



More than a phone system.
It's a better way to communicate—and save.

Unified Communications

featuring Switchvox UC Solutions



A Smart Investment with UC Forward Management

Forward (Forward Management, LLC), is an independent, privately held asset management firm founded in 1998, and managing more than \$5.2 billion in a diverse product set offered to individual investors, financial advisors and institutions. The firm focuses especially on developing innovative alternative strategies that may help investors meet their goals and manage risk.

- **system being replaced:** Avaya IP400 Digital Office PBX
- **other systems being considered:** Cisco, NEC, and Avaya (upgrade)



“In terms of cost ... by the time we purchased another system and added on all the individual items not offered with [competitor’s] hardware appliances, it would be five times the price we paid for Switchvox.”

Rick Lundh

IT Manager

Clear Creek Telephone & Television

Objectives

Forward Management was looking for a lease-to-own business communications solution with sales force integration and an extended feature set. With 110 employees and a growing number of external sales reps out in the field, they sought an enterprise-level VoIP business solution for 95 phones and 12 analog devices that would lessen the heavy licensing costs associated with the old system.

Challenges

Forward Management wanted to maintain some capabilities of their existing phone system such as:

- four-digit dialing between their corporate office and remote employees
- a more affordable way to hold voice conferences for more than 10 users without tying up their phone lines
- a switchboard display unit that could display more than fifty lines for the receptionist.

The new Unified Communications solution also had to accommodate company growth, including the eventual elimination of their Primary Rate Interface (PRI) for SIP (Session Initiation Protocol) trunks.

Solution

Installed a Switchvox SMB AA355 as their primary system, which will support up to 400 users and primes Forward Management for ample growth and expansion on a large scale. To address emergency backup and recovery purposes, they also purchased a Switchvox AA65 with a PRI card as a warm spare.

Results

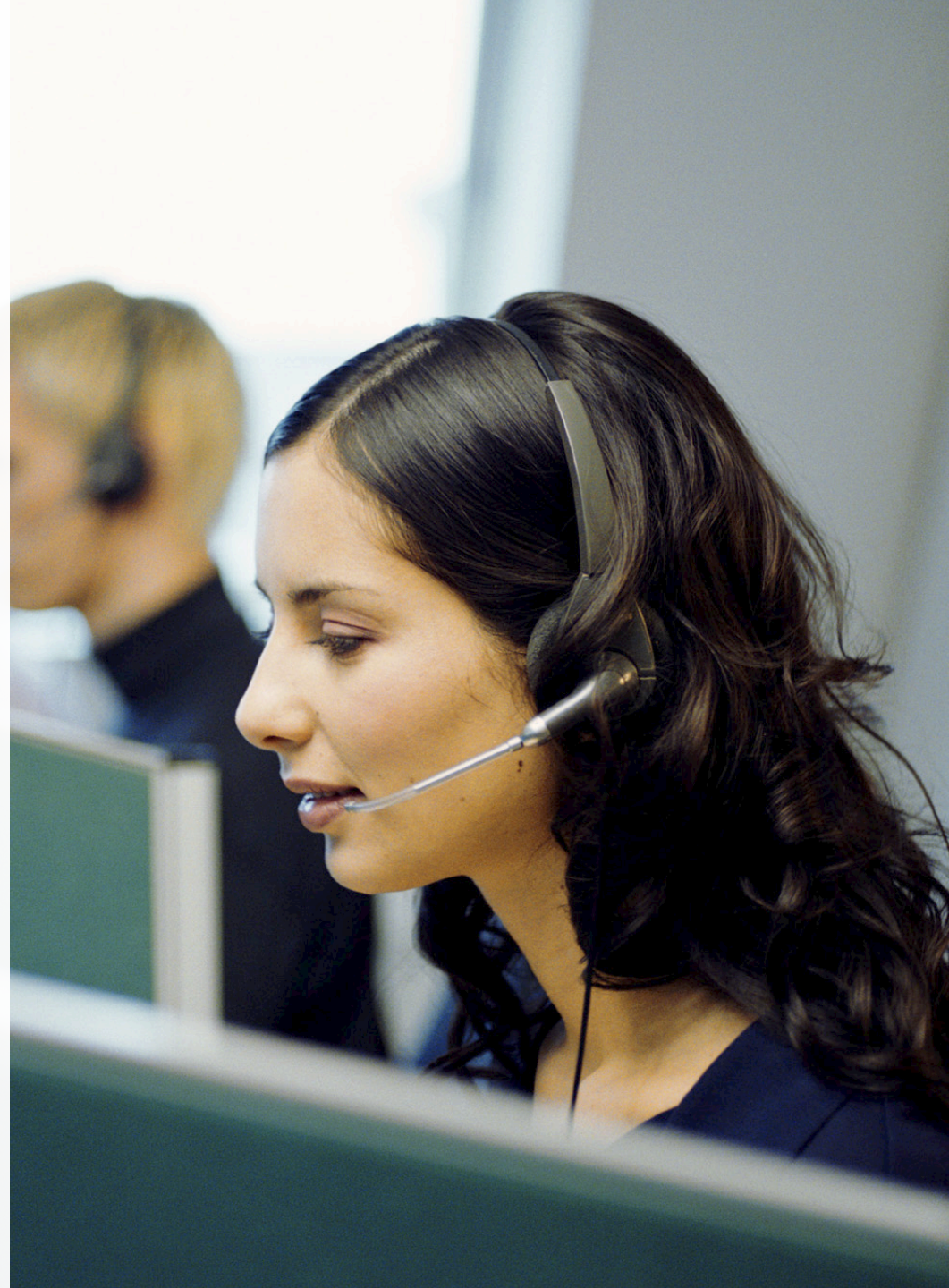
With the new system in place, Switchvox has fulfilled the company’s main objectives of providing an intuitive and flexible system that is expandable and easy to use, while saving money in licensing, hosting fees, and proprietary equipment. They are also switching their PRI out for SIP trunks, for additional savings.

