savings Glacier has garnered from the new system. To start with, ShoreTel’s purchase price was half that quoted by marine electronics suppliers. But what’s really paying big dividends for Glacier is VoIP. Because calls go over an IP connection, Glacier no longer needs satellite phones

with their \$1,000+ price tags and high per-minute rates – typically \$1 or more. Further savings accrue because Mr. Lockwood can now handle system maintenance from his Seattle office.

While it saves Glacier money, ShoreTel also gives the company new flexibility – as a recent visitor to the *Pacific Glacier* learned to his happy surprise. “The manager on the ship simply plugged in a ShoreTel phone, told me the MAC address, and I was able to activate the phone using ShoreTel Director in my Seattle office,” Mr. Lockwood explained. “We were able to activate the guest’s phone right away.” In the past, the same operation required sending a technician to the ship and paying travel costs and hourly labor rates. Now it takes ten minutes and requires no one but our own on-board staff.”

Switch-based instead of server-based, ShoreTel has few moving parts, which adds to its reliability in a difficult environment – reducing maintenance costs. “Switches are more reliable than servers,” said Mr. Lockwood. “The lack of hard drives is a plus.”

Communications that leave the competition in Glacier’s wake

In a commercial fishing industry dominated by about five large companies, and an environment where change is delayed until boats are refitted or rebuilt, ShoreTel has given Glacier an advantage that puts the company ahead of its peers. “These companies do not believe that Glacier Fish Company is able to deploy such good phone communications to our ships,” Mr. Lockwood commented. “They don’t believe that you can pick up the phone, dial four digits and set up a conference call between people in multiple locations of the ship, in the office and the outside world all at the same time.”

Glacier’s future plans include extending the ShoreTel system to other boats in its fleet, and evaluating ShoreTel VPN phones to cost-effectively extend communications to their smaller vessels. “I’m extremely happy with ShoreTel,” Mr. Lockwood



concluded. "Nobody in our industry thought it could be done, but we got exactly what we wanted. The ShoreTel system just works. I'm waiting for the opportunity to put ShoreTel on our boat, the *Alaska Ocean*, the largest fishing vessel in the USA."

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About ShoreTel

ShoreTel is the provider of brilliantly simple Unified Communication (UC) solutions based on its award-winning IP business phone system. We offer organizations of all sizes integrated, voice, video, data, and mobile communications on an open, distributed IP architecture that helps significantly reduce the complexity and costs typically associated with other solutions. The feature-rich ShoreTel UC system offers the lowest total cost of ownership (TCO) and the highest customer satisfaction in the industry, in part because it is easy to deploy, manage, scale and use. Increasingly, companies around the world are finding a competitive edge by replacing business-as-usual with new thinking, and choosing ShoreTel to handle their integrated business communication. ShoreTel is based in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com.

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