

Three organizations seamlessly integrated on one phone system



Sandy Hina answering a call on the Allworx 9112 phone.

“For any small business, I suggest they buy an Allworx system yesterday!”

Stephen Mears, President, StrategyONE

STRATEGYONE INC., A MARKETING communications agency in Canton, Ohio, dedicates itself to connecting its clients to their target audiences through comprehensive programs that communicate, reinforce, support and deliver.

In business for more than eight years, the firm serves a diverse public and private client base in the immediate Canton area, but the majority of its business comes from across the country. From 2004 to 2007, StrategyONE experienced tremendous business growth, and by the summer of 2007, its office space was busting at the seams.

According to StrategyONE President Stephen Mears, space was so limited that one employee was forced to work out of a conference room. She was sent home whenever a meeting was held because there was no other space for her to work from.

StrategyONE also shared office space with a sister company, CMW

Publishing, which publishes advertiser newsletters for public entities, such as the city of Canton and a local school district. A third entity Mears is involved in, the Stark County Bicentennial Commission Inc. — a non-profit organization to manage the county’s 2009 celebration — was going to operate from the same location as well.

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Company: StrategyONE Inc.
Industry: Marketing communications
Size: 9 employees
Locations: 1

The Challenge

Due to rapid business growth, StrategyONE Inc. had outgrown its two-line cordless phone system. The company needed a new system that would not only meet its needs, but also provide a seamless system for two other organizations in the same office space.

The Solution

- Allworx 6x system
- Allworx 9112 phones

The Benefits

- Integration of multiple organizations
- Expanded line capability
- Cost savings
- Improved productivity

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To meet the pressing need for additional office space, the companies moved into a larger footprint in the same office building they were located in. The companies also needed a telephone system that could seamlessly integrate all three entities on a single phone system. StrategyONE and CMW Publishing were employing two separate Panasonic cordless phone systems and an answering machine.

Stephen Mears contacted one of his neighbors, a Group Midwest employee, for a recommendation. Group Midwest, an Allworx master distributor in North Canton, provided a demonstration of the Allworx system and put StrategyONE in touch with VoIP-2-VoIP, LLC.

Led by Steve Knoch, VoIP-2-VoIP is an Authorized Allworx Reseller with more than 20 years of experience in information systems and telecommunications. The company handles all of Group Midwest's installations.

“Allworx was not only the right system for StrategyONE, it is the system for any small business.”

Steve Knoch, VoIP-2-VoIP

Following the product demonstration and after seeing the affordability of the system through VoIP-2-VoIP, StrategyONE decided to move forward with an Allworx solution.

“Allworx’s functionality and affordability, combined with the expertise and experience of Steve Knoch and VoIP-2-VoIP, offered an outstanding value proposition,” Mears said. “Steve Knoch is one of the nicest, most competent vendors I’ve ever come across.”

“Allworx was not only the right system for StrategyONE, it is the system for any small business,” said VoIP-2-VoIP’s Steve Knoch.

Meeting the need, saving money

VoIP-2-VoIP installed an Allworx 6x system and Allworx 9112 office phones in August 2007. The 6x unit is located

in StrategyONE’s IT room, along with a file server, fax machine, and backup and recovery equipment, mounted on the wall so it takes up very little space.

The installation went smoothly, according to Steve Knoch, and a discovery by his company saved some time and money on the installation. “We found Cat 5 wiring that had been disconnected and put up above the drop ceiling,” Knoch said. “We were able to trace the wires back, punch it down and certify that it was still usable for VoIP. For any company moving to a VoIP solution, it is important to make sure the wiring is done correctly because it can save a lot of grief.”

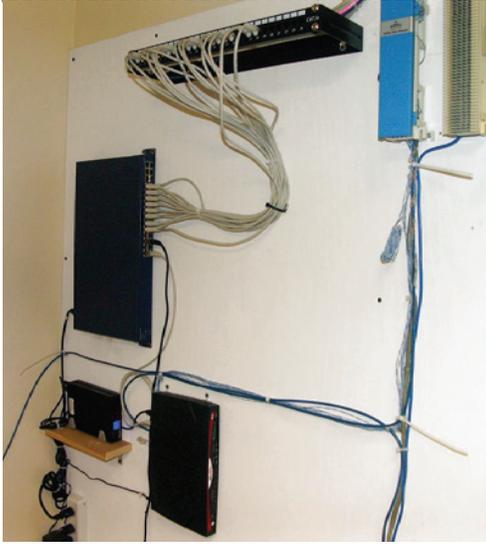
The configuration also features a T-1 line, a NETGEAR PoE switch and an Adtran router, which splits the T-1 line into voice and data to go into the Allworx 6x box.

