

Allworx connects multiple locations with ease.



Troy Ping answering a call on the Allworx 9112 phone.

“Allworx makes it easy to add an extension or make a change at one of our office branches — we just plug right into the network.”

Michael Moffitt, IT Administrator, C B & K Supply Inc.

IN THE SPRING OF 2007, C B & K Supply Inc. was preparing to move its main office and warehouse into a new facility in Janesville, Wis. The company was employing a Nortel telephone system that had become antiquated, and it decided the time had come to get a phone system that would better meet its operations and its growing needs.

C B & K is a premier supplier of quality plumbing and industrial products and hand tools. In addition to the new Janesville facility, the company has two branch offices with warehouses in Madison, Wis. and Freeport, Ill.

C B & K had a maintenance contract with Nortel because the system required service technician calls

any time a phone needed to be re-programmed or changed. Even with the contract, technician calls sometimes carried extra charges.

To find a phone system that could enhance communication between its multiple sites, save money and offer state-of-the-art flexibility and functionality, C B & K Supply

contacted InfoSys Consulting Inc., which provides a range of services for small- to medium-size business, including applications development, VoIP phone systems, Internet connectivity, wired and wireless networks, system integration and remote application services.

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The Challenge

C B & K Supply, which was using an old Nortel system with about 15 analog trunks, was moving its main office and warehouse to another location in Janesville, Wis. In addition, the company had a point-to-point T1 connection between its Janesville and Madison locations, which was costing more than \$600 per month. C B & K needed a cost-effective phone system that offered greater flexibility for connecting its multiple locations, along with simpler programmability.

The Solution

- Allworx 24x system
- Allworx 6x system (2)
- Allworx 9112 phones (60)

The Benefits

- Multiple site connectivity
- Flexibility
- Programmability

Company: C B & K Supply Inc.
Industry: Wholesale distribution
Size: 54 employees
Locations: 3

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Infosys, an Authorized Allworx Reseller, had previously performed network security services for C B & K Supply. After Infosys provided a demonstration of an Allworx system, Alan Vierthaler, C B & K's controller, made the decision to move forward with a switch to Allworx.

Infosys installed the Allworx 24x system in Janesville, an Allworx 6x system at both the Madison, Wis. and Freeport, Ill. locations, and more than 50 Allworx 9112 office phones in March 2007.

When C B & K purchased the Allworx 24x, it eliminated the need to extend Cat6 and phone cabling throughout the Janesville building. Infosys installed PoE switches to reduce the mess resulting from multiple cables. In some office cubicles, Infosys was able to leverage the switch in the phone to share a network connection, and it also installed an Aastra SIP DECT wireless solution in the Madison office to enable warehouse staff to answer calls coming into the parts counter.

“Allworx is a straightforward, easy-to-use system. No one has had any issues learning it or working with it.”

Alan Vierthaler, Controller, C B & K Supply Inc.

Greater flexibility, advanced features

The switch to Allworx has made work life easier for Michael Moffitt, C B & K Supply's IT Administrator.

“The programming of the Allworx system gives us a lot of flexibility, which we're benefiting from,” Moffitt said. “It is extremely easy to add an extension, change a user or make a change at one of our office branches — we just plug right into the network.”

Company employees and the company as a whole also are benefiting from the features offered by Allworx that were not available with the previous Nortel system.

- The Call Assistant feature allows the receptionist to handle about 1,000 calls per day, without any difficulty.

- Sales representatives and other employees forward office calls directly to their cellular telephones, so they never miss a call. During weekends, calls are forwarded to the mobile phone of an on-call employee.
- Group extensions allow Moffitt and other staff to contact a group of phones simultaneously.
- Key staff members were given direct numbers by leveraging Direct Inward Dial (DID) numbers.
- C B & K utilizes all nine Auto Attendants and has them programmed for such areas as company default, company directory, hours and locations, after hours and locations.

