

Allworx helps multi-site instrument manufacturer get in tune



Jason Torreano placing a call on his Allworx 9212 phone.

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Jason Torreano, Vice President, Eastman Music Company

EASTMAN MUSIC COMPANY IS BOTH A manufacturer and a wholesale distributor of quality musical instruments. Their headquarters are in Clarksburg, MD and their west coast division operates out of Pomona, CA. They also have locations in cities ranging from Boston to Beijing and beyond.

Eastman has six different divisions, from Eastman Strings to Eastman Winds, which make a wide variety of instruments. Their clientele includes an eclectic collection of musicians, from world-renowned artists such as Jimmy Buffet and The Coral Reefer Band to lesser known acts such as Cowbop.

While a healthy dose of diversity seems to be part of the normal business operations at Eastman Music Company, the diversity of their previous phone system actually placed a good deal of constraint on their normal business operations. This is what prompted Jason Torreano, Vice President of Eastman Music Company, to move his company to a solution from Allworx.

“I realized that most of our phone calls during the day are between locations with employees that have to ask me questions or share information. Those calls were really bogging us down, so being able to integrate the company and facilitate meetings and conference calling were the main motivating factors,” Torreano says.

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The Challenge

Eastman Music Company operates a number of offices throughout the United States and abroad. They employed a different phone system and different network services from a variety of service providers at each of their locations. Communications between Eastman’s multiple locations were both difficult and costly.

The Solution

- Allworx 6x systems (2)
- Allworx 9212 phones (36)

The Benefits

- Integrated communication across multiple locations
- Improved call quality
- Cost savings

Company: Eastman Music Company
Industry: Music instrument manufacturing and wholesale distribution
Size: 50 employees
Locations: 4

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The perfect solution

In order to aid them in their search for a new phone system, Eastman Music Company brought in Advanced Microcomputing Concepts (AMC), an Authorized Allworx Partner. When Anthony Chiappetta, the president of AMC, learned of Eastman's situation, he right away knew that an Allworx system could solve their problems.

Anthony and AMC were given the green light to install the Allworx system at four Eastman Music Company locations. Eastman's Allworx system consists of two Allworx 6x systems and 36 Allworx 9212 phones — 19 at their headquarters in Maryland, 14 in Pomona, two in Boston and one in Beijing.

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Jason Torreano, Vice President, Eastman Music Company

The efforts from Anthony and his team at AMC have garnered nothing but rave reviews from Eastman. "They were great and they took care of every need that I had. They made it feel easy because I was able to trust that they knew what they were doing. I didn't have to go and do all this research to make sure things were being done correctly," Torreano says. "They were also in charge of the Maryland operation, so they were able to set up this bicoastal implementation that ended up being great. The supplemental service that

AMC offers on the system is great too, so I know if I ever have a problem just to call in there and it's taken care of."

Integrated communications, cost savings and more

The Allworx system integrated the communications at Eastman Music Company and allowed their locations scattered all over the globe to appear as if they are all under one roof while still managing to cut costs.

"We don't really like our customers to have to be concerned with which location they're calling, so we have one main 800 number that naturally goes into Maryland. Then after a certain time of day we have all the calls come through our California office," Torreano says. "We only ever have one receptionist since all our calls get routed through one location or the other, but they can still go anywhere in the company."

"We're eliminating a whole other phone system in our Boston location and we're going to start taking all of their incoming calls as well," Torreano adds. "That's just the beauty of the system: that an incoming caller can be routed anywhere in the company, or in the world, and the customer doesn't feel it. So we're taking the three locations and it just feels like one building, one company."



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It's not only Eastman's United States locations that are better connected thanks to the Allworx system. "We also have one of the phones at our main factory in China, which is great. Obviously there's a lot of savings there because we just pick up the phone and dial an extension and we can communicate with our factory. We'll probably expand that to our other factories in Beijing as well," Torreano says.

Some advanced software features from Allworx are also helping to improve operations at Eastman. "Our receptionist monitors Call Assistant™ during the day because she receives all the calls," Torreano says. "I like it because she's able to tell the caller if somebody's on the phone without having to try their line. Oftentimes she'll put people on hold and know exactly when someone gets off, so she can monitor that and make sure that the call gets through as fast as possible."

Everyone benefits

Satisfying Eastman's goal of making internal communication between their offices better with an Allworx solution has had a trickle down effect in which communications with customers have improved as well. "The number one thing is providing a better service for our customers," Torreano says. "I was seeing that customers would call in to one location and have questions that somebody at the other location had to answer, and with our old system they either had to get a return call or they had to be put on hold forever."

