

## Allworx & PAETEC deliver a phone system network for multi-office company



Heather Wilkinson making a call on the Allworx 9112 phone.

*“We couldn’t have replaced our old system with another offering from that supplier for anything close to the price we paid for Allworx.”*

*Angie Leraas, IT/Accounting, Carlton Scale*

CARLTON SCALE, A COMPANY THAT distributes and services all types of industrial scales, offers multiple office locations, but the telephone systems across the offices were out of balance.

The company’s headquarters in Greensboro, N.C. employed a Norstar system. The seven branches in North Carolina, Tennessee, Virginia and Maryland each had a different phone system.

Some offices had voicemail for employees but others did not. Each location had different equipment for voice compression to allow employees to call other offices through extensions. According to Angie Leraas, who handles IT and accounting at Carlton Scale, this equipment was old, outdated and difficult to maintain

since it required calls to multiple service technicians for repairs or replacements.

When the company’s new president Chris Trevey came on board in June 2007, he wanted the entire company on the same system. Carlton Scale reached out to Hayes & Associates Inc. of Rural Hall, N.C., which had provided network services to the company for years.

### **Taking a test drive**

Jim Hayes, president of Hayes & Associates, a seasoned veteran of IP telephony deployments for companies around the globe, decided it was time to review the current state-of-the-industry for the next generation of VoIP telephone systems. Jim installed his first VoIP system back in August of 1994

*Continued on next page*

### **The Challenge**

Carlton Scale’s corporate office employed a Norstar phone system, while each of its seven branches had a different system. Some phone systems had voicemail capability, but not all. The company was looking for a new solution that would enable all the offices to be on a common system.

### **The Solution**

- Allworx 24x system (at main office)
- Allworx 6x system (7) (in branches)
- Allworx 9112 phones (86)
- PAETEC MPLS Network

### **The Benefits**

- One telephone system across multiple locations
- PAETEC network provides employees with secure access to company data from virtually anywhere
- Voicemail for every employee

**Company:** Carlton Scale  
**Industry:** Industrial scales  
**Size:** 85 employees  
**Locations:** 8

*Continued from previous page*

and has been staying on top of this rapidly changing technology ever since. Jim had been looking for a new VoIP telephone system for a few months when he came across the Allworx system line. Following an Allworx product demonstration, Jim and his team were positive they had found their choice of VoIP telephone systems going forward. Jim found that with the Allworx system it was now incredibly easy to configure remote phones and to seamlessly integrate the telephone system with the existing network, and the bottom line was the outstanding quality of each and every call made with the system. Jim not only ordered an Allworx system on the spot, he also signed up to become an Allworx reseller that same day.

Hayes & Associates' Allworx system enabled Carlton Scale to take the system for a trial run. Jim Hayes connected one of the branch offices to his office's Allworx system to give the company the opportunity to try it out. Based on the positive trial experience, Carlton Scale decided to install Allworx

*"The entire process was completed in about 90 days."*

*Jim Hayes, Hayes and Associates*

in November 2007, and the installation happened quickly thereafter.

"The entire process was completed in about 90 days," said Jim Hayes.

"Allworx systems were installed in five of the company's offices by the end of December, and the other three offices were connected in early 2008."

The company now employs an Allworx 24x system at its Greensboro corporate headquarters and Allworx 6x systems at the branch locations. In total, Carlton Scale has 86 Allworx 9112 office phones.

#### **Voicemail for all, and much more**

The company is currently benefiting from several features and capabilities of the Allworx system.

Every employee now has voicemail and three-digit, desktop-to-desktop dialing across the company. This has improved productivity because staff members can reach other employees easily and

can leave detailed voice messages without having to take the time to write everything down.

Staff members can forward their incoming calls to their cell phones, enabling them to be reached at all times.

Customers can be served more quickly and more efficiently, since an incoming call can be transferred easily to another office location.

Presence settings enable employees to let callers know where they are instantly, without having to re-record voicemail messages — whether in a meeting or on vacation.

Carlton Scale's owner, who is based at a separate location, has a remote phone in his office. He can now make instant contact to any office without having to use the company's toll-free number.

Systems Department employees who sometimes work from home have the ability to simply dial an extension and get connected to any office.

