

## **Chorus Case STUDY**

### **The Door / University Settlement Maximizes IP Technology for greater efficiencies**

#### ***12 sites, no cohesive communication between sites, variable levels of technology.***

In the world of Non-Profits, COST REDUCTION IS KEY. How do you keep Technology and vital communication costs in check while achieving the results so desperately needed to run the organization efficiently?

These are just a few of the key concerns facing Non Profit organizations today.

Vendor Management, multiple site requirements, limited budget for adequate staffing, redundancy requirements, and uniformity across departments create huge challenges for IT/Telecom and CFO's today. Finding Partners and Carriers capable of designing, developing and delivering on these requirements can be a time consuming and costly venture.

**Organizations with such a large variance in site size havent always been able to reap the benefits of technology across all sites.** Large sites can justify the spend of the advanced technologies and bandwidth required to deliver said technologies, while the small sites get by with basic systems and usually limited to no options.

Often, it is found that these individual properties are responsible for their phone systems, BUT corporate handles the total spend on their lines. Moreover, the vast majority of Property Management Firms have multiple partnerships within, that need to reap the benefits of SCALE DISCOUNTS. In addition, they are looking to receive COST CENTER BILLING arrangements to separate the charges according to the individual property.

***Let's take a look into what Chorus did to help The Door/ University Settlement build:***

#### ***The Ultimate Technology Solution***

***The Door empowers educationally and economically disadvantaged youth reach their potential by providing a full range of services under one roof. Every year since 1972, the Door has provided over 11,000 young people from 5 NYC Boroughs with healthcare, reproductive care and education, mental health counseling, legal services, GED, ESL, tutoring and homework help, college preparation and computer classes , career development & training , job placement, daily meals, child care, sports, art & recreational activities. The Door services are free, confidential and geared towards youth aged 12-21.***

**THE CHALLENGE:** When Amy Servis, *Channel Manager of Chorus Communications*, opened the Request for Proposal for The Door/University Settlement, she understood their stated requirements. Price a new IP PBX solution including ongoing maintenance, and make sure it was a) easy to use and update via Door Staff b) Supports all users to drive organizational goals c) provides ample infrastructure growth and flexibility.

The Door needed over 462 phones spread out between 12 different NYC sites. They needed to have security, infrastructure compatibility, help with implementation & design for recommended installation configuration.

The RFP did not mention who the Door utilized for voice and data services, so Amy inquired. She found The Door was struggling with insufficient Internet speeds, recurring outages, and multiple products such as fiber, T-1 delivery for voice/data, copper pots and Dsl service. In a perfect world, The Door would share phone lines, have redundant backup for both voice and data, and impart an Mpls Data and voice network which would allow them to not only transfer calls between sites and share one voicemail system / auto attendant, and human resources, but also have a single location for all data equipment, security, and file storage and resources.

The Door was used to 'Doing More with Less'. But since the sites were learning centers for youth education, having the resources to be an effective program was vital. Having a "back up" to their IT efforts was crucial while providing their limited staff the ability to navigate technology on their Own – ***a total must.***

Amy went straight to work rounding up providers for IP PBX systems in the NYC market, as well as brought a carrier solution to the table who was able to provide Fiber connectivity, resell and manage the copper lines, install faster speed cable connectivity, and provide a 'shared SIP Trunk solution with MPLS overlay' that allows the Door to share the pooled sip trunks between sites, thereby cutting down the monthly recurring cost of call paths per site. The voice and data Mpls allowed for free site to site calling with 4 digit dialing between locations, and private data network built in the carrier cloud.

The Door is now able to receive one invoice for all services including redundant backup circuits, each location broken apart separately for cost allocation. Customer portal access allows them to run reports on billing minutes, bandwidth utilization, complete line list inventories etc.

**The RESULT:** Through the use of Cloud based technologies for both Voice and Data, and solid Partner relationships between Carrier and Pbx Vendors, Chorus was able to significantly Increase The Door's product set and capabilities. Monthly spend on carrier services was reduced while adding online tools creating additional efficiencies.

The IT manager can now simply log into an online portal to check the health of any of his circuits, bandwidth utilization, calling demands at any of his sites, or run reports on pots lines for audit purposes.

The Door now has a dedicated team with the selected carrier for all Billing and Customer Care needs. Their network allows for Free Office to Office calling, Inter-company data sharing, Shared call paths and shared bundled minutes between sites.

Chorus consolidated all scattered lines onto ONE Portal and ONE Bill broken down by cost center. Currently, all the IT staff needs to do is to go on-line and look at their account (24/7/365) and make changes as they see fit.

Chorus introduced the new IP PBX vendor to The Door and Amy took on the role of Project Manager between the Carrier/ PBX vendor and the Customer. She was able to keep the lines of communication open maintain a clear 'move forward' strategy between all parties, thus keeping the "finger pointing" to a minimum . Chorus, through its excellent network of Technology partners, eliminated this and today all related vendors play nice in the sandbox under Chorus' watchful eye.

To round out the implementation, once the new phone system was in place and the old system was no longer in use, Amy was able to support the Door's GO GREEN initiatives by recommending one of the Chorus waste vendors to take the old system out, dispose of it in an environmentally friendly way, and even earned The Door a few thousand dollars for technology that would otherwise end up in some landfill.

Today, with these latest technologies in place, The Door is FULLY scalable and flexible for all of their present and future needs, which allows them to do **"More with Less.**

Most importantly, Chorus did all of this At **NO CHARGE** to the client - ask us how.

Amy Servis

Chorus Communications

215-600-0008

aservis@choruscommunications.com