"The same goes for our salesmen. They would call in and either have to wait for an answer or call back later, but oftentimes they're sitting there in front of a customer and they need immediate answers on stock and pricing. It's really made us much more efficient as a company and we're providing a much better service for our customer," Torreano adds. ■



Company Profile

Eastman Music Company is a manufacturer and a wholesale distributor of fine musical instruments. They are headquartered in Clarksburg, MD, their west coast division is located in Pomona, CA, and they operate other locations throughout the United States and abroad. Eastman's divisions include Eastman Strings, Eastman Winds, Eastman Handcrafted Guitars, Eastman Handcrafted Mandolins, Eastman Cases and Wm. S. Haynes Co.



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Allworx in action

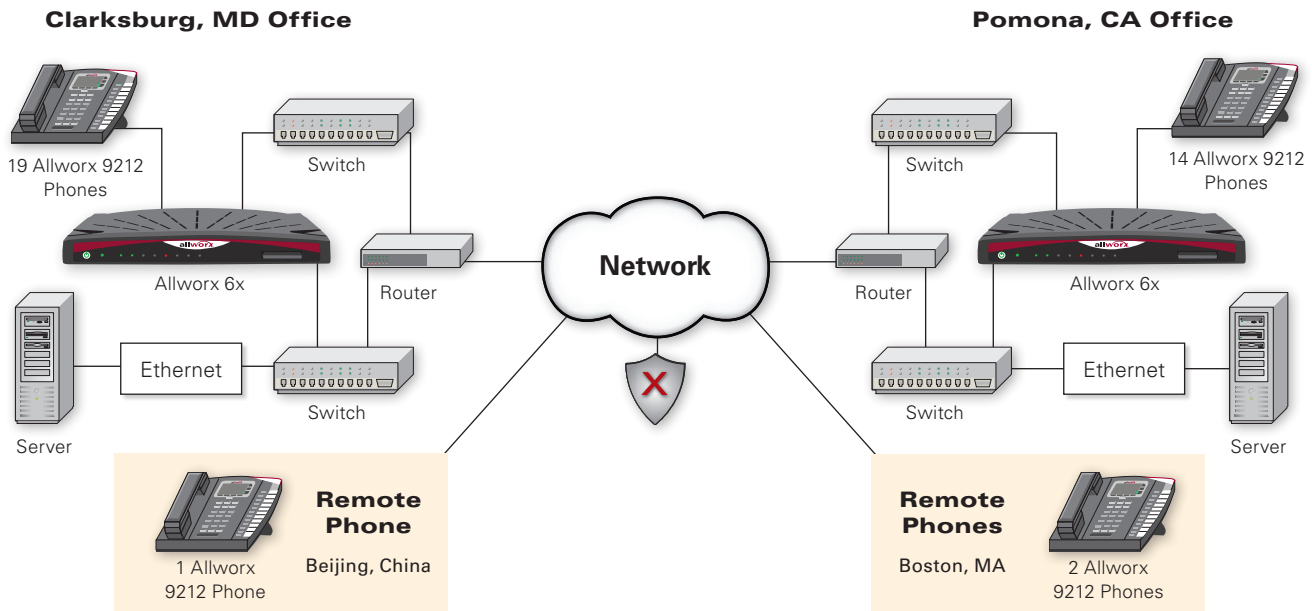
The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx partners work with you to create a configuration that suits your needs and prepares for

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

Eastman Music Company - system components

Phone system	Network server	Advanced features	Options
<input type="checkbox"/> Analog phones*	<input 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 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 type="checkbox"/> Mirrored disk/USB
<input checked="" type="checkbox"/> Multi-site calling	<input type="checkbox"/> File server	<input checked="" type="checkbox"/> Allworx Internet Call Access	<input checked="" type="checkbox"/> Music on hold*
<input checked="" type="checkbox"/> Presence Management	<input checked="" type="checkbox"/> Firewall SPI security	<input type="checkbox"/> Allworx Virtual Private Network	<input checked="" type="checkbox"/> Switches*
<input checked="" type="checkbox"/> PBX & Key phone system	<input type="checkbox"/> LAN — PC network router	<input type="checkbox"/> Allworx TAPI TSP Driver	<input type="checkbox"/> T1/PRI gateway
<input checked="" type="checkbox"/> Remote users	<input type="checkbox"/> MS Outlook Compatibility	<input type="checkbox"/> Allworx Dual Language Pack	<input checked="" type="checkbox"/> Uninterruptible power source*
<input checked="" type="checkbox"/> Unified messaging	<input checked="" type="checkbox"/> Multi-site: 4 locations		
<input checked="" type="checkbox"/> Voice over Internet	<input checked="" 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		

Eastman Music Company - Allworx 6x Configuration



Allworx is an all-in-one communication system that integrates a feature-rich phone system, advanced IP phones and powerful software features, all working together to increase employee productivity and business revenues. Designed for companies of up to 150 employees per site, Allworx improves communications while simultaneously reducing cost.

* Integrated from previous non-Allworx communication systems.

Installed and supported by an Authorized Allworx Partner.



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