

# Allworx cost savings and installation make big impact at auto dealership



Ed Cooperstein (front) and Jason Patrick (rear) answering calls on their Allworx 9112 phones.

*“Going with Allworx was a no-brainer because it would save us so much more money.”*

*Mike Fitzgerald, Operations Director, Patrick Motors*

WHEN AN AUTOMOBILE SALES AND service company with three dealerships in Massachusetts needed a phone system that would save money in long-distance charges between the three offices, it turned to Allworx Corp. to meet its needs.

Patrick Motors opened in 1936 as a small, neighborhood gas station. Today, the company has grown into a major competitor in car sales and service, and it is an award-winning Volkswagen, Saab and Subaru dealer with locations in Wilmington, Auburn and Shrewsbury, Mass.

When Patrick Motors expanded to the Wilmington location the

original telephone system stayed in the dealership as part of the transaction. Patrick Motors inherited a Panasonic phone system and a five-year commitment on a T1 line. Because the Wilmington dealership is about 50 miles away from the other stores, long distance charges were stacking up. Between long distance and line charges,

Patrick Motors' Wilmington office alone was shelling out \$2,400 every month.

Besides saving on long distance, Patrick also wanted to find a phone system that would be expandable and that offered the flexibility for future upgrades.

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**Company:** Patrick Motors  
**Industry:** Auto retail  
**Size:** 140 employees  
**Locations:** 3

## The Challenge

Patrick Motors was paying significant long-distance phone charges between its Wilmington, Mass office and its two other dealerships. The auto dealership needed a telephone system that would save money and offer the ability for an upgrade in the future.

## The Solution

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

## The Benefits

- Cost savings
- Return on investment
- Seamless installation

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## Choosing Allworx was a “no-brainer”

Mike Fitzgerald, the operations director at Patrick Motors, contacted Barry Communications Inc. for recommendations on a new phone system. Barry, based in Worcester, Mass., is a full-service provider of communications solutions for small and medium-sized businesses.

Working with Barry Communications to analyze various options, it quickly became apparent that Allworx would make the best fit for Patrick’s needs. “Going with Allworx was a no-brainer because it would save us so much more money,” Fitzgerald said. “We determined that what we would save in just one year would pay for the system in a year and a half.”

Barry Communications installed the Allworx 6x system and 24 Allworx 9112 phones at the Wilmington office in early 2007.

*“Barry Communications told me in the beginning that I would love Allworx, and Barry was dead right.”*

*Mike Fitzgerald, Operations Director, Patrick Motors*

It hasn’t taken long for the Allworx solution to prove its value. For Mike Fitzgerald, the Allworx system continues to shine like the hundreds of vehicles on his new-car lot.

First and foremost is the cost savings the dealership is realizing from Allworx. While Patrick Motors used to pay \$2,400 per month for its previous phone system and long-distance charges, the company now pays just \$400 per month with the Allworx system — savings that would make any business happy, but especially a company in the auto industry.

“With the automobile industry the way it is now, any way you can save money is well worth it,” Fitzgerald added. “And what we’re saving with Allworx is tremendous.”