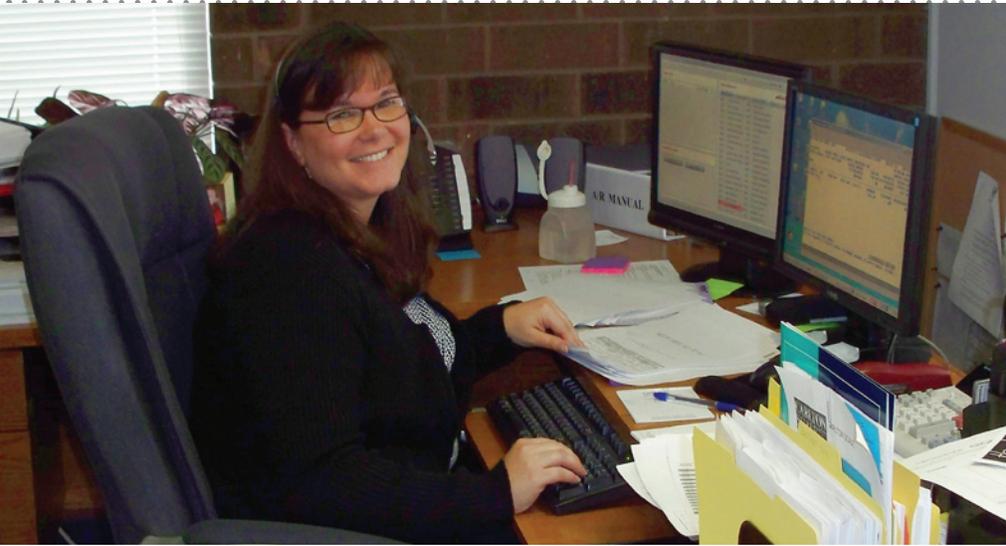
A soft phone is used when employees travel, which loads on a personal computer, enabling them to make local phone calls directly through the phone system.

"The Allworx system is very user-friendly, and it is a really wonderful system," said Angie Leraas. "I suggest that anyone go and try it. It has so many functionalities and it is so easy to set up conference calls."

"Allworx offers a great price and a great value," she added. "We couldn't have replaced our old system with another

*Continued on next page*





Kristie Campbell answering a call on the Allworx 9112 phone, while utilizing the Allworx Call Assistant Software.

offering from that supplier for anything close to the price we paid for Allworx.”

**The Allworx-PAETEC combination**

What makes the Carlton Scale installation particularly unique is that the state-of-the-art solution doesn't end with the phone system. Hayes & Associates — working with PAETEC Regional Director Marc Hurlbut — also sold Carlton Scale on moving its managed network from AT&T to PAETEC's MPLS Network.

When it is completely installed, the PAETEC MPLS Network will provide Carlton Scale employees with secure access to the company's data from virtually anywhere. PAETEC's Private-IP services utilize a world-class IP backbone, which reduces overhead and increases network performance.

According to Hurlbut, the PAETEC solution will be vital to Carlton Scale

because it will enable the company to prioritize its voice traffic across the network — making sure that the Allworx boxes “talk to each other” over the network.

“At the end of the day, Carlton Scale made its decision largely because of the work and expertise of Jim Hayes,” Hurlbut said. “Our price and the solution also were key factors. The application we are providing is unique compared to competitive offerings because it includes a managed firewall and the Internet in the center of the network.”

Hayes & Associates' solution for Carlton Scale will represent one of the largest Allworx-PAETEC applications since PAETEC acquired Allworx in the fall of 2007. ■

*“The Allworx system is very user-friendly and it is a wonderful system.”*  
Angie Leraas, IT/Accounting, Carlton Scale

**Company Profile**

**Carlton Scale**

Founded in 1946, Carlton Scale sells, services and calibrates all types of weighing instruments, scales and controls. The company's product line ranges from analytical balances to railroad track scales and everything in between. Industries covered include chemical, pharmaceutical, aggregates, agriculture, transportation, tobacco and food processing. Carlton Scale is the third-largest Mettler-Toledo distributor in North America.

**Carlton Industrial Automation**

Carlton Scale also has a Systems Division called Carlton Industrial Automation. This division provides custom hardware and software solutions to help companies in the manufacturing and distribution industry. They focus on automation projects that create efficiencies in labor force and data collection. Carlton Industrial Automation specializes in Automated Control and Weighing Systems, In-Motion Check Weighing Systems, Data Collection, PLC and custom software integration.