When Every Call Counts

Lake County Crisis Hotline

The Ohio-based hotline provides phone-based counseling services to a population of about 235,000 people, providing immediate relief for those in emotional distress. Staffed by mental health professionals and highly trained volunteers, the Crisis Hotline provides intervention, suicide prevention, and referral information to a wide range of community resources 24 hours a day, 365 days a year.

- **system being replaced:**
Mitel Centrix (Central Exchange) analog telephone system
- **other systems being considered:**
Shoretel and Cisco



"I am amazed at what all Switchvox can do; and I couldn't believe the features that were included in Switchvox that were priced as separate components in the more expensive systems. With Switchvox, I bought a telephony solution that cost \$30,000 that has more flexibility and inclusive features than competitor versions for \$90,000 and for \$120,000."

Mark Bregy
MIS & Facility Manager
Pathways

Objectives

Need to replace an aging phone system that was given to the organization as a charitable donation 20 years prior. It had become an unreliable system that often "crashed," and replacement parts were costing the organization thousands of dollars. In order to answer every call and offer immediate assistance with any problem, their telecommunications system must be unfailing, so the Hotline wanted a more reliable and flexible Unified Communications system.

Challenges

After attempting to patch the old phone system together, spending more than \$2,700 in parts, they needed to replace it completely – on a small budget of \$30,000 that was funded by grants. Competitive quotes from Shoretel and Cisco were coming in at triple (or more) their allotted budget. Other budget-breaking items also needed to be addressed, including ongoing phone bill costs. They used a Primary Rate Interface (PRI) for carrying voice and data, using a T1 carrier line with 30 channels costing about \$40 each. Plus, the Centrix analog lines were costing an additional 25 cents (US) per minute.

Solution

Switchvox SMB 305 server-class PBX, designed for medium-size businesses accommodating up to 150 users. With about 90 current users, the SMB 305 easily makes Pathways future-proof. Next, they tore out the Centrix lines and PRI, replacing it with SIP (Session Initiation Protocol) for voice and video over IP. With SIP, any device - audio, data, or video - can talk to any other device using the Internet much cheaper than through a phone line where data charges apply. "Fortunately, we were at the end of our contract with AT&T so replacing it was great timing," Bregy says. "That saved us a minimum of \$1,000 a month. Overall, we saved about \$16,000 a year by going 100% SIP."

