

Case Study: CASEM Saves 48% with Netcelerate

Cost Savings with Never-Seen-Before Features



Executive Summary

The Situation

- CASEM has hired a new employee and requires a third phone and a third line

The Challenge

- Reduce communication expenses due to decreasing funding
- Current system generating high long distance costs
- Requires scalable line capability

The Solution

- Implementation of Netcelerate's Hosted PBX solution
- Addition of new phone and new extension
- Reduction in long distance costs

The Benefits

- Overall savings of 48% per month
- Increased functionality with new features
- Scalable solution can easily integrate new line capability as CASEM grows
- Resiliency

The Situation

The Canadian Academy of Sport and Exercise Medicine (CASEM) is a not-for-profit organization of physicians committed to excellence in the practice of medicine as it applies to all aspects of physical activity. Their mission is to be a leader in advancing the art and science of sport medicine, including both health promotion and disease prevention, for the benefit of all Canadians through programs of education, research and service. The organization is headquartered in Ottawa where they employed an older traditional phone system with two lines and two phones before they implemented their customized Netcelerate Solution. Their original system was generating high toll-free number and long distance calling costs.

The Challenge

CASEM had recently hired a new employee and was required to order a third line, purchase a third phone and hire a contract technician to perform the installation. Not only is this an expensive option, but it's also a timely

one, as new line installations typically take several weeks. Like many not-for-profit organizations, CASEM was looking to reduce their costs and better utilize available funds when faced with decreasing government support.

"We are now able to enjoy increased functionality at a lower cost with features we didn't even know existed!"

-Dawn Haworth, Executive Director

The Solution

Netcelerate's Hosted PBX Solution offers CASEM state-of-the-art telephony technology without any capital investment or maintenance costs. With an existing internet connection, Netcelerate is able to deploy this solution within days to ensure that day-to-day operations are not interrupted by the absence of a telephone, which for most businesses is a critical resource. The only purchase required of CASEM was an investment in new IP telephones; an investment which resulted in savings that covered the phone costs within just a few months.

The Benefits

Netcelerate's Hosted PBX Solution allows CASEM to realize several key benefits:

- An overall operational cost savings over 48% per month
- Enterprise great calling features that were previously only available to large corporations: multilingual auto attendant, never ring busy, find me follow me, voicemail to email, etc.
- Customized Auto Attendant with the capability of routing

calls to doctors based on their area of specialization

- Flexibility to move/add/change lines with minimal cost
- Unlimited long distance usage
- No need to worry about maintenance or support

About Netcelerate

Netcelerate offers affordable small business phone systems, business communications, data and mobility solutions and services to businesses across Canada and the U.S.

Netcelerate's Hosted PBX Solution was able to offer CASEM an overall operational cost savings of 48%