

**CASE STUDY: INTERNATIONAL
NON-PROFIT SERVICE ORGANIZATION**

VERINEXT MODERNIZES ANTIQUATED TELECOMMUNICATIONS SYSTEMS TO A SINGLE CLOUD-BASED SOLUTION AND CUTS BUDGET WASTE

ABOUT THE CUSTOMER

An international charitable organization, this customer serves those with physical and spiritual needs. Its work includes disaster response, casework and abuse counseling, youth programs, veterans, prison and social services.

THE CHALLENGE

Assess and upgrade communications equipment and services to improve operation and provide better cost control.

In the U.S. Southern and Eastern territories, the charitable organization serves people at hundreds of adult rehabilitation centers and raises operating funds through sales of various donated clothing and goods at its popular retail thrift stores.

At the various rehab centers and stores, staff and volunteers were working with a communications infrastructure that had been installed decades ago and could not support today's high-speed transmission and Internet traffic that is crucial to understanding the behaviors of shoppers to develop more personalized and intimate relationships with them. The operations were classic examples of legacy equipment that had lasted long past prime performance and suffered outages due to its age and lack of replacement parts. An estimated 20% of their phone systems were frequently offline. Additionally, they were paying for phone lines that were no longer being used.

The lack of technology standardization was of particular concern at the rehabilitation centers. Housing mainly male residents at the facilities, the staff needed to have reliable access should a health care issue arise, and they needed to call for medical support. They also needed communications support should a walk-in experiencing substance abuse require emergent care or other services. Cell phones were a security and privacy risk, so a modern reliable cloud-based solution for telephony was critical.

The retail centers had their own challenges, lacking technology to gain deeper insights into customer behavior. The organization knew it had to invest in technology to enable traffic analysis and determine customer buying patterns. They also needed to upgrade communications in their warehouses where goods for retail are processed.

To help meet these challenges, the service organization turned to Verinext for its in-depth expertise in communications assessment, design, and implementation and managed services.

“

In six weeks, we surveyed 300 sites and found a ton of stranded assets they didn't realize they were paying for. Our team designed a case-by-case refresh plan to cut out the waste and start modernizing.

- VERINEXT
IMPLEMENTATION
TEAM LEAD

”

THE SOLUTION

Verinext brought fragmented legacy communications systems into the 21st century in a single reliable cloud-based solution, improving efficiency and reliability for critical operations.

Verinext quickly found the communications infrastructure was a hodgepodge of configurations and aging equipment. The team assessed each location, looking at the physical infrastructure, existing cables and technology, to identify what phone companies and had previously installed. They found fax machines with dedicated lines that hadn't been used in more than a decade. It prompted a complete Verinext expense management analysis in which teams showed the service organization the unnecessary expenses being incurred due to unused, out-of-date equipment resulting in significant operational savings.

The physical layout of each location was physically surveyed and analyzed by the team. Little standardization across locations was found. In example, within their warehouses, some used overhead speakers while others paged via telephone. Often, they identified the need for new wiring and switches to accommodate more reliable connectivity. Verinext conducted carrier audits to assess technology quality level and help resolve unfavorable contract terms and helped optimize pricing.

The Verinext team then moved into the deployment phase, refreshing everything from data switches, to phones, to access points. The team installed new paging systems, new phone systems, upgraded Internet circuits, and decommissioned the stranded assets.



We found they were paying \$150 for a DSL line. We put in a cable circuit and the price dropped to \$90 and increased their bandwidth tenfold. Verinext also negotiated bundled pricing so sites could share cost but retain separate P&Ls.

**- VERINEXT
IMPLEMENTATION
TEAM LEAD**



SUCCESS HIGHLIGHTS

- Fewer truck rolls, a 60-75% reduction in onsite tech calls**
- 11% reduction in equipment costs**
- Reliable, up-to-date phone and Internet telecommunications**
- Operational security with 24 x 7 managed services support**

THE RESULTS

The non-profit service organization eliminated budget waste and refreshed hundreds of rehabilitation service and retail sites' communications systems.

After years of having to contend with legacy, underperforming equipment service and retail sites in the South and East are now well equipped with a reliable, superior telecommunications system. The organization was able to identify and eliminate out contract waste and unused assets, a great economic benefit. It was also able to eliminate costly truck rolls by Verinext remotely handling trouble calls and solving them.

Today, Verinext continues to serve the organization through managed services and its contact center, seeing that its refresh is proceeding seamlessly and helping the organization work better to help those in need.