



Park'N Fly Deploys Primus Hosted PBX to Streamline Operations, Achieving a 12 Month ROI



PARK'N FLY



The solution did exactly what it was billed out as... one bill, one company, one help desk, one number to call...

- Dave Vanauken,
Director of Information Technology,
Park'N Fly Canada

SUMMARY

Region: Canada
Industry: Parking Services
Locations: 11 sites in Vancouver, Edmonton, Halifax, Toronto, Ottawa, and Montréal
Employees: 300 - 500, depending on season

Business Challenges:
Needed to replace a 15 year old Nortel physical PBX with a centralized system, while consolidating 5 telecommunications providers and handling change management

Solution:
Hosted PBX service with 98 seats across multiple locations

Key Result:

- Simplified and streamlined operations
- Unified billing
- One service provider for all locations
- Centralized cloud-based PBX, with extension dialing between branches
- Uniform employee experience for all voice communication needs

BACKGROUND

Park'N Fly is Canada's premier airport parking provider. With parking lots adjacent to major airports in six markets, the company provides coast-to-coast valet, economy, and self-park options, as well as ancillary vehicle services such as refueling, detailing, and oil changes.

BUSINESS CHALLENGE

Across its distributed operations, Park'N Fly had relationships with no less than five different telco carriers and eight accounts, and no unified billing for the business units. As part of efforts to "streamline, organize operations, and build maturity into processes," the company decided to also tackle what Dave Vanauken, Director, Information Technology, Park'N Fly Canada, described as a "rat's nest of different telco solutions." At Park'N Fly's larger sites, the system in place was mid 80s vintage Nortel for physical PBX - technology that was "long overdue for an overhaul," he explained. The company also had assorted individual phone lines and services at other locations.

Park'N Fly's goal in upgrading was not to replace equipment at individual sites, but rather to connect different business units together in one cohesive system that the company could leverage to drive business change for the long term. A new system would also have to add some functionality while fixing current issues: the main driver for implementing new technology was avoidance of maintenance and replacement costs on the Nortel boxes. "We were starting to see hardware failures, and the costs of service were starting to mount up," Vanauken observed.

SOLUTION

Park'N Fly considered an internally hosted VoIP system, but was reluctant to pursue this upgrade option due to the small size of its IT team - three full time employees - who would have to manage onsite equipment in addition to complex software updates. Primus' hosted PBX solution represented change, but was appealing, Vanauken explained, "since it could address all those hurdles that we were faced with."

The Park'N Fly team had some concerns about making the changes to their phone system. Staff who had been with the company for 10-15 years were very comfortable with the old system and their routines. To manage this, the company chose to implement hosted PBX first at headquarters, and then at the Vancouver location to work out any issues before deploying at additional sites. To help with change management, the company took its time with the deployment in order to demonstrate to employees

that the new system was being used effectively. In addition, deployment was staggered to allow Park’N Fly time to work with Primus on configuration of third-party interactive voice response technology to hosted PBX across all locations prior to national rollout.

Park’N Fly’s lengthy rollout was necessary in Vanauken’s view to ensure internal stakeholder buy in. A key piece of this process involved running the new and old systems in parallel to allow employees to become frustrated with the old system, while onboarding the new one. According to Vanauken, phones were in place and fully functional for several months at each location before a final switch was made: employees had the option of using the new phones for internal and outbound calling to develop familiarity with the new system before inbound calling was also switched to the new system.

To support employee adjustment, the company also took Primus Q&A literature and phone documentation and combined this with the team’s own learnings on phone systems to develop instructional materials that they pushed out to managers at various locations for onsite training. While Primus’ hosted PBX offers advanced phone functionality, such as ‘find me, follow me’ capability that delivers simultaneous ringing on a cell phone and at the office number, Park’N Fly’s primary requirement was for replacement of a basic phone system. The more tech savvy workers and IT staff were quicker to adopt new productivity features. As a result, these kinds of value-added capabilities are currently used by about 20 percent of staff. The company also makes use of web portal management, web conferencing, and the auto attendant features in its hosted PBX solution.

In terms of the actual deployment, Vanauken noted that Primus “did most of the heavy lifting and initial set up.” Primus carried out a needs assessment, based on employee numbers and role requirements, to determine if additional data lines were needed for telephony at individual locations. Using this information, Primus built out the configuration and managed this provisioning on the back end, delivering redundancy and carrier diverse connectivity where needed.

KEY RESULTS

12 Month ROI

Park’N Fly’s primary motive for deploying the Primus solution was to replace an increasingly non-functional, physical PBX system: “we were scratching an itch, solving problems,” Vanauken explained. The company was not expecting huge cost savings on a new system or on long distance calls, but with hosted PBX, Park’N Fly was able to realize one of the key benefits of cloud-based systems, the shift from CAPEX to OPEX spending, and a 12 month ROI. According to Vanauken, “the hosted PBX implementation was budget neutral with respect to our ongoing costs, so without any capital outlay, we essentially got a new system for free – it made good business sense. With all the set up costs and all the initial roll out costs taken into account, we were able to break even within a year. It was a no-brainer.”

Reduced Maintenance with Increased Flexibility and Control

Vanauken described avoidance of maintenance issues experienced with the old Nortel technology as “icing on the cake,” and he also appreciates the drop in complaint calls the team has received since deployment of the Primus service. With the old phone system, configuration would entail a service call from the telco provider, who would fix with manual programming. However, through the hosted PBX web portal, Vanauken’s team is able to manage a number of provisioning tasks internally, such as ensuring calls filtered from the IVR system to PBX are delivered to the right people, targeting hunt groups, configuring DID or phone numbers, determining dial order, dropping or adding phones (without running new phone lines), and dumping voice calls into voice mail, depending on workload. The result is increased flexibility and control.

Centralized IP-Based Phone System

While Park’N Fly was motivated by a desire to deploy a centralized IP phone system, each business unit in the company operates based on local conditions. Using the “departments” feature within the hosted PBX solution, the company was able to deliver

specific rules for each city. “Some wanted to treat things a little differently in terms of what their employees were allowed and not allowed to do,” Vanauken noted. “And we had the capability within Primus’ Hosted PBX to create departmental buckets that we could use to set up the rules slightly differently for each location.” Some locations have greater telephony needs: three valet service sites, for example, need more “hunt” or ring groups set up for their specific type of operation. “Being able to set those up differently from the others, while staying under the same operational umbrella was valuable,” Vanauken concluded.

Simplified and Streamlined Operations

Other value-add services that have been helpful to Park’N Fly include extension dialing, relief from the “nuisance” of long distance charges, and capabilities like ‘find me; follow me’ which improve productivity. “It was not meant to be a Shangri-La experience, but the new phone system met and exceeded expectations,” Vanauken added. “The solution did exactly what it was billed out as.” But even more importantly, Park’N Fly was able to untangle the mess of providers it was originally saddled with: “I wanted one bill, one company, one help desk, one number to call...” – a cohesive supplier.

ABOUT PRIMUS BUSINESS SERVICES

Primus Business Services is a national leader in advanced communication solutions, providing a comprehensive portfolio of voice and access solutions.

Canadian Businesses rely on Primus’ industry leading service and support commitment that delivers reliability, security and compliance. When you partner with Primus, you get access to a dedicated Account Representative and team of experts who will collaborate with you on your business requirements.

Visit [primus.ca/business](https://www.primus.ca/business) or call **1-888-502-8380** to learn more.