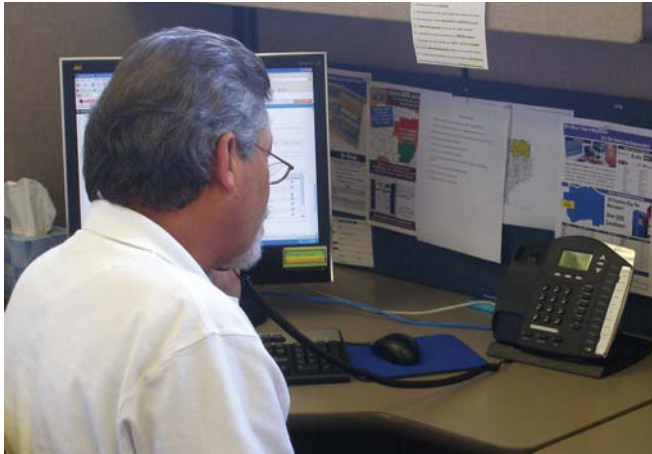




# Real estate magazine turns to Allworx for reliable VoIP, cost savings



Tony Cheek answering a call on the Allworx 9112 phone.

*“The cost savings have been tremendous. Allworx is saving us hundreds of dollars every month.”*

*Steve Haines, President, Texas Real Estate Magazine*

TEXAS REAL ESTATE MAGAZINE purchased a Voice over Internet Protocol (VoIP) phone system at the beginning of 2007 with one key goal: to allow three home-based employees to be connected to the rest of the office. Unfortunately, the company quickly discovered that its VoIP solution was not meeting its needs.

Located in Granbury, Texas, approximately 30 miles southwest of Fort Worth, *Texas Real Estate Magazine* has become the Lone Star State’s premier real estate magazine for people looking to purchase a home, ranch, farm or lake property.

The magazine and its publishing company, Sales-R-Up Media Inc.,

bought a new building in January 2007 and selected a VoIP system from a major phone supplier. The company stipulated that the system had to enable communication between the office and the employees who worked out of their homes. After much effort, two of the home-based employees were connected,

but the quality was poor. The third employee never got connected.

Company President Steve Haines employed the assistance of Massey Telecommunications LLC, a telecommunications provider in nearby Grand Prairie, Texas, that specializes in traditional and VoIP business

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## The Challenge

Sales-R-Up Media Inc. and its publication, *Texas Real Estate Magazine*, had employed a Voice over Internet Protocol (VoIP) solution that didn’t deliver on its promises, keeping the company from connecting with three home-based employees. The company needed a VoIP solution that lived up to its claims.

## The Solution

- Allworx 24x system
- Allworx 9112 phones (17)

## The Benefits

- VoIP solution that works
- Remote capability
- Cost savings

**Industry:** Real estate  
**Size:** 12 full-time employees  
**Locations:** 1

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communications. Owner Shawn Massey and his company quickly diagnosed the problems. Besides the current VoIP solution not being all it was cracked up to be, the magazine was operating a peer-to-peer network within a network, resulting in terrible voice quality — and the publication's two DSL data lines and T1 voice line for voice didn't provide enough bandwidth.

Massey brought in an Allworx system to demonstrate, and the decision was made to go with Allworx shortly thereafter. "We were so fed up with what we had that Massey Telecommunications could have shown us a system made out of a coffee can and some string, and we probably would have signed up," said Steve Haines. "Seriously, though, while many of the Allworx features were similar to what we had with the previous system, we could see that Allworx would provide much greater ease in managing the system on a day-to-day basis."

Massey Telecommunications installed the Allworx 24x system, 17 Allworx 9112

*"The Allworx system has given us everything we wanted, and then some."*

*Steve Haines, President, Texas Real Estate Magazine*

office phones and a D-Link 24-port PoE switch in April 2007. So far, so good, according to Steve Haines.

Allworx is earning high praise from the real estate publication for the significant dollars it has saved since making the switch. Compared with its previous VoIP solution, *Texas Real Estate Magazine* is saving more than \$200 per month, and that doesn't include additional long-distance savings.

"The cost savings have been tremendous," Steve added. "Allworx is saving us hundreds of dollars every month, and Massey Telecommunications helped us cut our long-distance charges in half."

Massey also coordinated with *Texas Real Estate Magazine's* phone carrier to deliver the right equipment for the

publication, without incurring any penalties. The carrier agreed to provide a new T1 line with greater bandwidth in exchange for getting rid of all the existing DSL and T1 lines — and not to charge any penalties.

### **VoIP that works**

For Haines, it is also important that the Allworx system is meeting *Texas Real Estate Magazine's* needs for a remote VoIP solution. "After just a few months, the Allworx system already gets very high marks — and, most importantly — it actually does what it was supposed to do," Steve said.

*Texas Real Estate Magazine's* working-from-home employees are now connected remotely, easily and seamlessly. The company took the remote capabilities one step further, enabling Steve Haines to have a handset at home as well.

When Steve inquired about getting remote hook-up at home from his previous VoIP supplier, he was told that he needed additional equipment. Rather than get to that point, he completely nixed the idea based on the system's other disappointments.

