



Allworx meets marketing company's needs for direct lines, ROI



Julie Cachor answering a call on the Allworx 9112 phone.

“Employing the Allworx system, UMarketing saved several thousand dollars. That’s quite a return on investment!”

Mike Mierwinski, VP of Business Services, Aqueity

WHEN A NEWLY CREATED MARKETING services company built for the 21st century wanted a telephone system that would meet its present and future needs, fit its innovative image and deliver a return on investment, it selected a system from Allworx Corp.

UMarketingLLC, formed following holding company W&L’s acquisitions of Lanyap Inc. and Fury Group, is a marketing company dedicated to helping its clients transition from traditional mass-communications strategies through a revolutionary customer-centric approach to marketing communications based on a classic sales axiom: “Businesses are grown one customer at a time.”

With three offices in Chicago, New York City and Columbus, Ohio, the organization allows its clients to focus all their marketing efforts on the end point of every sale — on the individual consumer. Using the latest data management technology and analytical techniques, UMarketing not only helps clients discover their most profitable

prospects, it helps reach them with effective messaging.

As a marketing partner, UMarketing develops insightful strategies and creative campaigns designed to enable clients to achieve three goals: get more business, deepen current customer relationships and enhance their brand.

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The Challenge

UMarketingLLC employed an analog telephone system that provided employees with individual extension numbers. The company wanted a VoIP solution that would deliver direct phone lines for employees.

The Solution

- Allworx 24x system
- Allworx 9112 phones
- Recently ordered an additional 24 Allworx 9112 phones

The Benefits

- Direct phone lines
- Cost savings
- VoIP solution
- Voicemail through email

Industry: UMarketingLLC
Industry: Marketing services
Size: 30 employees
Locations: 3

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The company employs a unique approach to processing and understanding data called Brand Interaction Personas (BIPs). BIPs are visually realized representations of typical customers and prospects based on analytics, combined with customized client panels, measuring the attitudes, behaviors, motivations and interaction preferences of current and prospective customers.

Before it could empower its clients reach their target customers, UMarketing needed to enhance its telephone system for more seamless client communication. The marketing company employed an analog phone system that gave employees their own extension but not direct telephone lines, and it desired a phone system that delivered the most basic of features along with bells and whistles that would allow it to grow down the road.

UMarketing turned to Aqueity, an innovative business consulting and

“Allworx was the best solution for what UMarketing was looking for.”

Mike Mierwinski, VP of Business Services, Aqueity

technology services company about 30 miles outside Chicago, for assistance in finding a solution to meet its needs.

According to Aqueity’s Mike Mierwinski, Allworx provided the best replacement option for UMarketing’s existing analog system. “The Allworx system was a nice solution for what UMarketing was looking for,” he said.

A strong ROI

One of UMarketing’s primary goals is to show its clients ways to get a return on investment for their marketing activities. Their commitment to increasing clients return on marketing investment is to capture the data they need and to organize it so that they can thoroughly understand their audience and reach the right targets.

Installed in May 2007 in the company’s Chicago and New York City locations, the Allworx 24x and Allworx 9112 phones are quickly delivering a return on UMarketing’s investment as well. UMarketing wanted a system that would provide direct inward dialing (DID) for employees, among other features. To get all the additional capabilities the company wanted — either by adding to the existing analog system or by purchasing a competitor’s solution — would have cost thousands of dollars.

“Employing the Allworx system we installed, UMarketing saved several thousand dollars,” Mike Mierwinski said. “That’s quite a return on investment!”

VoIP and more

When the company began its search for a new system, it was interested in what a Voice over Internet Protocol (VoIP) solution could offer, stated Julie Cachor, account coordinator at UMarketing.

“We were pretty sure we wanted VoIP, and we knew we wanted to move to direct phone lines. Allworx has given us exactly what we wanted — it’s a very good system,” she said.

Both the company and employees are benefiting from the more advanced VoIP solution from Allworx Corp.

- UMarketing now has 50 DIDs, so employees are instantly available to clients by calling an individual number rather than punching in an extension.

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The Allworx 24x and VoIP Phone





Jim Miller answering a call on the Allworx 9112 phone.

Company Profile

UMarketingLLC is a marketing services company that offers a customer-centric approach to marketing communications, allowing clients to focus marketing efforts on the individual consumer. Using the latest data management technology and analytical techniques, UMarketing helps clients uncover their most profitable prospects and advises them on how best to reach them with effective messaging. The company has offices in New York City, Chicago and Columbus, Ohio.



