



Empowered by Innovation

NEC

IP Telephony Solution: Consulting Firm

NEC IP Solution Generates Solid ROI for Illinois Consulting Firm.

For over 20 years, Advanced Systems Design (ASD) has provided application development and consulting throughout central and southern Illinois. Areas of expertise include security, Web development, availability management, business intelligence, messaging and collaboration. ASD has strategic partnerships with leading information technology and consulting companies that allow them deliver total, comprehensive solutions. Recently, ASD earned the prestigious IBM Eagle Award for outstanding performance. Headquartered in Morton, Illinois, ASD has since opened a branch office in St. Louis, Missouri.

The Challenge

While expansion to a branch office provided opportunities for growth, it also added communication challenges. The telephone system in St. Louis was a simple multi-line system that offered no privacy on the lines and very few features.

Furthermore, there was no functionality shared with headquarters in Morton. A reliable communication system was essential in order to provide the best customer service. Additionally, ASD needed the ability to notify sales representatives through voice mail and to forward calls to sales representatives' cell phones.

Solution

NEC Associate, Oberlander Communications Systems, recommended the installation of a NEAX® 2000 IPS in Morton and the St. Louis branch office. ASD also upgraded

to a NEAXMail® voice mail system. "The IP capabilities of the NEAX 2000 IPS enabled ASD to utilize its existing VPN connection to its St. Louis office. The upgraded systems allowed ASD to provide intercom access, centralized voice mail and inter-office phone calls," said Ken Kirchgessner, president of Oberlander Communications Systems.

"We have improved the existing Wide Area Investment by including our voice traffic as well as our data traffic. Using this technology, we have access to our sales staff with one number; and if our sales person is out of the office, the system will forward the call automatically to their cell phone. This feature has saved us a lot of time"
Don Johnson, President"

Case Study



"Furthermore, NEC's upgrade strategy to expand its IP system as the company providing investment protection."

We were looking for an easy, economical way to communicate between locations. Our previous equipment manufacturer could not provide an IP networking solution to meet this need. Oberlander Communications Systems has been our vendor for many years in Morton. We have always been pleased with the reliable service from their company, so we looked to them recommendations to expand our telephone network," said Dave Johnson, president of ASD.

Results

ASD's new NEC communication system is saving time and money for the organization. Customer service has improved because sales representatives are easier to reach. ASD has noticed a 20-25% reduction in its long distance bills because of the benefits of a converged voice and data network. The remote capabilities of the new IP telephony system have greatly improved interaction with the St. Louis office.

There's no need for a receptionist in St. Louis. The receptionist in Morton can visually see if anyone in St. Louis is on the phone, and calling the staff in St. Louis is as simple as dialing four digits. Since the installation of our telephone system," said Johnson, we have added value to the existing Wide Area Network investment by including our voice traffic as well as our data traffic. Using this IP technology, we have access to our sales staff with one number, and our sales person is out of the office the system will forward the call automatically to their cell phone. This feature has saved us a lot of time."

NEAX® 2000 IPS: First Full-featured IP

Migration to IP Telephony is easier than ever with the NEAX 2000 Internet Protocol Server (IPS), the first IP Telephony system that supports 100% peer-to-peer connectivity while offering all the system reliability and features associated with traditional NEC TDM PBXs. In addition to this same rich feature set, it can support peer-to-peer IP switching alongside TDM switching. This protects users' legacy investments by allowing them to migrate to true IP Telephony at their own pace.

The NEAX 2000 IPS is the next evolutionary step for NEC's highly successful NEAX 2000 Series designed to provide telephony solutions for the mid-sized business and branch office market. Available from NEC authorized dealers, the NEAX 2000 IPS is an example of the company's product migration strategy. NEC's Enterprise Open Network (NEON) philosophy embodies NEC's philosophy that drives development of complementary communication solutions for open networks, delivering value-added capabilities and quality of service, while protecting investment; all without compromising the user experience.

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