



CASE STUDY



COMPANY: Bedard Brothers
INDUSTRY: Automobile Dealership

ABOUT BEDARD BROTHERS

Bedard Brothers, the largest auto dealership in Berkshire County, Massachusetts was established by Leo Bedard in 1956 and has been continuously serving Berkshire County for over 50 years. The family owned and operated business offers their clients exceptional customer service and an impressive selection of domestic and imported automobiles to choose from. Bedard Brothers proudly offers seven different makes of automobiles including Chevrolet, Chrysler, Jeep, Dodge, Honda, Volvo and Suzuki. In addition to their wide selection of new and pre-owned vehicles, Bedard Brothers also offers their clients full maintenance and repair services with separate dedicated buildings for parts, auto-body and maintenance services. For more information about Bedard Brothers please visit www.bedardbros.com.

BUSINESS SITUATION

The communication system at Bedard Brothers was rapidly reaching the end of its useful life. The company had just opened a new location and they were searching

for a reliable and scalable solution that could meet the telecommunications needs of its existing automobile sales, maintenance, and service departments in addition to recent as well as future expansion into new locations. The company's existing system was also plagued with daily service issues, which were interfering with their ability to service their clients and potential clients quickly and efficiently. It was very clear, as the largest automobile dealership in Berkshire County, Bedard Brothers needed a reliable, scalable communication system to provide their large and loyal clientele with the best possible customer service that they'd come to expect.

APPLICATION: TELEPHONY OFFICE-LINX 7.1 SIP

Bedard Brothers solution of choice was a survivable, highly available Iwatsu Enterprise Campus System, with Telephony Office-LinX 7.1 and SIP integration. The main reason that Bedard Brothers chose the Telephony Office-LinX Unified Communication platform was due to the platforms demonstrated reliability and scalability. The system was designed and installed in a survivable large campus configuration to efficiently serve Bedard's multiple locations, diverse services and sales support of seven different automotive makes. The design incorporated two potentially independent yet integrated communication systems located in two different physical locations communicating over a dedicated network



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connection for load distribution, seamless failover, and real time disaster recovery. If one of Bedard Brothers communication systems should go offline, fail or be otherwise rendered inoperable the second system will automatically and instantly become their primary communication system and continue to process all inbound and outbound voice traffic just as if both systems were functional.

SIP integration of the Telephony Office-LinX system has also allowed the configuration of secure remote extensions for employees across town or even across the country via any high speed public network connection. The flexibility to extend system services out to remote employees increases productivity dramatically. Employees now have the ability to communicate as if they were in the office when they are working remotely and even during off hours.

Bedard Brothers system has been designed with integrated mailbox and Telephone User Interface (TUI) that combines and simplifies all of the different communications media into a single user environment. The integrated mailbox allows staff members to access their voicemail, faxes and emails from a common user interface promoting efficiency and simplicity. The Telephone User Interface (TUI) allows staff members to listen to and reply to voicemails and even “listen” to

emails from a mobile phone while on the move. The experience is especially rich when using one of today’s Smartphone devices with data access.

Telephony Office-LinX’s Automated Call Distribution (ACD) feature allows the Bedard staff to better serve its clients by routing calls to the proper service area if they are not answered by a live person within a predetermined time window. This is the perfect backup for a receptionist during unusually high volumes of calls or when a receptionist is unavailable. Clients now will now be able to reach a representative in a timely manner enhancing their overall experience. A night ring feature has been configured so that important after hours calls reach a representative or remote user that may be available during off hours.

RESULT

Bedard Brothers is reaping the benefits of the reliability of the Telephony Office-LinX system that is performing at an exceptional level without issue. The failover and the disaster recovery plan gives Bedard Brother’s peace of mind knowing that if they should suffer a catastrophic loss at one location, the second site will instantly pick up the slack and continue to function as originally designed with no impact on production. The staff members are taking full advantage of the unified mailbox where they can now access their voicemails, faxes and email in a



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common user interface and by using the Telephone User Interface (TUI) they can listen and reply to voicemail and emails on any other landline or mobile phone.

“The Telephony Office-LinX system has proven to be a very reliable system. As telecommunication is a very old technology it should work seamlessly without any problems and the Iwatsu Telephony Office-LinX system has proven that modern telephone systems can work seamlessly without any problems.”
Vincent McLean, System Administrator Bedard Brothers Auto Sales Inc.

SOLUTION PROVIDER: TECH II BUSINESS SERVICES INC.

Tech II understands how to leverage current technology to increase efficiency, productivity, and reduce overall operating expenses for their clients.

“The Iwatsu ECS / ESNA Telephony Office-LinX solution our engineers designed, which integrated data and voice services on one scalable unified communications platform was an easy choice for Bedard Brothers. It lowered their total cost of ownership and increased efficiency and provided ease of use across the multiple locations. The robust survivable design also reduced concern over the risk of a single system failure causing their operations to come to a grinding halt.” said **Peter Farley, Vice President of Marketing and Sales.**

Tech II Business Services, located in Saratoga Springs New York, is one of the area’s oldest and largest IT value added resellers, technology relocation, and managed IT service firms with over a quarter century as a recognized telecommunications solution provider and specializes in multi-location applications, remote infrastructure management, inter-office connectivity and secure remote access to centralized resources.

For more information about Tech II Business Service please visit: www.tech-ii.com





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About Telephony Office-LinX

Telephony Office-LinX is a Unified Communications platform that integrates Messaging, Presence, Mobility, and Mass event notification into a single integrated solution. It is already tightly integrated with RIM Blackberry, Apple iPhone, & Symbian devices as well as, Microsoft Windows, Apple Mac, Pocket PC, Mobile PC, Exchange, Office, Terminal Services and Outlook. It can be administered directly from an organization's Microsoft Management Console or through Terminal Services over the web. Users can be managed through Active Directory and Group Policy.

About Esnatech

Founded in 1989, Esnatech has been committed to developing advanced Unified Communication solutions that deliver core value growing organizations. Our mission remains to develop and provide industry leading communication solutions that integrate seamlessly with existing infrastructure and optimize the way businesses communicate. Esnatech communication solutions are designed for "real-time users" providing advanced features, investment protection, and platform upgrade capability without the planned obsolescence prominent in the communications industry. Esna Technologies powers over 40% of the telephony providers in the SMB market with it's messaging, mobility, and presence platforms. Esnatech markets and distributes their products through global OEMS and VAR partners in over 28 countries worldwide. For more information please visit www.esnatech.com.