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- The Chicago office and the New York City office are more seamlessly connected through the system. Extending the Allworx system to the Ohio office is a good possibility in the near future.
- Employees can stay connected to the office remotely, so they appear to be in the office even when they are not. Shortly after the installation, one company executive called Mike at Aqueity and said: “Hi Mike, guess where I’m calling you from?” Since the caller ID readout stated the office name, Mike assumed that’s where the call originated from. The executive took delight in informing Mike that he was, in fact, calling from another state.
- Some employees are taking advantage of the voicemail-in-email feature. If they are away from their phone, they can easily check voice messages in their email inboxes.
- The system’s conference bridge allows employees to host their own conference calls, which they could not do with the previous system.

Cachor added that the company has been so pleased with Allworx system that it has recently ordered an additional two dozen 9112 Allworx telephones. “To me, a phone system is a phone system. It’s not much to get excited about,” Cachor said. “But Allworx has been a good solution for us.” ■

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Julie Cachor, Account Coordinator, UMarketingLLC

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 UMarketingLLC, satisfying their current needs and building a solid platform for tomorrow's expansion.

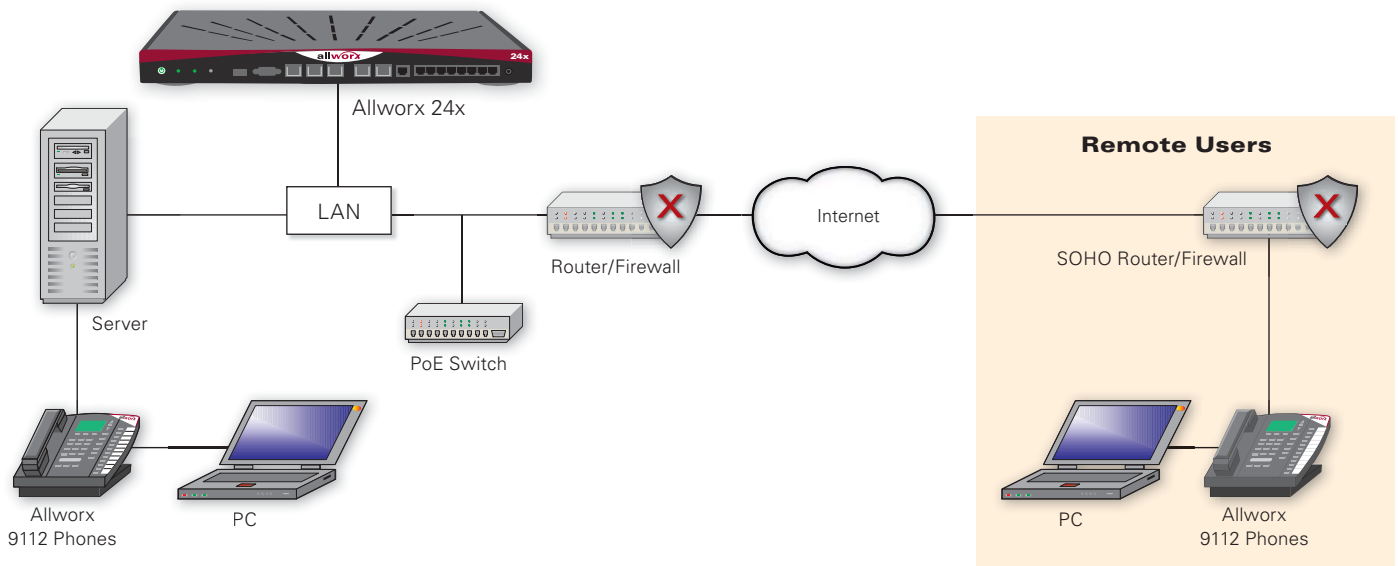
UMarketingLLC - system components

Phone system	Network server	Advanced features	Options
<input checked="" 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 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 type="checkbox"/> Allworx Internet Call Access	<input checked="" type="checkbox"/> Switches*
<input type="checkbox"/> PBX & Key phone system	<input type="checkbox"/> LAN — PC network router	<input type="checkbox"/> Allworx Virtual Private Network	<input 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 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.

UMarketingLLC - Allworx 24x Configuration

Chicago & New York City Offices



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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