



CASE STUDY

COMPANY: MAINSTREAM MERCHANT SERVICES
INDUSTRY: BANKING

ABOUT MAINSTREAM MERCHANT SERVICES

MainStream Merchant Services is a leading provider of merchant payment processing solutions. MainStream is a registered independent sales organization (ISO) of First Data, the world's largest credit card processing provider. The company leverages industry experience and competitive rates with the latest in Point of Sale (POS) terminals to enable customers to make debit and credit card processing a competitive advantage, not just an additional cost. MainStream helps merchants to expend revenue opportunities by creating solutions, such as web-based credit card processing, gift card processing, merchant cash advance, check guarantee and check conversion services specifically tailored to meet the customer's needs. For more information about MainStream Merchant Services please visit www.mainstreamms.com.

BUSINESS SITUATION

MainStream Merchants was experiencing problems with their existing communication system. The system only provided basic functionalities, however employees required more advanced functionalities to be more productive. The existing system is holding the company back due to its current capabilities. MainStream realized that they need a new communication system

that addresses their needs in order to increase productivity and customer satisfaction. The company also wanted the system to be scalable to provide itself flexibility to expand in the future.

APPLICATION: TELEPHONY OFFICE-LINX

MainStream Merchant Services choose the Telephony Office-LinX solution because of its mobility, advanced features and scalability. One of the biggest issues that MainStream was having with the old system was the inability to conference in a third party to existing phone conversations. With the Telephony Office-LinX system, employees can now conference in a third party from internal/external extension to a call without dropping the existing phone conversation. The company is also utilizing Telephony Office-LinX's Universal Directory feature, which allows employees to gain access to a universal database containing all of the customers' information in one directory from the office, or while working remotely. In addition to the Universal Directory, employees at MainStream are provided with a unified mailbox with Telephony Office-LinX which enables employees to receive all of their voicemails, email, and faxes in the same inbox. With the unified mailbox features employees are able to store their voicemails in their inbox, similar to how an email service functions. Employees can further listen to their voicemails in their inbox in any desired order. The Auto-Attendant



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feature of the Telephony Office-LinX is currently being used by MainStream to handle all of the company's incoming calls and to redirect them to the correct correspondence.

RESULT

MainStream Merchant Service is very pleased with the Telephony Office-LinX systems as it addressed all of the issues they had with the previous system and helped the company improve productivity. The new system allows employees to conference in third parties to an existing phone conversation. The Universal Directory and the consolidated mail box make it easy for employees to access customer information and their voice and email, resulting in more time spent with customers.

"Telephony Office-LinX provide us with a feature rich system with scalability that allows the company to expand without worrying about the company's communication infrastructure." **Marce Duran, Director of Operations, MainStream Merchant Services**

SOLUTION PROVIDER: CONSOLIDATED TECHNOLOGY SOLUTIONS

Based in Buford, Georgia, CT Solutions is a complete telecommunications company servicing the metro Atlanta area. The mission of CT Solutions is to provide our customers with not just the most reliable products

in the industry, but a complete telecommunications solution. Our attention to detail in the sales, installation, and service processes is what differentiates us from our competitors. It has been our experience in this industry that most prospective customers appreciate our consultative approach to sales and do not feel that they get that same level of knowledge and detail from most other sales representatives. Our support staff is knowledgeable and helpful, and will never forget a customer after the sale. CT Solutions takes pride in filling the customer service gap in today's telecommunications market.

"The product feature set, reliability and support of the TOL blows everything else away I have ever seen. It offers so much beyond what you would normally get in other systems that may only offer just voicemail to email or a basic find me follow me. The TOL allows us to differentiate ourselves from our competition who probably don't even talk about UC applications. The TOL helps us solve real business issues in almost any email environment and since it is a single turnkey platform it can do so without creating a server for each application." **Jeff Allen, CT Solutions**



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Telephony Office-LinX™ Unified Communications

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 its 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.