

# CASE STUDY:



PanTerra Networks  
4655 Old Ironsides  
Suite 300  
Santa Clara, CA 95054

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## COMPANY PROFILE

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*Donna Rogers Best, President/Owner*

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Merit Fasteners was founded in 1977 in Orlando, Florida and in 2008 was certified as the largest Minority/Women-Owned Business Enterprise in the Sunshine State. Merit Fasteners is the premier industrial and mechanical fastener supply source for the Southeast, delivering superior value to its clients through its breadth of a growing product line and commitment to superior customer support. Merit Fasteners employs more than 60 people and operates out of four locations – three in Florida and one in South Carolina.

## SITUATION

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Communications is the lifeblood of Merit Fasteners, but their previous system limited growth and negatively impacted the customer service experience. With offices across the southeast and clients across the globe, Merit's goal to provide the highest-quality experience required extensive communication tools, customer- focused processes and a delicate balance of open-eared teamwork. With a unique customer-service focus that served customers of all sizes throughout the world, Merit Fasteners faced unique challenges—and to compete successfully against bigger firms, the company needed to pay close attention to their communications platform.

Clear and frequent communications between employees and customers worldwide is the key to winning and keeping business contracts that depend on expert consulting. With traditional solutions, the costs for deploying a first-class telecommunication system could be astronomical—and out of reach for all but the largest of enterprises.

## CHALLENGES

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Merit Fasteners originally was serviced by a VoIP service provider, but the company struggled to provide reliable service or responsive customer support. Merit was also using consultative services from another local VAR and the relationship here, too, was not optimal for Merit, as the VAR struggled to maintain a high level of responsiveness that both internal and external Merit staff required to service their customers.

Although using what many believed to be a reliable service from Covad, Merit found that the solution and local provider fell short in several mission critical communication points including via remote or virtual home offices, reliability, support and interoperability. After researching PanTerra, Merit found the current solution to not be cost- effective to the company's bottom line, and benefit adverse for Merit and its employees. Merit and its properties required remote desk capability and needed a renewed focus on the customer service part of the equation. Support was vital as the corporation moved forward.

## SOLUTION

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Merit Fasteners' decision-makers found the answer to their communication network quandary in PanTerra's solution. In Streams, Merit gained a unified communications system that saved thousands of dollars a month and added features and benefits not available before. The corporation's properties were able to take advantage of multiple direct voice system communications on a single platform. The system delivered efficiencies previously unreachable by individual users and the company as a whole operated in a more responsive manner. This was gained through better connections and more modes of communication, that were in turn enhanced by 24/7 support and service from PanTerra.

## BENEFITS

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- **Responsiveness and Efficiencies** – With PanTerra's services, Merit Fasteners was able to improve their response times and efficiencies using instant message, deskshare and MobileMessage.
- **Multi-location support** – PanTerra's 24/7 support gives Merit the confidence it requires to maintain customer satisfaction regardless of location.
- **Performance and productivity increase** – Communication and collaboration have been made simple and easy to use. With the added value from on-demand unified communication services, Merit is utilizing the tools they need to conduct business efficiently and effectively, and focus on core business activities.