One system for multiple sites

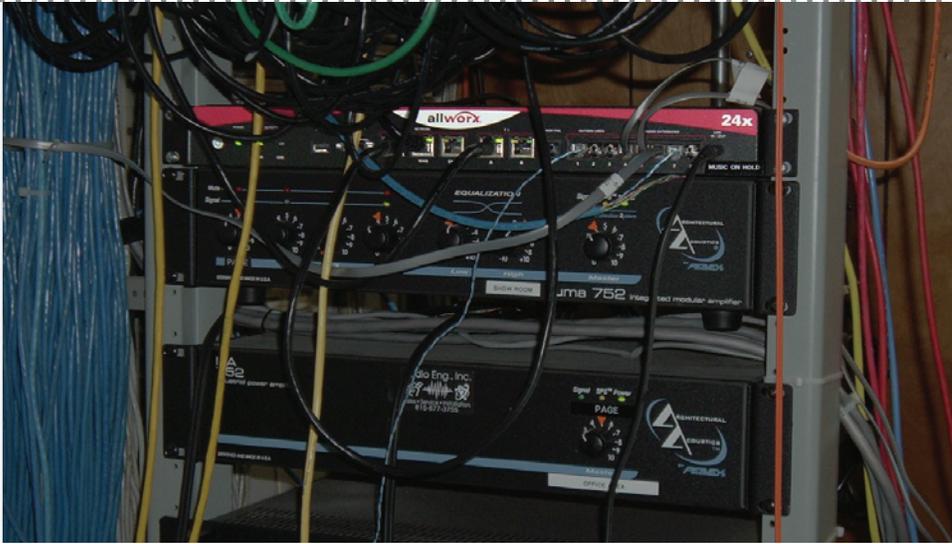
The wholesale distributor's Nortel system had 15 analog trunks and a point-to-point T1 connection between the Janesville and Madison sites, enabling phone calls to be transferred between the locations. According to Matthew Orr of Infosys, the T1 line was costing C B & K Supply more than \$600 per month.

“We were able to retire the point-to-point T1 line and leverage an existing DSL connection to connect the three sites together, which will result in significant savings,” Orr said. “And by moving from analog to digital, the company will see a significant reduction in its per-minute charges.”

The Allworx 24x, 6x, and VoIP Phone



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The Allworx 24x installed at CB&K Supply's main office in Janesville, WI.



Bob Nuoffer answering a call on the Allworx 9112 phone.

Company Profile

C B & K Supply Inc. is known throughout south central Wisconsin and northern Illinois as a premier supplier of quality plumbing and industrial products, and hand tools. Traditionally, the company has served customers within a 150-mile radius of Janesville, Ill. including Madison, Wis., Chicago, Milwaukee and Rockford, Ill. From plumbing and mechanical contractors, to its large industrial facilities, C B & K strives to be the primary source for all of its customers' requirements.



To learn more contact:

C B & K Supply Inc.
PO Box 1037
Janesville, WI 53547-1037
Phone: 608-755-5100
Fax: 608-752-1273
www.cbkinc.com

C B & K Controller Alan Vierthaler said that while the company will save money over time, it is hard to quantify cost savings yet. The main advantage is that the company has one system that meets the needs of all its offices and facilities. "The conformity of our telephone system over the multiple sites is much better than what we had before," Vierthaler said. "It is nice to work seamlessly off a common system."

"Allworx is a straightforward, easy-to-use system," he added. "No one has had any issues learning the system or working with it."

Enhancing DSL voice quality

Several months after the installation, C B & K experienced some voice-quality issues when making calls between the multiple office sites. Infosys examined the problem, which seemed to have more to do with bandwidth than any issues with the Allworx configuration. After upgrading from a DSL connection to a fractional T1 line the problem was remedied, and the voice quality has been exceptional ever since.

"We are very pleased with Allworx overall," added Vierthaler. "If other small businesses are looking to take advantage of the system using DSL, they just need to be mindful of the amount of bandwidth they have." ■

"By moving from analog to digital, the company will see a significant reduction in its per-minute charges."

Matthew Orr, Infosys Consulting

Allworx in action

The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx resellers work with you to create a configuration that suits your needs and prepares for

