

TigerDirect.com

Systemax
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About TigerDirect

- We are recognized as one of the world's leading sellers of computers and computer-related products. We sell more than 8,000 products and have an average inventory of more than 80-million dollars. Our total sales volume exceeds more than \$1BB dollars annually. We count among our vendors the biggest, best and most trusted companies in the world. We reach millions upon millions of customers via the Internet, direct mail marketing and through sales at our outlet stores.

- Our 8 North American Call Centers are located in Miami, Illinois, Georgia, New York, New Jersey, Ohio, North Carolina and Canada. Our Ohio location also houses our PC manufacturing plant. We also have 6 retail stores located in 5 of the aforementioned states. About 6 months ago TigerDirect acquired our overseas call centers that are located in Wellingborough-UK, London, Spain, France, Netherlands, Sweden, Germany and Italy.

- Our customers have become accustomed to our over 90% same day fill rate and are by far the most technically savvy retail customers around.
- We employ over 3000 people in the US alone and communication is the backbone of our success whether it be between us and the customer or between our offices, our phone system is our most valued asset.

TigerDirect's Needs

- Centralized support and management of all our offices and communication needs.
- Systems that can grow with not only our headquarters needs but with our satellite call centers as well.
- A simplified yet powerful solution that can make planning and administration of our communication needs easy without compromising the quality or scalability.

- Robust administration no matter where I am.
- A system that can lower the cost of opening new call centers, can simplify their interconnectivity and can share resources across them.
- An easy to use solution that can put very powerful features at the fingertips of the user without extensive training.

- Even more important than showing ROI, I need to show its longevity. The longer this can continue to meet our needs the happier my CFO and CEO will be.

Finding a Solution

- We looked at various solutions that could use our existing wiring and network infrastructure. Some of the more important criteria that we were looking for are as follows:
 - Branch connectivity using VOIP
 - Centralization of administration
 - Ability to share resources across locations

- Remote agent applications
- Progressive Scalability
- Conference Bridges
- Powerful Reporting tools
- Redundancy
- Local Survivability for satellite offices and call centers
- Robust Remote administration
- Low maintenance and high availability

Avaya S8700 and Communications Manager 2.0

- Our Solution came together as a set of S8700 servers for redundancy running Communications Manager 2.0.
- Our Satellite Call Centers run G700 Media Gateways with Local Survivable Processors.
- We use IP Soft Phone for Managers and Executives that work remotely.

- We use IP Agent for Remote Call Center agents. This allows us not only to supplement our local staff during odd hours with agents working out of their homes but also provides us with a solution for natural disasters and storms that render travel to the office dangerous.
- The Avaya Site Administration tool has to be one of the most feature rich consoles I have ever used. Along with obviously being the portal to all your locations in one easy to use application it's report scripting and importing features make life all that much easier on me.

- For reporting tools we found ourselves with CMS Supervisor. Our Call center managers love this tool, as do I, because it allows me to provide end users with the information they need without complicating my daily activities. It really acts as a heart monitor for our call center. Whether you need real time data or historical reports its functionality and ease of use are spectacular.

VOIP Advantages for TigerDirect

- The sheer savings of 4 digit extension dialing across all locations
- The ability to share resources across all locations
- The flexibility of mobility with the implementation and use of soft and hard IP phones in remote locations.

- Multiple location agent queuing, basically allowing me to increase my pool of agents for any particular hunt group.
- After hours call routing (on net) to the 24/7 Miami Call Center so we do not miss any possible sales calls at other locations that have regular business hours.
- Cross location agent queuing for language needs that cannot be filled at that particular location.