The result is a new system that is meeting the company’s needs and saving money. “Previously we were operating a very primitive solution with five phone lines and a DSL,” said Stephen Mears. “With Allworx, I have three organizations integrated in one bundle on a T-1 line. Allworx and VoIP-2-VoIP solved three issues for me – the need for expanded line capability, the integration of multiple companies out of one headquarters, as well as data issues.”

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The Allworx 6x, and VoIP Phone





The Allworx 6x is shown above connecting to a T-1 Line, router, PoE Switch, the Allworx USB hard drive, and the Internet to create the hub for StrategyONE's communication system.



Heather Blumenauer answering a call on the Allworx 9112 phone.

“But the best part is that we are saving \$300 per month as a result of switching to Allworx,” Mears added. “That’s just the dollars we’re saving. It doesn’t include the greater productivity we are experiencing.”

Greater productivity

A graphic designer used to answer all incoming calls. Now, the Allworx system allows direct inward dialing to the different companies, with the Auto Attendant answering the call depending on the company being contacted. Plus, calls to individual employees go directly to them because they each have their own handset.

Mears and his employees also are benefiting from other Allworx features, such as:

Presence settings, which enable employees to forward their calls to their cell phones when they are out of the office.

An employee who works off site is connected to the system remotely.

Mears finds the Allworx system extremely simple to manage, as he can change or add users easily.

“I don’t think we are using 50 percent of Allworx’s capabilities at this point,” Mears said. “But the system is already saving us money and improving our productivity. As we look at expanding with more locations, Allworx will enable us to streamline the process. This system provides the scalability and flexibility to grow along with it.”

“For any small business, I suggest they buy an Allworx system yesterday!” Mears added. ■

Company Profile

StrategyONE Inc. is a full-service marketing communications firm with capabilities in strategic direction, strategic planning, brand building, corporate identity and implementation. Located in Canton, Ohio, the firm is a comprehensive provider of communications counsel and initiative support, servicing business, government and organizations.



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“We are saving \$300 per month as a result of switching to Allworx — and that’s just the dollars we’re saving. It doesn’t include the greater productivity we are experiencing.

Stephen Mears, President, StrategyONE

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

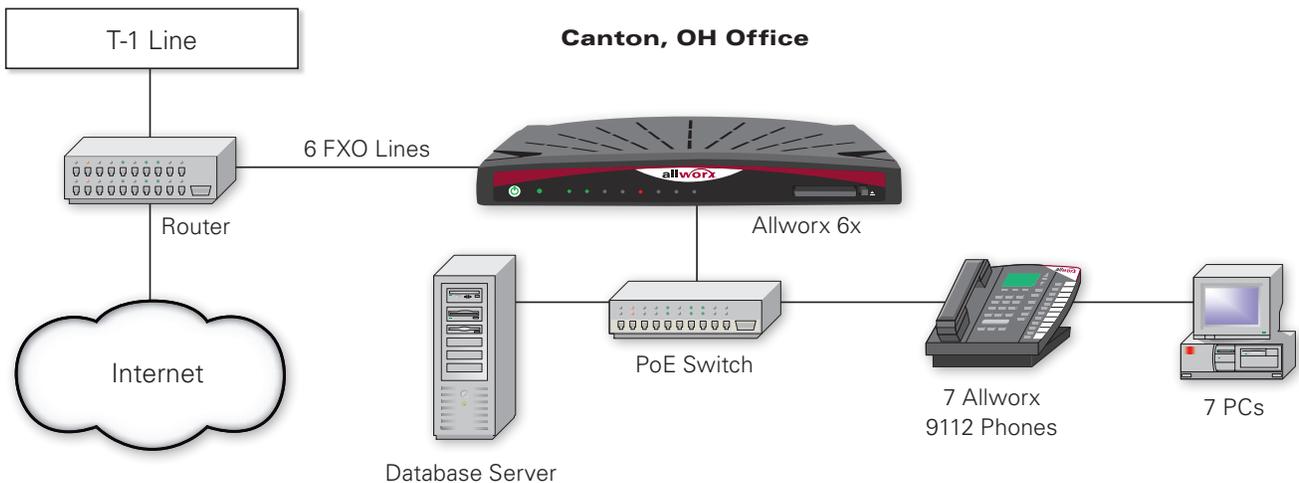
business growth. The configuration shown here was designed especially for StrategyONE Inc., satisfying their current needs and building a solid platform for tomorrow's expansion.

StrategyONE Inc. - system components

Phone system	Network server	Advanced features	Options
<input type="checkbox"/> Analog phones*	<input checked="" type="checkbox"/> Automated backup	<input 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 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 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 type="checkbox"/> T1/PRI gateway
<input 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 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		

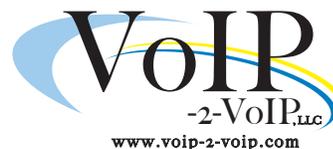
* Integrated from previous non-Allworx communication systems.

StrategyONE Inc. - 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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