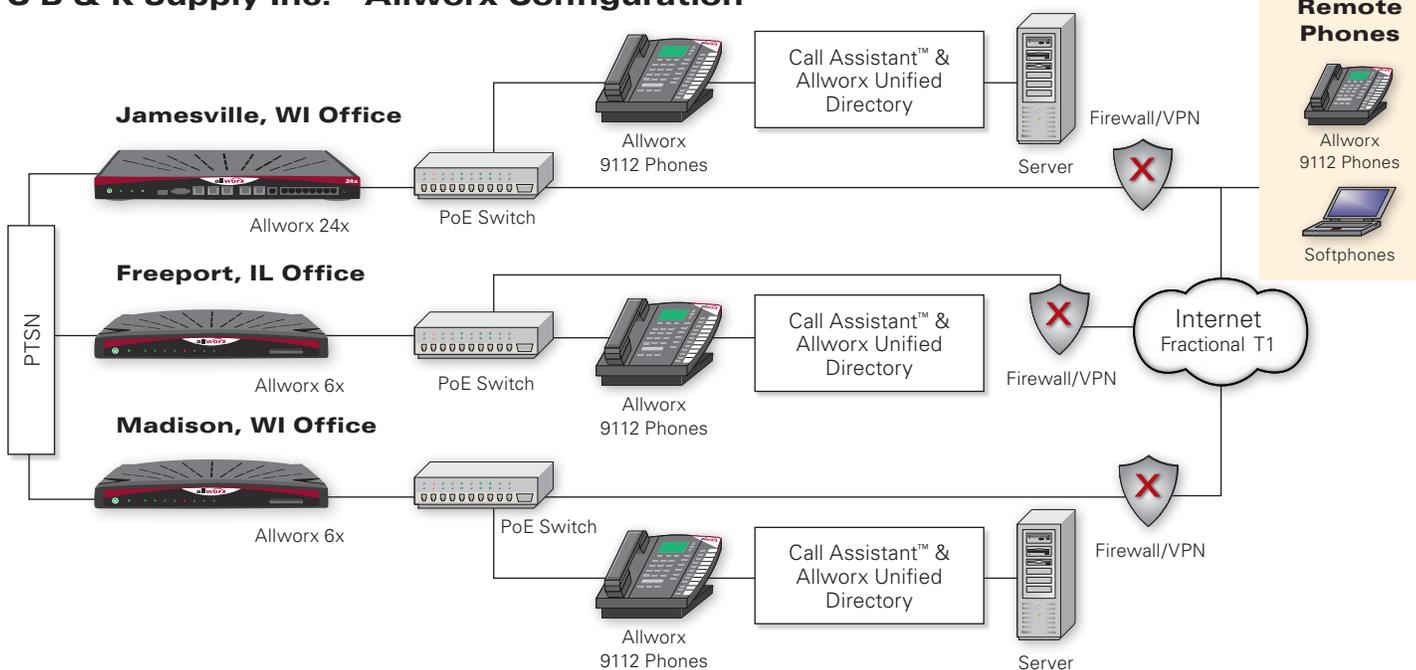
business growth. The configuration shown here was designed especially for C B & K Supply Inc., satisfying their current needs and building a solid platform for tomorrow's expansion.

C B & K Supply Inc. – system components

Phone system	Network server	Advanced features	Options
<input type="checkbox"/> Analog phones*	<input checked="" type="checkbox"/> Automated backup	<input checked="" type="checkbox"/> Allworx Call Assistant™	<input type="checkbox"/> Analog station gateways
<input checked="" type="checkbox"/> Auto attendants	<input checked="" type="checkbox"/> Email server	<input checked="" type="checkbox"/> Allworx Call Queuing™	<input type="checkbox"/> CO line expansion units
<input checked="" type="checkbox"/> Customer call routing	<input checked="" type="checkbox"/> Fax support	<input checked="" type="checkbox"/> Allworx Conference Center™	<input checked="" type="checkbox"/> Mirrored disk/USB
<input checked="" type="checkbox"/> Multi-site calling	<input checked="" type="checkbox"/> File server	<input type="checkbox"/> Allworx Group Calendaring	<input checked="" type="checkbox"/> Music on hold*
<input checked="" type="checkbox"/> Presence Management	<input checked="" type="checkbox"/> Firewall SPI security	<input checked="" type="checkbox"/> Allworx Internet Call Access	<input checked="" type="checkbox"/> Switches*
<input type="checkbox"/> PBX & Key phone system	<input checked="" type="checkbox"/> LAN — PC network router	<input type="checkbox"/> Allworx Virtual Private Network	<input checked="" type="checkbox"/> T1/PRI gateway
<input checked="" type="checkbox"/> Remote users	<input checked="" type="checkbox"/> MS Outlook Compatibility		<input checked="" type="checkbox"/> Uninterruptible power source*
<input checked="" type="checkbox"/> Unified messaging	<input checked="" type="checkbox"/> Multi-site: <u> 3 </u>		
<input checked="" type="checkbox"/> Voice over Internet	<input checked="" type="checkbox"/> One Inbox (unified messaging)		
<input checked="" type="checkbox"/> Voicemail	<input checked="" type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> VoIP phones	<input checked="" type="checkbox"/> Web server		

* Integrated from previous non-Allworx communication systems.

C B & K Supply Inc. – Allworx Configuration



Installed and supported by an Authorized Allworx Reseller.

Allworx is a state-of-the-art communication system that integrates a sophisticated phone system, a robust data network and software tools, all working together to increase employee productivity and business revenues. Designed for companies of up to 100 employees per site, Allworx improves communications while simultaneously reducing cost.



InfoSys Consulting, Inc.
 226 South Spring Street
 Beaver Dam, WI 53916
 Phone: 866-220-2546
 www.infosyshelp.com