The idea was revived after Allworx came into the picture. Once the Allworx system was installed and the home workers were up and running, Shawn Massey paid a visit to Steve's home. He plugged a cable into the wall — and just like that — Steve Haines had remote

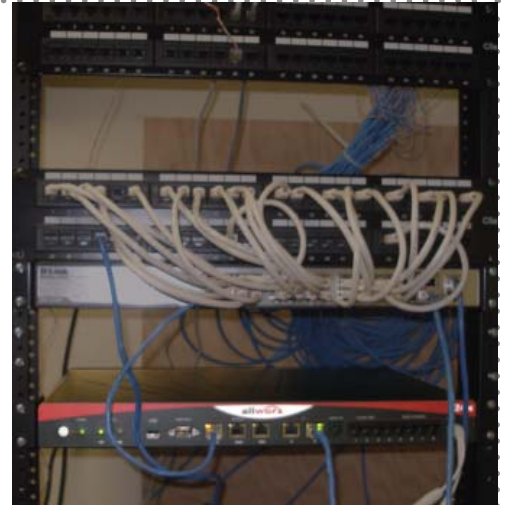
## The Allworx 24x and VoIP Phone



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Carin Fine using the Allworx Call Assistant Software.



Allworx is the hub of Sales-R-Up Media Inc.'s communications system. The Allworx 24x is shown above connecting the Allworx 9112 phones, 24 POTS lines and the T-1 Internet Line.

access. When needed, Steve can change his presence setting and work from home.

He also has his phone set to automatically forward to his cell phone after three rings if he's away from his desk, giving him additional flexibility.

### **Solid support**

Steve has also been highly impressed by Allworx's dedication and support after the sale. He reports that his company had some issues early on, but they were mostly related to the company's telecom provider.

One problem that was related to Allworx was fixed instantly. There was

a problem with the original Allworx 24x that was shipped. To remedy the situation, Allworx overnight-shipped a replacement immediately, and there haven't been any issues since then.

According to Steve Haines, both Allworx and Massey have been wonderful companies with which to do business. "Allworx's contact people have been very nice and extremely proactive, which means a lot to me. The support has been exactly what we wanted, and Shawn Massey has done a great job.

"Allworx is meeting our needs. Happily, the system has given us everything we wanted, and then some." ■

*"After just a few months, the Allworx system already gets very high marks — and, most importantly — it actually does what it was supposed to do."*

*Steve Haines, President, Texas Real Estate Magazine*

### **Company Profile**

*Texas Real Estate magazine*, published by Sales-R-Up Media Inc., is a premier regionally formatted real estate magazine in Texas. The publication focuses on ranches, farms, homes, lake property, and land for sale in West, Central, Hill Country, North and East Texas.



### **To learn more about Sales-R-Up Media Inc. contact:**

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Fax: 817-326-3742

[www.TexasRealEstateMagazine.com](http://www.TexasRealEstateMagazine.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

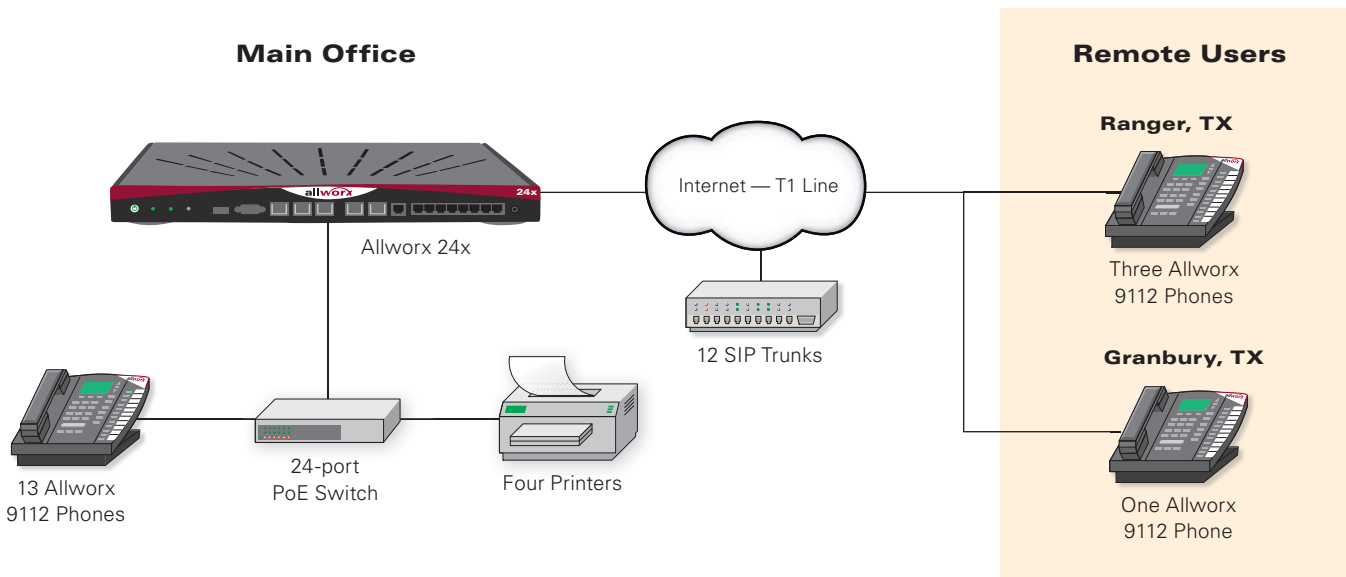
business growth. The configuration shown here was designed especially for Sales-R-Up Media Inc., satisfying their current needs and building a solid platform for tomorrow's expansion.

**Sales-R-Up Media Inc. - 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 type="checkbox"/> Customer call routing	<input type="checkbox"/> Fax support	<input checked="" type="checkbox"/> Allworx Conference Center™	<input type="checkbox"/> Mirrored disk/USB
<input 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 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 checked="" 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 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.

**Sales-R-Up Media Inc. - Allworx 24x Configuration**



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.

*Installed and supported by an Authorized Allworx Reseller.*



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