Results

By building a unified communications platform,, Pathways was able to whittle away at the overall costs they were accustomed to paying. Overall, they saved about \$16,000 a year by using SIP. The organization was able to get added features, from mobility to enhanced reporting, without any extra expense because all features are inclusive with the Switchvox UC solution.

Making Your Best Customers a Priority

Jobbers Warehouse Supply

Jobbers Warehouse Supply (JPW) is a leader in the automotive aftermarket, selling engine parts to machine shops and parts stores all across the U.S. and Canada. With headquarters located in Minneapolis, MN, this engine parts distributor for automotive, marine, heavy duty, and performance markets. Maintaining a multi-million dollar inventory in engine parts, it also has three warehouses in Green Bay, WI; Kansas City, MO; and Indianapolis, IN.

- **system being replaced:**
Nortel digital PBX
- **other systems being considered:**
Nortel (upgrade), NEC, and Avaya



“From an installation standpoint, it was smooth sailing all the way. In terms of functionality, Switchvox exceeded expectations. From a cost perspective, JPW is just another happy Digium customer.”

Tom Schooley
Digium Select Reseller
OpenIP Solutions

Objectives

With outdated technology plaguing the growing company, JPW needed to replace an older model Nortel Meridian digital PBX. The outdated system had no VoIP capability, and therefore provided no path or application for customer data to be integrated into the existing IT voice infrastructure—a prerequisite for setting up priority queues. These queues would enable the system to recognize preferred customers by their inbound phone number.

Challenges

JPW required a newly designed infrastructure that would replace the existing digital system with a web-centric, IP-based answer. There was more to it than buying a new telephone system, though; it required the IT team to design an all-new infrastructure to support a more feature-rich Unified Communications solution.

Solution

JPW replaced the Nortel voice and data system with the Digium Switchvox SMB 305 desktop appliance. Fully expandable to support up to 150 users as the company grows, JPW currently accommodates 25 users, including 12 sales and customer service representatives in Minneapolis, with eight remote phones in Green Bay and Kansas City connected over a VPN (Virtual Private Network). They

use SIP (Session Initiation Protocol) trunks for access to the phone networks for users in these markets. The VPN provides an easy to use long-distance secured network that saves JPW money by eliminating costly long-distance leased telephone lines, long-distance telephone charges, and offloading support costs. Also implemented SIP trunk technology for the remote locations and their employees. This companionable connection between the Switchvox IP PBX and a service provider’s application servers, allows VoIP communication between the two, acting like an intermediary.

Results

JPW was able to accomplish their goal of better servicing their priority clients by replacing an outdated digital telecom system with a flexible UC solution that had no contractual requirements. The company was also able to integrate the customizable database software, SugarCRM, with Switchvox. They are receiving a wide range of functionality, some of which they were not expecting in any new system. Caller identification, tracking, and reporting capabilities for instance, help JPW’s sales and customer services manager address specific job performance issues thanks to call reports generated after every call. The completed project cost JPW \$15,000 which is 30 to 40 percent less than comparable proprietary solutions like Nortel, Avaya, or NEC.

The Flexibility to Work Where You Want

Adventure Center

Adventure Center organizes and implements culturally-based group adventure tours in exotic destinations around the world.

- **system being replaced:**
outdated, hybrid system
- **other systems being considered:**
various proprietary systems



“We needed to find a phone system that could accommodate our staff as well as help improve and grow the business. Switchvox offered the most extensive set of features at an affordable price.”

Richard McConnell
Director of IT
Adventure Center

Objectives

As a specialty travel business that organizes adventure tours to remote, exotic locations, the Adventure Center must retain a diverse staff that is highly trained. Because much of the staff is located outside the corporate office, the company needed a communications system that easily serviced remote, mobile employees. Additionally, the company was interested in a Unified Communications solution that offered more features and reporting – and went beyond a basic phone system.

