

CASE STUDY: MEDICAL/TECHNOLOGY



PRIMUS' HOSTED PBX REDUCES COSTS, IMPROVES CALL QUALITY & PRODUCTIVITY

"Other solutions we looked into didn't have a dedicated line, and couldn't guarantee call quality. With Primus' strength being around call quality, it was an easy decision... and the call quality is better."

– Ryan Stoutenburg, IT Manager



SUMMARY

Region:
GTA, ON, CANADA

Industry:
Medical/Technology/Life Sciences

Locations:
One

Employees:
60 - 65

Business Challenges:
Looking to replace an outdated PBX phone system post merger that wouldn't impact CAPEX budget

Solution:

- Hosted PBX – 43 users
- Softphones
- Overhead Paging Adapter

Key Results:

- Streamlining & Cost Savings of \$4,800/yr
- Improved Call Quality
- Better Redistribution of IT Resources
- Extended Support Team
- Streamlined phone system

OVERVIEW

Vantage Endoscopy, headquartered in Markham, Ontario, is a subsidiary of Diploma PLC. Vantage Endoscopy specializes in endoscopic visualization technology, therapeutic intervention, reprocessing, and infection control, serving Canada's Gastroenterological community with sales and service capabilities in all regions.

BUSINESS CHALLENGE

Vantage Endoscopy was formed in Sept. 2011 from the merger of two companies — Carsen Medical Inc. and AMT Endoscopy. Prior to the merger, employees were in two older buildings. With the company's merger, they transitioned to a new business name and moved into a new building.

IT Manager Ryan Stoutenburg says the company had a 20 year-old PBX phone system that couldn't be used in the new building without spending more money on an entirely new system, so they compared the investment required in an entirely new PBX versus the investment in a Hosted Phone System.

"For this 'new move' project, we were already over budget in a lot of areas, so not having as big of a CAPEX budget impacted our decision to go with a hosted phone system," explained Ryan. "Plus, a premise-based PBX was more complex to address and we really needed something more streamlined because the overall project was so complex."

The company evaluated based on cost savings and implementation timelines between Primus and a few other providers, but only Primus provided a dedicated circuit and back-up circuit. "As we don't have a large IT staff, and can't afford to pay \$200/hr for someone to come in and service basic phones on an ongoing basis, Primus' Hosted PBX was the best choice," added Ryan.

SOLUTION

Vantage Endoscopy installed 43 Polycom™ IP Phones and a few softphones for sales and service reps that are actively on the road. The firm's Primus Hosted PBX runs over Primus' managed, secure data network which takes away the burden of on-going phone maintenance. "Half of our team is made up of sales and service reps in other provinces," explained Ryan. "Many use their own cell phones, but the reps that travel internationally are using Primus Hosted PBX for cost savings. Regional managers and some employees who travel frequently to conventions in the United States and Europe are using mobile softphones."

KEY RESULTS

Streamlined Phone System & Cost Savings

Moving away from a premise-based system allowed the company to stay within budget and has saved the company at least \$300-\$400 per month on Long Distance. "And, as we grow, and call volumes increase, the savings will increase," said Ryan.

Guaranteed Call Quality

As Vantage Endoscopy's products and services are customer facing, they can't afford to have call quality issues. Primus Hosted PBX service delivers guaranteed call quality as it keeps data and voice traffic separated over a dedicated private access, ensuring communication is fully optimized. The dedicated private access connects to hardware supplied by Primus, including Cisco routers and Power over Ethernet switches — which allow for a clean delivery of access and power to the phones.

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A Web Portal that Empowers Employees & Provides Better Redistribution of IT Resources

In addition to end-users controlling their own features and services using traditional star codes, or the phone-based graphical user interface, they can also access options through the Primus HPBX web portal. Multi-level menus on Primus' web portal enable authorized users to "pre-set" call-routing and other options. Vantage Endoscopy's settings are securely accessed using a standard web browser — and can be easily modified anywhere, anytime to adjust to changing conditions; for example, to post a recorded message regarding a holiday-related delay.

"Our operations manager does some of the set-up tasks and activates after hours or holiday greetings—it doesn't have to be me," said Ryan. "Not having to call me is great because I'm travelling all the time between the various companies."

Extended Support Team & Responsive Service

"If there is an issue, it gets resolved quickly, which wasn't the case when we had our PBX — everyone had some sort of complaint," said Ryan. "At Primus, the employees are responsive to issues and quickly resolve them."

In addition, Ryan explained that every capability that he's asked for, Primus has been able to provide. "When we wanted to add a paging system in the building a few months later, our Primus contact reached out to other customers to see how they implemented their paging systems, and he got us the hardware we needed — it was fantastic! We feel as though we have this other team to help us."

Lessons learned

Ryan concludes that having a choice about how to do something is a great advantage with Primus' Hosted PBX because "what works best for one employee might not necessarily work for another." As an example, Ryan mentions that "instead of using the 'find me' call-forwarding feature to ring an agent's home phone, account managers can physically carry their office phones with them, plug them in at home, and continue working just as if they were in the office."

About Primus Business Services

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