

# Case Study

## Connected Office Voice (COV)

### Cloud Communications Solution for Business Growth and Easy Scalability

**Client:**

**Integrity Express Logistics (IEL)**

Integrity Express Logistics (IEL) is an asset-based, third-party freight brokerage, with an employee count of 175 and offices in Blue Ash, Ohio; Tampa, Florida; Ft. Mitchell, Kentucky; and Nashville, Tennessee. Companies that need their goods shipped – both nationally and regionally – rely on IEL for dependable transportation, 24x7x365 availability, and transparent communication.

Challenge	CBTS Solutions	Results
<ul style="list-style-type: none"> <li>• IEL's fast growth necessitated a voice solution to keep up with needs.</li> <li>• They needed the ability to make moves, adds, and changes on their own as needs change rapidly.</li> <li>• IEL required on-premises infrastructure to handle future software to be developed in-house.</li> </ul>	<ul style="list-style-type: none"> <li>• Connected Office Voice (COV) was designed for IEL's voice needs, plus the IP Trunking Service to handle voice traffic.</li> <li>• Instant Message and Presence (IM&amp;P) as well as Hosted Recording were implemented for ease of use to get an "anytime/any device/anywhere" type of business environment.</li> <li>• High-speed Ethernet service and IP VPN connect to IEL's office in Tampa.</li> </ul>	<ul style="list-style-type: none"> <li>• COV allows IEL to make moves, adds, and changes easily. The cloud-based VoIP solution is highly scalable and grows with IEL's business.</li> <li>• COV has created a never-down communications environment for the business to stay connected with employees and customers so they can focus on business growth.</li> </ul>

## Business Challenge

IEL was growing at a very fast pace and required a voice solution that could keep up. IEL needed the capability to make moves, adds, and changes on their own as the environment changes rapidly.

In the future, IEL will have in-house developed software enabling them to communicate with customers and representatives more quickly and easily. It was imperative that IEL had the on-premises infrastructure to handle that software and take their business to the next level for future growth.

More importantly, IEL desired a technology partner that understands their business, is trustworthy, and offers solutions to solve current and future technology challenges.

## CBTS Solution

CBTS offered the Connected Office Voice (COV) solution for IEL's voice needs, together with the IP Trunking Service to handle voice traffic. COV is a cloud-based solution that centralizes IEL's phone system with easy management including moves, adds, and changes. It is highly scalable and grows with IEL's business.

IEL also uses Instant Message and Presence (IM&P) application for its ease of use to get an "anytime/ anyone/any device/anywhere" type of business environment. CBTS Hosted Call Recording application is also implemented to record all of IEL's inbound and outbound calls.

Additionally, IEL uses our high-speed Ethernet service and IP VPN to connect to their office in Tampa, Florida. Because of the trusted relationship, IEL also purchases most of their IT equipment including the on-premises servers and licenses through CBTS.

## Services Included

The COV solution that CBTS provides is cloud-based and monitored 24x7x365 by our Advanced Technology Solutions (ATS) group. If IEL has an issue or needs to route calls differently, they can make changes very easily. The service includes a web tool for management of numbers, routing, and disaster recovery.

## Employees Deployed on the Project

An Account Manager, two Sr. Network Sales Engineers, and a COV Application Specialist were involved in designing the solutions and implementation. A team of engineers monitors and manages the COV infrastructure 24x7x365.

## Results

The COV solution allows IEL to make moves, adds, and changes easily. The cloud-based VoIP solution is highly scalable and grows with IEL's business. COV also gives them the capability to make changes within the system, allowing them to move employees around the office to find the best fit in the work environment.

## Client Satisfaction

"The business value is unmeasurable. Before using CBTS, our server would always crash multiple times a week. With the new solutions, I can't even remember the last time our network went down. Our Account Manager and CBTS brought stability to our growing company, which allows us to worry about one less thing and focus on business growth." – **James Steger, President of IEL**