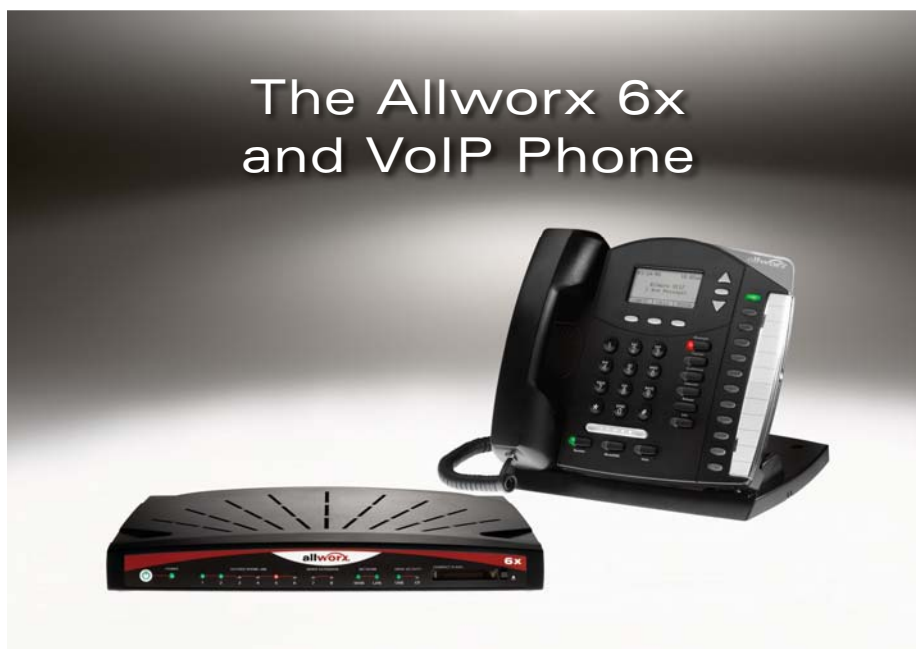
## Favorite features

In addition to saving money, the Allworx system is providing much more.

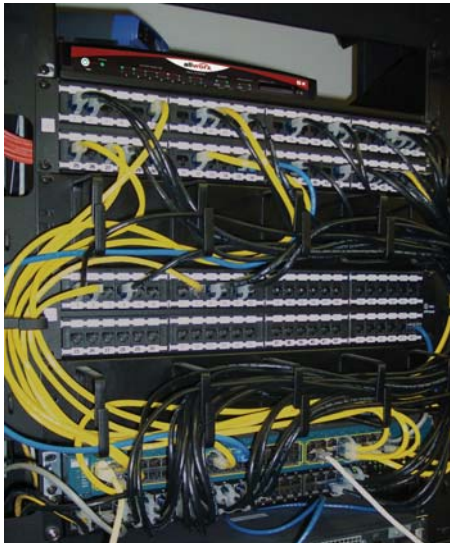
- Management of the system is a snap, as changing extensions or names on phones can now be done easily. Before, Patrick had to call a vendor — and pay a fee — to make these changes.
- The Call Assistant™ feature lets Mike Fitzgerald keep track of the entire operation, so he knows instantly who is in the office and who isn’t.
- The Service Department is located separately from where the service technicians are, and Fitzgerald can’t see the shop from his office. The Allworx system allowed him to restrict outgoing calls, to make sure technicians weren’t making too many of them.
- Barry Communications was given a phone extension, so Patrick can stay in constant contact in case of any questions or concerns. The extension rings right to the pager of a Barry rep.
- Conference calls are handled seamlessly, and the phone handsets are non-threatening to employees who aren’t as comfortable with gadgets and technology.

## Above and beyond the call

Perhaps the most satisfying part of the Allworx experience, though, was the installation itself. Far from routine, the Allworx installation was like no other product installation Patrick had ever experienced.



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The Allworx 6x is shown above connecting to the Internet and PBX phone system to create the hub for Patrick Motors communication system.

As Mike Fitzgerald and Barry Communications prepared to install the Allworx system, Leonard Mushlin, Allworx's Northeast regional manager, walked through the door to help out. According to Fitzgerald, the three had the Allworx system up and running in about three hours.

"It's nice to see a manufacturer jump in and help like that," Fitzgerald said. "Here I am, a small guy with a handful of handsets, and a regional manager takes the time to assist with our installation. It was a huge help, and it showed me just how important the customer is to Allworx."



Mike Fitzgerald, Operations Manager at Patrick Motors.

"For other companies, service starts after the sale. For Allworx, it starts with the install."

**Allworx across the dealerships**

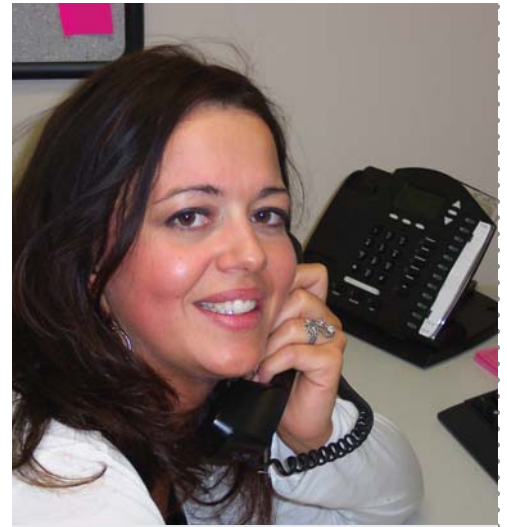
Patrick Motors' experience with Allworx in Wilmington will likely lead to other installations as well. Mike Fitzgerald is looking into what it would take to install Allworx systems at the Auburn and Shrewsbury dealerships. He says that it may take paying a penalty to get out of the existing phone system commitments, but that a penalty would be a small price to pay to take advantage of additional cost savings from Allworx.