Challenges

The company’s 20 employees heavily rely on the phone system to facilitate inbound calls regarding their services, to plan trips and communicate with clientele. As a small, but quickly growing company with employees located from San Diego to Bangkok, Adventure Center needed a solution that met its existing needs yet was flexible enough to scale as the company expanded, without having to make another huge investment. It also needed a solution that would help minimize monthly phone costs.

Solution

The company selected a Switchvox UC system. The affordable, on-premise solution, was easy

to manage and meant the company’s IT team could easily make alterations to the system on the spot. The low-cost meant there was room in the budget for a back-up server. The pre-configured back-up provides redundancy, in case the primary system should fail.

Results

Since deploying Switchvox, Adventure Center has increased the overall efficiency of its operations. By having the ability to offer its employees flexible hours and remote working scenarios. It has retained staff, eliminating costs associated with recruitment and training. And, all staff can help service clients through the Switchvox system without incurring long distance charges or requiring a separate phone number – even for those staff members in remote locations. Furthermore, because the company can track its call volume through Switchvox’s detailed reporting, it can staff its office more intelligently. This has enabled Adventure Center to field a higher volume of incoming calls, which increases sales by reducing the number of missed or abandoned calls. Switchvox has allowed Adventure Center to better evaluate its advertising decisions by using multiple 800 numbers, enabling them to publish unique phone numbers for each advertisement they place. This helps them have a better feel for their ROI and track the effectiveness of their advertisements.

More Features, Better Integration... at the Best Value

Strategic Health Care

Strategic Health Care in Santa Barbara, California is an information intelligence solution offering real-time analytical data for the healthcare industry.

- **system being replaced:**
Outsourced, hosted IT-based system called Clear Star by Impulse Advanced Communications
- **other systems being considered:**
Other hosted solutions; or renegotiate with existing hosted provider



“We are now looking at a cost of \$70 per year, as opposed to \$70 per person per month — plus the cost of equipment. The savings off the top alone are impressive.”

Cevin Doppmann
Strategic Health Care

Objectives

Eliminate the crushing costs of outsourcing a hosted IP telephony solution that averages \$70 to \$80 per user, per month. Strategic Health Care needs a cost-effective replacement system to bring their telecommunications in-house.

Challenges

Strategic Health Care had an existing, up-to-date telephony system with advanced features. The health care organization needed to keep the same features, but wanted to significantly reduce the costs associated with a comparable solution. At the same time, Strategic Health Care decided to bring the management of their IT needs in-house, in yet another effort to better manage costs.

Solution

Strategic Health Care implemented Digium’s Switchvox SMB along with Asterisk. This solution meant keeping features the support team needed, while still reducing costs. They purchased Digium Switchvox SMB right out of the box, expecting to have to reconfigure the phone set-up and reset the entire phone system to Switchvox specifications. However, the simplicity of the solution allowed Strategic Health Care to proceed without requiring additional technical support needed for installation.

Results

Eliminated more than \$2,100 (per month), or approximately \$25,000 a year in user fees by replacing their hosted phone system with the Digium Switchvox and Asterisk solution. They were able to continue using their proprietary software by entering through a web portal where their customer support team could perform all their functions online, including building reports and documenting customer issues.



Digium®. We're changing the way businesses communicate.

Founded in 1999, Digium is the creator and primary developer of Asterisk, the industry's first open source telephony platform. More than one million customers in 125 countries have deployed Asterisk-based systems. Digium is committed to ending the days of expensive, proprietary telecom. The Switchvox family of Unified Communications solutions is built on Asterisk and is designed to provide enterprise class features at affordable prices for small and medium businesses.

The award-winning line of Switchvox IP PBX phone systems provides more than a phone system—it delivers a Unified Communications platform that integrates multiple features that increase productivity and lower monthly communication costs. It's the affordable solution with a proven return on investment for businesses with 10 to 400 users.

Want more information on Switchvox?
Take a virtual tour of this powerful Unified Communications platform:
www.digium.com/switchvox

Contact us — we're here to help.
Talk with a Switchvox specialist:
1 877 344 4861
1 256 428 6271
sales@digium.com