



## Case Study: National Non-Profit Organization Adopts SIP Trunking

*Simplified Communication while Reducing Costs*

### Executive Summary

#### The Situation

- A non-profit Canadian organization with two initial sites is looking for a scalable communications option that reduces costs

#### The Challenge

- Long distance and toll number expenses
- Inefficient bandwidth usage generating additional costs
- Establish a local presence in each major Canadian city

#### The Solution

- Implementation of Netcelerate's SIP Trunking solution
- Reduction in number of trunks
- Reduction in long distance costs
- Local numbers in 7 additional Canadian cities

#### The Benefits

- Overall savings of 30%-40%
- National presence
- Easy integration of third location
- Resiliency

### The Situation

Company A is a national not-for-profit organization with three sites located in Quebec, Alberta and Ontario. Like most organizations, their communications availability is critical to everyday operation, since they respond to numerous incoming calls from all across Canada. Originally, their Quebec site deployed 10 analog lines to which the Alberta site added Fractional PRI service. The third site in Ontario was added after the successful implementation of the Netcelerate SIP Trunking Solution.

### The Challenge

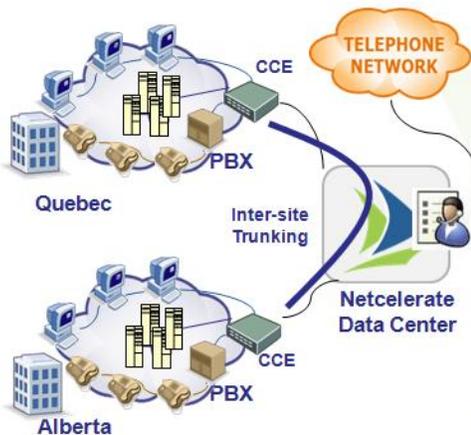
Company A began with two sites: one in Quebec and one in Alberta. Incoming calls were centralized via an Auto Attendant at the Quebec location and then routed to either the Quebec or Alberta location based on language and time considerations. The problem with this original configuration was that calls destined for Alberta would be routed first through Quebec to the Auto

Attendant, and then directed back out to Alberta, consequently employing the use of multiple lines simultaneously. The result of this arrangement was the generation of unnecessary long distance calling costs and the frustration of clients who were constantly facing busy signals. Additional expenses were also incurred through the use of 1-800 toll-free numbers, for which the organization was paying high fees by the minute. The use of a 1-800 toll-free number was also a concern for the national organization because its use did not suggest national coverage or a local presence to clients.

Company A's requirements include the central management of incoming calls: the company requires that their customers' experience should be optimized according to language (bilingual service), time (various time zones), caller need and network availability. The company also requires the reduction of costs, consistently good voice quality and the impression of national coverage to relate to clients on a local level.

## The Solution

Netcelerate's SIP Trunking solution allows the non-profit organization to keep their existing PBX equipment and continue to use their existing phones. Netcelerate's solution provides a private broadband connection at the Quebec site and managed third-party broadband connectivity at the Alberta and Ontario site which results in reduced calling costs between sites and increased quality of service. It also routes all incoming calls to Netcelerate's network based Data Center where Netcelerate's Central Auto Attendant now effectively routes these calls according to customer and business need, while the system maintains a high quality of service. This implementation includes 16 SIP Trunks with a



long distance package that effectively reduces the overall number of lines and the costs associated with using them. Long distance costs are further reduced with the free three-digit dialling between locations.

In addition to reducing communication costs, Netcelerate created virtual numbers in 7 other Canadian cities to expand the company presence and create a semblance of a national identity for the organization. The organization now encourages their callers to use the local numbers, subsequently reducing the use and expense of 1-800 toll numbers.

## The Benefits

Netcelerate's SIP Trunking solution allows the national non-profit organization to realize several key benefits:

- An overall operational costs savings of 30%-40% per billing period
- National presence- local phone numbers in each major city
- Scalability- the ability to easily integrate the third location in

Ontario and grow connection capacity at will as well as free moves/adds/changes on a month-to-month basis which allows for seasonal changes

- Improved bandwidth efficiency- incoming calls no longer require additional trunks to route the call
- Resiliency- if an extension or site is down, the Auto Attendant can selectively route to another location or a cell phone to ensure transparency to the customer
- Integration of existing equipment with enhanced features- no investment required for a new system

## 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 SIP Trunking Solution was able to offer an overall operational cost savings of 30%-40%*