"I'm looking forward to working with Allworx Corp. at all of our stores," Fitzgerald said. "The difference between Allworx and what we have now at the other two stores is simply the difference between day and night."

Mike Fitzgerald, self-admittedly not a tech freak, says he was a bit skeptical about Allworx at first, but that his communications provider gave him great advice. "Barry Communications told me in the beginning that I would love Allworx, and Barry was dead right." ■

*"We determined that what we would save in just one year would pay for the system in about a year and a half."*

*Mike Fitzgerald, Operations Director, Patrick Motors*



India Patzleiner answering a call on the Allworx 9112 phone.

**Company Profile**

Patrick Motors is a Subaru, Saab and Volkswagen automobile dealership with three locations in Massachusetts. Family owned and operated since 1936, Patrick began as a small neighborhood gas station and has grown into a major competitor in car sales and service – winning top awards for the New England region.



**To learn more contact:**

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Wilmington, MA 01887  
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**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

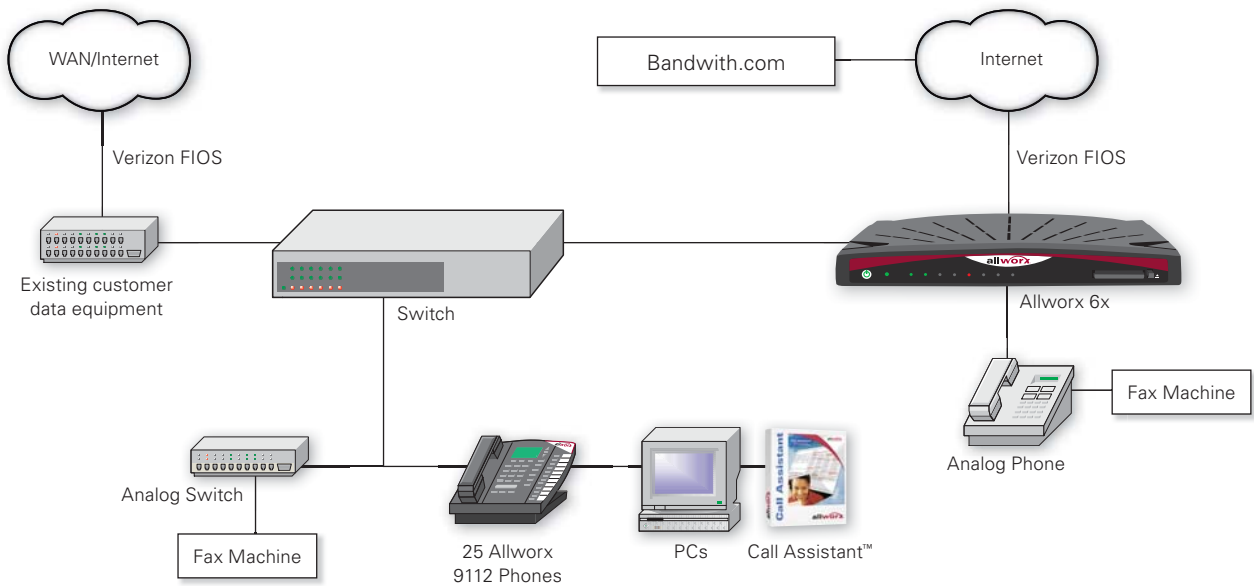
business growth. The configuration shown here was designed especially for Patrick Motors, satisfying their current needs and building a solid platform for tomorrow's expansion.

**Patrick Motors – system components**

Phone system	Network server	Advanced features	Options
<input checked="" type="checkbox"/> Analog phones*	<input type="checkbox"/> Automated backup	<input checked="" type="checkbox"/> Allworx Call Assistant™	<input checked="" 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 checked="" type="checkbox"/> Fax support	<input type="checkbox"/> Allworx Conference Center™	<input 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 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 checked="" type="checkbox"/> PBX & Key phone system	<input checked="" type="checkbox"/> LAN — PC network router	<input type="checkbox"/> Allworx Virtual Private Network	<input type="checkbox"/> T1/PRI gateway
<input type="checkbox"/> Remote users	<input type="checkbox"/> MS Outlook Compatibility		<input checked="" type="checkbox"/> Uninterruptible power source*
<input 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 checked="" type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> VoIP phones	<input type="checkbox"/> Web server		

\* Integrated from previous non-Allworx communication systems.

**Patrick Motors – Allworx 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.



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