**To learn more contact:**

Carlton Scale  
120 Landmark Drive  
Greensboro, NC 27409  
Phone: (336) 668-7677  
www.carltonscale.com

**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

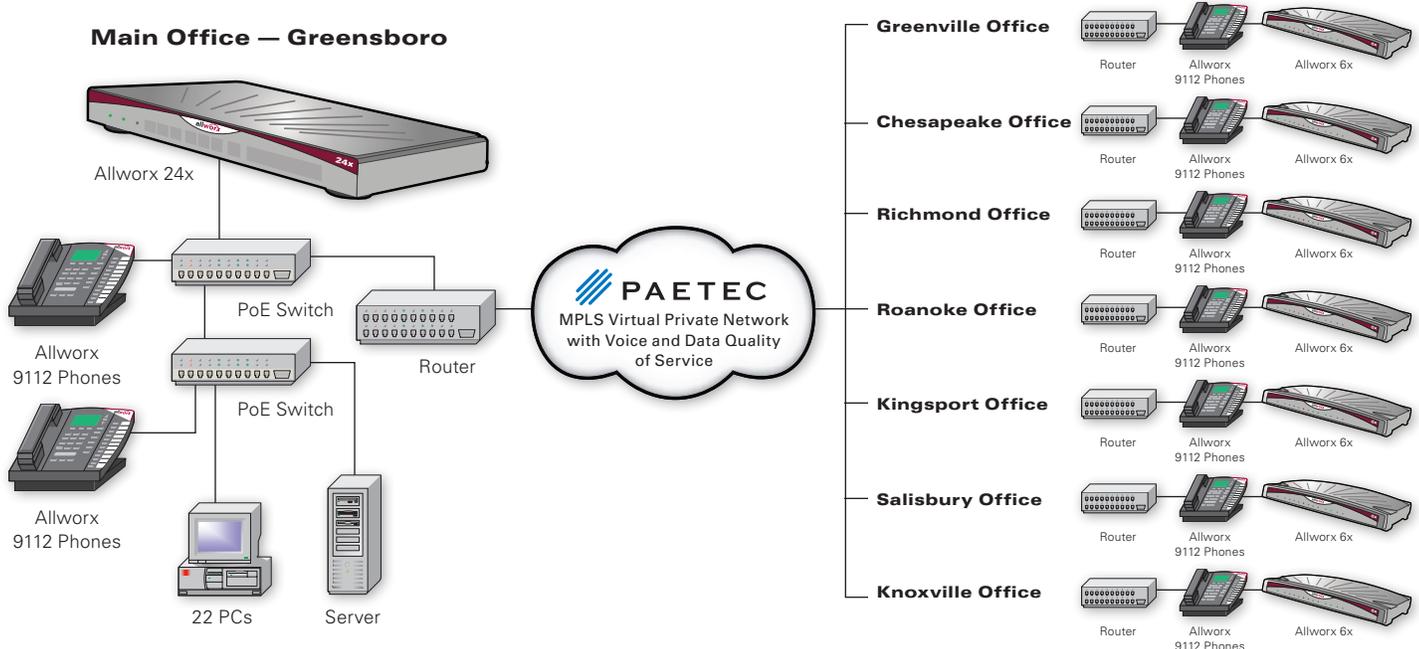
business growth. The configuration shown here was designed especially for Carlton Scale, satisfying their current needs and building a solid platform for tomorrow's expansion.

**Carlton Scale - system components**

Phone system	Network server	Advanced features	Options
<input checked="" 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 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 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 type="checkbox"/> File server	<input type="checkbox"/> Allworx Group Calendaring	<input checked="" type="checkbox"/> Music on hold*
<input checked="" type="checkbox"/> Presence Management	<input type="checkbox"/> Firewall SPI security	<input checked="" type="checkbox"/> Allworx Internet Call Access	<input checked="" type="checkbox"/> Switches*
<input checked="" type="checkbox"/> PBX & Key phone system	<input 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 type="checkbox"/> MS Outlook Compatibility		<input checked="" type="checkbox"/> Uninterruptible power source*
<input checked="" type="checkbox"/> Unified messaging	<input type="checkbox"/> Multi-site: _____		
<input checked="" type="checkbox"/> Voice over Internet	<input type="checkbox"/> One Inbox (unified messaging)		
<input checked="" type="checkbox"/> Voicemail	<input type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> VoIP phones	<input type="checkbox"/> Web server		

\* Integrated from previous non-Allworx communication systems.

**Carlton Scale - Allworx 24x and 6x 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.



Hayes & Associates  
 483 Forum Parkway  
 Rural Hall, NC 27045  
 Phone: 336.969.1871  
 Fax: 336.969.6973

[www.hayesandassociates.com](http://www.hayesandassociates.com)