

Allworx cost savings prove invaluable for start-up company



Alex Zapesochny answering a call on the Allworx 9112 phone.

“Allworx will save us several thousand dollars during the first year alone.”

*Alex Zapesochny, President and COO,
iCardiac Technologies*

ANY SUCCESSFUL START-UP company must be extremely conscious of its investment in operational costs, from rent and insurance, to employee salaries and health benefits. For iCardiac Technologies, a high-tech start-up in Rochester, N.Y., cost-consciousness was a deciding factor in deciding to select Allworx as its telephone system supplier.

iCardiac Technologies offers technology to enable pharmaceutical companies to determine more effectively the safety of drugs in clinical trials. For example, the company is working with the University of Rochester to commercialize technology that will allow pharmaceutical companies to

tell, earlier on in clinical trials, whether a proposed experimental drug is toxic to the heart.

The company is an innovative, research-driven service provider for pharmaceutical cardiac safety trials, developing and marketing advanced electrocardiogram (ECG)-based

biomarkers, as well as improved methods for measuring standard ECG-based biomarkers in clinical trials. iCardiac offers a broad range of clinical trial services for acquisition, analysis, regulatory compliance and quality control of electrocardiogram data in clinical trials.

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Industry: Cardiac safety testing
Size: 17 employees
Locations: 1

The Challenge

iCardiac Technologies is a high-tech start-up company which needed a telephone system that would perform reliably but not require much investment. Since all the company's customers are located outside of the Rochester, N.Y. area, iCardiac required a phone system that would allow ongoing contact with customers and prospects at an affordable price

The Solution

- Allworx 6x system
- Allworx 9112 phones (12)

The Benefits

- Affordability
- Reduced long-distance charges
- Reliability

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iCardiac Technologies evolved from research carried out at the University of Rochester's Heart Research Follow-Up Program. In 2006, as it was continuing to ramp up operations as a privately held company apart from the university, it needed a solid, reliable phone system that would not break the bank.

J. Mikael Totterman, iCardiac's Chief Executive Officer, was well aware of the available solutions, being a long-time veteran of the telecom market. He previously was responsible for large-scale sales of telecom products, and he helped build 3Com's Network of Global Strategic Alliances with such companies as Philips, Siemens, AT&T and British Telecom.

The company's biggest decision in selecting a system was whether to choose a Voice over Internet Protocol (VoIP) system. Once iCardiac reached that decision, it did not take long for the company to move forward with Allworx

"We looked at some of the other players in the VoIP market. Allworx won out because of the ability to save money and the advantages the system presented for us down the road."

Alex Zapesochny, President and COO, iCardiac Technologies

because it quickly stood out from the crowd of larger VoIP suppliers.

Totterman was extremely impressed that the Allworx system was as solid as it was and that it incorporated a whole host of attractive features.

Putting Allworx to the test

"During the process, we looked at some of the other players in the VoIP market," said Alex Zapesochny, iCardiac's President and COO. "In the final analysis, Allworx won out because of the ability to save money and the advantages the system presented for us down the road."

The cardiac-safety testing company's employees quickly put Allworx to the test, and so far, it has passed with flying colors, especially when considering cost. According to Zapesochny, iCardiac's biggest benefit by far is cost savings in long-distance calls. "We project that our Allworx system will save several thousand dollars during the first year alone."

"iCardiac does not have any local customers, so as a result we use our phones for hours on end to connect with customers and prospects. Allworx has enabled us to stay in touch with them, without spending the huge amounts of money in long distance that we would have been paying with another phone system."

In addition, Allworx is helping iCardiac present itself well to its customers in the pharmaceutical market. Because the company's customers are mostly large pharmaceutical companies, it is critical that iCardiac come off as credible as possible. Zapesochny noted that the company simply could not put up with a phone system that had voice or signal problems.

