



Case Study

UC technology helps manufacturer save time, money, leveraging collaboration tools

Client



Select Industries

Select Industries is an Ohio-based metal forming manufacturer that supplies stampings and value-added robotic welding across multiple diversified industries. Select Industries has approximately 200 employees and operates out of two locations which include a manufacturing facility. Select Industries serves customers across the country, including several automobile manufacturers.

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- Brad Couturier, IT manager at Select Industries

Challenge	CBTS solution	Results
<ul style="list-style-type: none"> • Antiquated analog PBX phone system costs thousands of dollars in service and time to manage. • Data bandwidth no longer adequate to support the company’s business needs. • The client was looking for new collaboration tools and a trusted partner to deliver the technology solution. 	<ul style="list-style-type: none"> • Cloud-based, Hosted Unified Communications (UC) solution saves time, money, and includes powerful collaboration tools. • Increased bandwidth and improved site-to-site connectivity optimizes efficiency across the client’s organization. 	<ul style="list-style-type: none"> • The solution saves the client more than 200 hours every year in hourly costs, and thousands of dollars every year in service costs. • Combined CBTS voice and data solutions provide employees with more functionality, speed, and a single vendor solution at a lower monthly cost.

Business Challenges

Voice and Internet are mission-critical applications for Select Industries. The company depends on voice applications for inter-office and external communications, and wants to maximize collaboration between employees who sit in their two locations. Select Industries depends on fiber-based connectivity to provide access to the cloud-based Enterprise Resource Planning (ERP) software, and to support large file sharing between the engineering and manufacturing teams.

Select Industries was using an antiquated, analog PBX phone system with legacy infrastructure that frequently broke down and required specialized support. Brad Couturier, IT Manager at Select Industries, estimates he spent up to 5 hours every week managing and troubleshooting issues and making small changes with the legacy voice system. Couturier also frequently required third-party support to fix voice issues—creating thousands of dollars in costs every year in service and equipment charges.

“It was a nightmare to manage. We constantly had issues and troubleshooting was difficult. There was only one local service that knew how to work on the system if I couldn’t solve the problem,” said Couturier. “Meanwhile, our voicemail system was on a computer that was running OS 2—which has been around longer than I’ve been alive.”

At the same time, Select Industries had fiber connectivity through a vendor, but the data bandwidth was no longer adequate to support the company’s business needs.

Couturier wanted a Voice over Internet Protocol (VoIP) application and considered purchasing a new phone system, but ultimately decided the company needed a flexible, cost-efficient OpEx solution to solve their voice and collaboration challenges.

Couturier also needed to upgrade the company’s bandwidth and ideally find a single IT Partner to support the company’s voice and data connectivity needs, and provide outstanding customer service.

CBTS Solution

CBTS recommended Select Industries adopt a cloud-based, Hosted Unified Communications (UC) solution. The CBTS Hosted UC solution delivered the following benefits to Select Industries:

- **Enterprise-class features and applications:** New features include location-to-location dialing, single number reach, voicemail to e-mail, and instant message (IM) capabilities. Couturier said the IM functionality not only improved internal collaboration, but also reduced pressure on the company’s storage needs as e-mail had previously served as the IM application.
- **Paging/Intercom and Access Control Management:** The CBTS solution integrates with Select Industries’ existing system, gives the client access to Paging/Intercom functionality, and supports security applications so that a single receptionist can manage visitor access across the company’s two locations.
- **Single Pane of Glass Management:** Select Industries can manage all move/add/change requests through a single platform. This functionality allows Couturier to delegate MAC requests as needed to his team of IT employees—a key upgrade as the previous system required Couturier to personally make all changes or hire third-party support.

CBTS Solutions (Continued)

- **Outstanding Support:** CBTS provides a single point of contact that delivers additional efficiencies for Couturier, who works with a CBTS account executive to escalate issues for resolution by a locally-based CBTS resource through one-number support.

CBTS also increased Select Industries' bandwidth and supports a 100MB connection between the company's two locations. This is critical because the company depends on the ERP for day-to-day operations, and requires the bandwidth to support internal file sharing across departments.

“Working with CBTS solved multiple problems,” Couturier said. “I’ve been impressed with the reliability of the service, and with the customer support. I love being able to call CBTS and know they’ll pick up immediately and escalate the situation if necessary in an efficient manner. The best part is I don’t have to worry about the phone system anymore. I don’t know how many nights I would be awake worrying the old system would go down, or that we would lose all the voice mail.”

Results

The CBTS voice and data solutions have delivered the following business outcomes to Select Industries:

- **Cost Savings:** Select Industries previously spent, on average, approximately \$2,000 every year on equipment and service costs to support their antiquated phone system. Couturier depended on a single vendor who had expertise with the old system, and who sometimes struggled to source replacement parts. Select Industries now pays a monthly, predictable fee to CBTS that includes automatic hardware refresh.
- **Time Savings:** Overall Couturier estimates his team is saving more than 5 hours every week—or well over 200 hours every year—which allows him to focus on strategic initiatives including an impending Office 365 migration. “I’ve been able to spend less time on what I consider help desk technician tasks, and more time on project management,” he said.
- **More for less:** The combined CBTS voice and data solutions provide Select Industries with more functionality, speed, and better service at a lower monthly cost. The company’s decision to leverage an OpEx model for their voice and data needs allows Couturier to focus on strategic initiatives, and allows the company to focus CapEx toward initiatives that directly support the business.

“From our initial conversations through implementation, the CBTS service has been outstanding,” Couturier said. “Our employees are excited about the new capabilities that the CBTS solutions provide, and are leveraging these new tools to increase internal collaboration and ultimately better serve our customers.”