



## CSX/Avaya-DiVitas

CSX turned to Avaya and DiVitas, an Avaya DevConnect partner, to help the freight-rail giant reduce cellular calling costs and eliminate multiple handsets used by train operations personnel who roam the workplace and communicate frequently on urgent events.

### Challenge

For more than five years, Dori Meade, senior telecom architect for voice systems at CSX, sought a wireless dual-mode solution to reduce communications costs and eliminate the need for users to carry multiple mobile devices. One long-standing business need has been to enable rail operations employees at the Jacksonville train dispatch center to be instantly reachable to help resolve urgent problems that might slow on-time arrival or reduce safety margins. Routine duties in the dispatch center often cause key personnel to be away from their desks. CSX supported these workers with both desk phone and cell phone, but cell coverage was spotty in the hardened facility. In the late 1990's, CSX deployed a carrier-based in-building cellular antenna system to solve the problem. Then five years ago when the in-building cellular system was no longer supported, CSX began to explore the possibility of dual-mode capabilities. At the time, a stable dual-mode solution was not yet available and CSX adopted a 900-Mhz in-building only voice solution instead. Handling multiple devices and contact numbers remained a nuisance for the users. From a cost-control perspective, users did not always use the lower-cost 900-Mhz handset and expensive cell minutes were still consumed in-building. Besides adding cost, the multiple systems did not provide a seamless mobile communications experience or the unified communications (UC) functionality that CSX was looking to adopt.

### Solution

Last year, a solution meeting Meade's goals became possible. As CSX standardized and began to deploy a popular wireless LAN offering, she also learned about the dual-mode telephony capability of DiVitas Networks' Mobile Unified Communications (Mobile UC) solution. At the same time, upgrades to Avaya Communication Manager were underway, which will eventually support

more than 5,000 Jacksonville employees. They linked to the DiVitas Mobile UC solution via Avaya's SIP Enablement Services and the result is that Avaya user extensions are transparently supported on a dual-mode mobile phone. The solution gives mobile users the ability to access corporate enterprise voice communications via WiFi on CSX premises with a single device via a single number. The solution further enables WiFi access from home or potentially from any WiFi hotspot. Today users at the dispatch center connect to the system through Nokia dual-mode E-51 and E-71 handsets loaded with the DiVitas Client. When dispatch managers are on the move, DiVitas automatically makes roaming decisions between WiFi and cellular networks to sustain the call, using the best voice quality and least-cost connection available. Meade identifies a potential rollout to hundreds of campus employees over the next two years as the Avaya Communication Manager upgrades are completed.

### Results

**Savings from reduced cellular minutes, fewer handsets and elimination of special in-building wireless voice.** With dual-mode communications, cell plan minutes can be substantially reduced for on-campus mobile workers and even more so for field-workers. As wireless access continues to be deployed at CSX facilities, and as WiFi networks become more typical in the home, hotels and other public areas, Meade expects to cost-effectively address the mobile voice needs for the campus nomad, telecommuters and rail yard office workers,

even eliminating the deskphone in some cases. CSX calculates it has the potential to reduce cellular calling costs by ten to thirty percent, and foresees that a single user community within the company could alone generate savings of up to \$10,000 per month. The Avaya/DiVitas solution is proving it can be done. Calls transparently switch back and forth between WiFi and cellular without dropping. Calls made in WiFi are free, and users enjoy landline-like voice quality.

### **Complete mobile freedom with access to the full-range of enterprise voice capabilities.**

The DiVitas Mobile UC solution gives access to Avaya Communication Manager features including call transfer and conferencing, as well as access to CSX's low-cost long distance and international calling plan. The DiVitas solution also includes UC capabilities such as Presence and Instant Messaging (IM) to provide yet more options for improving reachability and productivity among mobile workers. CSX plans to take full advantage of the unified communications integration opportunities between Avaya, Microsoft and the DiVitas Mobile UC solution.

### **A more professional approach with single-number, 24x7 reachability.**

CSX professionals can manage their availability when away from the office and can receive their calls via their corporate number on their DiVitas dual-mode handset. Callers don't need to know CSX workers' cell numbers or home numbers, enhancing privacy, security and work-life balance. When calls are unanswered, the call is delivered to the corporate Avaya voicemail system, not

the cell phone voicemail. This eliminates the need to check multiple locations for business messages. For telecommuters with WiFi in the home, the secured WiFi coverage can offer a better signal than their cell phone service in the home. They can expect a better quality conversation, with no charge against their minutes and they don't have to interrupt usage of their personal home phone service.

**Fewer devices to burden users, together with streamlined administration.** Elimination of the 900-Mhz voice system freed workers from carrying two mobile devices, one for cell calls, the other for voice-only WiFi. The dual-mode DiVitas handset places and receives company calls and corporate messaging in any wireless environment. Fewer handsets reduces IT administration tasks.

**Ease of deployment, choices and confidence in secure communication.** The DiVitas solution is manufacturer-agnostic as to all communications infrastructure equipment (WLAN, PBX, carrier and mobile devices) and works with both Nokia Symbian and Windows Mobile operating systems. Establishing the interface between the DiVitas Mobile UC solution and the Avaya SIP Enablement Services and Avaya

Communication Manager was virtually plug-and-play. The combined solution operates securely within the policies and safeguards of the CSX IT organization.

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

## ABOUT DEVCONNECT

The Avaya DevConnect Program provides a wide range of developer resources, including access to APIs and SDKs for Avaya products, developer tools, technical support options and training materials. Registered membership is free to anyone interested in designing Avaya-compatible solutions. Enhanced Membership options offer increased levels of technical support, compliance testing, and co-marketing of innovative solutions compatible with standards-based Avaya solutions. To learn more, or register for membership, please visit [www.avaya.com/devconnect](http://www.avaya.com/devconnect).

## APPLICATIONS & SERVICES

- DiVitas Mobile Unified Communications
- Nokia E51 and E71 dual-mode handsets
- Avaya/Witness Quality Monitoring and Total Recording
- Avaya Communication Manager
- Avaya S8700, S8500 and S8300 Servers
- Avaya SIP Enablement Services
- Avaya Application Enablement Server
- Avaya Interaction Center
- Avaya Call Center Elite
- Avaya IP Agent and IP Softphone
- Avaya Operational Analyst
- Avaya Modular Messaging
- Avaya VPNremote for 4600 Series Telephones for remote workers

## ABOUT CSX

CSX Corporation, based in Jacksonville, Fla., is one of the nation's leading transportation companies. At its Florida communications hub, CSX dispatches 1,200 trains per day that deliver more than seven million freight cars of goods and raw materials annually. The company's rail, intermodal and rail-to-truck services span a network of 21,000 miles and connect 23 eastern states with more than 70 ocean, river and lake ports. More information about CSX Corporation and its subsidiaries is available at the company's web site, [www.csx.com](http://www.csx.com).

## ABOUT DIVITAS

Avaya DevConnect partner DiVitas was founded in 2005. DiVitas mobilizes business voice and messaging applications and provides single number reach and visual voicemail through mobile deskphone capabilities in addition to enterprise contacts, messaging, and presence services. DiVitas unifies these applications and mobilizes them under IT control, making them available on mobile devices for convenient access anytime, anywhere, over any network.

For more information visit the DiVitas website at <http://www.DiVitas.com>.

## ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [www.avaya.com](http://www.avaya.com).

