



Case Study

The Belfry Shopping Center

The Belfry Shopping Center is in Redhill Surrey and comprises of 52 stores, a multi story car park, cafes and snack bars, it is open and busy 7 days a week. It is part of a group of 46 shopping centers in the UK managed by BTW Shiells. See www.belfrywebsite.co.uk or call 01737 779930

Major tenants include:

MARKS &
SPENCER



Currys



Robert Dyas
The really useful store

Clarks

WHSmith

The Need

For communicating with the stores the Belfry Management and Security Control had a two-way messaging system which could send messages up to 80 characters to a store, who could then respond to the message. This solution had a high annual rental cost and the contract was up for renewal. In addition it did not have the potential to evolve for sending pictures etc.

The existing telephone system used by the Management and Security Control was old and needed replacing.

Sales figures were collected from the stores manually each week and entered into a spreadsheet manually. This process needed to be automated.

These figures are used to analyse trends in sales by store, by location and by store type.

The telephone system and the messaging system were totally separate.

There was no internal telephony connection from the Management and Security Control to the stores, they had to ring the public telephone number of the store, this had a cost.

If a customer called the Management Center they were not able to transfer the call to the store, they could only give the customer the number to call.



CenterLink





Case Study

The Belfry Shopping Center

The Solution

The new solution needed to:

- Automate the collection and reporting of sales figures from the stores
- Provide two-way messaging from the Security Control to the stores and vice versa
- Include a telephone system for the Management Center, Security Control and all the stores to be able to transfer calls and make calls to each other, free of charge
- Provide messaging to the mobile phones of the store managers
- Evolve to send pictures
- Evolve to connect to the Building management system that monitors the air conditioning units and other plant

The Belfry surveyed the market for a solution that met all the needs defined above but could not find one. However in discussion with United Networks, an Alcatel-Lucent partner, they were made aware that Amigo Software could develop such a solution running on an Alcatel-Lucent IP Communications Platform. Voice over IP (VOIP) technology was chosen as it was the ideal foundation on which the solution could be built. United Networks installed an Alcatel-Lucent OmniPCX Office IP Communication Solution which provided an IP telephone in every store and in the Management Center and Security Controls. This IP telephone can send and receive messages and receive images as well as behave as a normal telephone.

An Alcatel-Lucent Extended Communication Server (ECS) was installed to run the Centerlink application on and provide the connectivity to the OmniPCX Office.



The Centerlink Application Interface provides a map of the Shopping Center showing each store and its status. It also has a side bar where messages can be generated and sent to the stores. The Centerlink interface is installed in the Security Control to make and receive messages and in the Management Center to receive and analyse the weekly sales reports.





Case Study

The Belfry Shopping Center

The Benefits

The Management Center and Security Control can send messages to the stores discreetly, rather than announce them over the loudspeaker system which could cause unnecessary alarm to the general public, regarding:

- Bomb alerts • Fire alarms • Lost child
- Known shoplifters heading to a store
- Collect sales figures • Call a tenants meeting
- Advise store that their delivery lorry has arrived in the basement
- Closing early due to adverse weather

The cost justification for buying Centerlink was based on the cost of replacing the existing telephone system, upgrading the messaging system, the cost and time savings of collecting sales figures and obtaining reports automatically rather than manually.

By buying Centerlink the Belfry Shopping Center has been able to combine the telephone solution and the messaging solution into one, automate sales reporting, increase efficiency and communications with the stores, all for the same budget as it had for the previous solution.

It is vital that information on the store contacts is updated on a regular basis as personnel changes in the stores are common. The Management staff can do this easily and quickly in the Centerlink application.

The Future

The ability to import and export contact details for each store from excel to Centerlink and vice versa would be a great benefit.

Link to Building Management system - the Belfry currently has a building management system monitoring the status of the air conditioning units, lighting and other plant. Integration of the messages from the BMS into Centerlink is under consideration.

A major evolution would be to send a photograph to the screen of the telephone in every store. This could be of a missing child or known shoplifters who are in the Shopping Center asking the store to look for the person in the photo in their store and report back.

The creation of the Major Incident Management system pack via Centerlink rather than being done manually is under consideration.

Richard Cowlard

General Manager Belfry Shopping Centre

"The Centerlink solution from Amigo Software and United Networks has enabled us to obtain significant cost savings and efficiency improvements by providing one solution to satisfy our 4 key needs where we previously had disparate solutions and manual processes. Incredibly, we achieved this with the same budget as for the previous systems. Our relationship with Amigo is such that we are able to request additional improvements which are delivered quickly and cost effectively.

We are confident that our decision to deploy Centerlink in conjunction with an Alcatel-Lucent IP telephone system has given us the platform to provide an excellent messaging and communication solution to our tenants that will be able to evolve with our changing needs."