



Technology

Daily Use

- Corporate communications
- Vendor management
- Supplier management
- Customer support
- Workgroup collaboration

Solution

- Polycom® SoundPoint® IP desktop phones
- NGT Hosted Digital Voice

Results and Benefits

- More than \$84,000 in cost savings per year over previous VoIP implementation
- Effective communication between headquarters and remote offices
- Seamless deployment of new features thanks to Polycom/NGT support of Unified Communications

Partner

- NGT
www.ngt.com

Polycom NGT UC Solutions for Small Business Help ASG Save Money and Enhance Efficiency

Advanced Systems Group (ASG) is a national open systems integrator providing comprehensive consulting services, storage and data management solutions, assessments, and implementation services to help customers meet today's IT and business challenges. The company is a small business success story, continually growing its customer base and expanding from one office in Denver to 12 offices all across the United States today.

ASG recently consolidated its inside sales force at its Denver headquarters to support the company's growth by allowing the group to work together in a more synergistic environment. That decision brought to the forefront the need for effective communication between headquarters and remote offices. ASG decided it was time to make a change to a modern communications architecture, one that would integrate seamlessly with its business applications, supporting the company's needs today and well into the future.

To that end, the company deployed hosted digital voice lines from New Global Telecom, Inc. (NGT), a leading provider of advanced telephony and productivity-enhancing communications for the small-to-mid-sized business market. The company equipped 90-plus employee desktops with a combination of Polycom SoundPoint® IP 450, 550, and 670 desktop phones, all featuring Polycom HD Voice™ technology.

"It simply would have been cost prohibitive to purchase a premises-based PBX system for each of our remote offices with all of the features our Polycom/NGT VoIP solution provides," explains Dan Park, ASG's chief information officer.

Enabling Unified Communications

The decision to deploy a Polycom NGT solution was a strategic one, based on ASG's migration toward unified communications (UC). The partnership between Polycom and NGT delivers UC both in applications the company is leveraging today and in support of its UC strategy moving forward.

With the company's previous VoIP deployment, Park found the phones complicated to configure and their speaker phone quality poor. The system was also too time-consuming to manage. "With our old VoIP system, the voice quality was better than a cell phone, but not as good as analog," he says. "In addition, it required far too much time to manage. Polycom NGT VoIP offers

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Dan Park, Chief Information Officer, ASG

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all of the features we want and doesn't require IT staff to manage it. And ultimately, ASG is better off building business applications for our customers than managing our own phone application.”

By comparison, Park's experience with the Polycom SoundPoint IP phones has been night and day: “The Polycom phones are easy to provision, they are plug-and-play,” he says. “They have fantastic headset integration and great speakerphones.”

NGT Hosted Digital Voice includes voicemail to e-mail integration and a telephony toolbar that resides within key business applications such as Microsoft® Outlook® software to enable click-to-call from the desktop.

“The Telephony Toolbar integrated with Outlook is a major productivity enhancer for us,” says Park. “It's simple and easy-to-use, because Outlook is at the center of how we work.”

Saving Money, Enhancing Communication

The Polycom NGT VoIP solution has only been up and running a few short months at ASG, but already user response and adoption have been extremely positive.

“The VoIP system is enhancing efficiency and communications,” says Park. “One of the most important

benefits for us is Polycom HD Voice. When sales people call from remote offices, we have a very good communication link.”

The VoIP system is also directly impacting the ASG bottom line with nearly \$7,000 a month in cost savings versus the previous VoIP deployment.

Pairing NGT and Polycom with a new hosted architecture is allowing ASG to leverage unified communications, integrating the phone system more closely with its Microsoft applications.

An Infrastructure to Build On

In the near term, ASG will be integrating its VoIP platform with its CRM system and soft phone capabilities that will make it easier to work remotely. For example, sales people working out of their homes will have a communications system that follows them. In addition, Park plans to integrate additional NGT features such as transferring a cell phone call to a Polycom SoundPoint IP phone.

“We're very much looking forward to UC features that tie into Microsoft OCS, like presence and availability information. That is particularly important for our remote sales people who need to be able to contact someone immediately,” adds Park.

Learn More

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