"The quality of a phone call is one of those things that can form a first and lasting impression on a prospective

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The Allworx 6x and VoIP Phone





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iCardiac also is benefiting from the user-friendliness of the Allworx 6x system, as well as the feature allowing employees to conduct conference calls directly through the phone, via a separate extension.

Not your average phone system

While iCardiac needed to keep cost in mind as a cost-conscious start-up, Zapesochny admitted that no one really gave much thought before to the phone system.

"It's hard to get excited about a phone system — it is after all, just a phone system," he added. "You don't really think about what it costs. But I have to say that with Allworx, it has been good

not to have to worry about reliability or what it is costing us. This is incredibly important for us as a start-up company that has to continually control our overhead costs."

"The Allworx system has been a good, solid system for us, and we recommend it to anyone looking to save money and benefit from a reliable system. We are very pleased with Allworx." ■

Company Profile

iCardiac Technologies Inc., headquartered in Rochester, N.Y., is a leading provider of advanced cardiac safety analysis technologies. The company's technology provides more rigorous characterization of the cardiac safety profiles of in-development and on-market drugs. iCardiac evolved from research carried out at the University of Rochester's Heart Research Follow-Up Program.



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Alex Zapesochny, President and COO, iCardiac Technologies

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

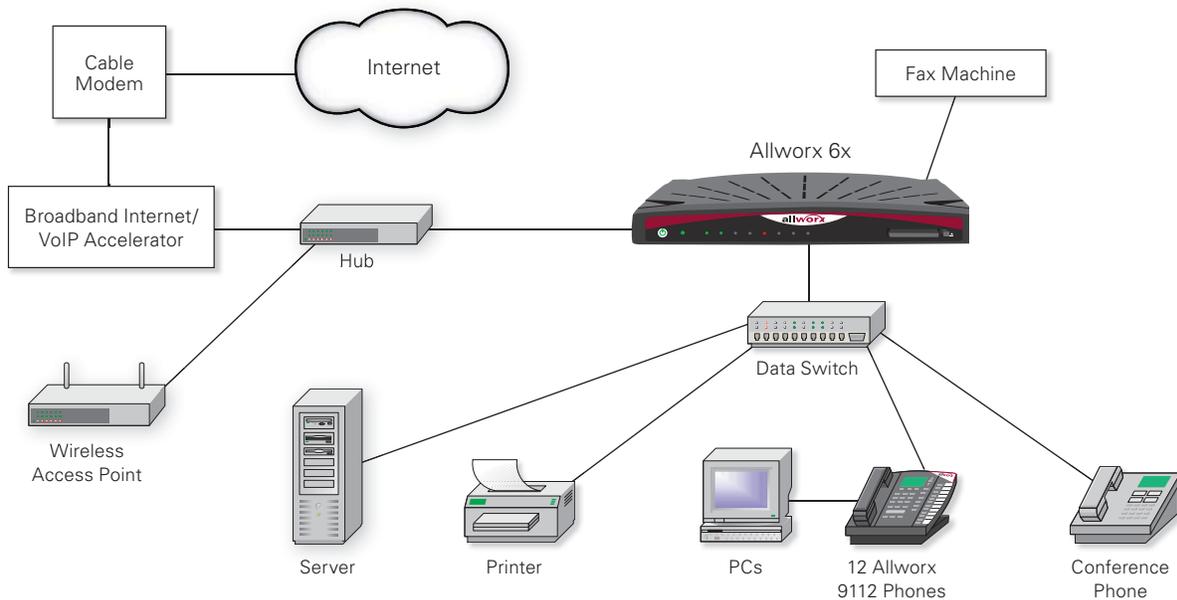
business growth. The configuration shown here was designed especially for iCardiac Technologies, satisfying their current needs and building a solid platform for tomorrow's expansion.

iCardiac Technologies - 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 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 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.

iCardiac Technologies - Allworx 6x 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.

This system was installed and is supported by an Authorized Allworx Reseller.

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