

Client Case Study
Cisco Unified Communications for SMB

SynchroNet Delivers Improved Productivity and Flexibility to Small Business

Total CAD At-A-Glance

- Headquarters: Houston, Texas
- Founded: 1997
- Number of Employees: 22

Total CAD Systems, located in Houston, Texas takes customer support seriously. Their company motto is to “Do the right thing, at the right time, and for the right reason.” Upholding this high standard has recently become easier by partnering with SynchroNet to implement a proven Cisco solution to simplify customer interactions.

Total CAD Systems’ Challenge

Total CAD Systems is a Premier Solutions Provider (PSP) for Autodesk, a world leader in 2D and 3D computer-aided design products that allow customers to visualize, simulate, and analyze their ideas before they become a reality. As a PSP, Total CAD is considered one of Autodesk’s top tier value-added resellers (VARs), having met rigid criteria and showing a solid track record of outstanding customer service.

Total CAD offers Autodesk solutions, covering a range of industry needs including structural engineering, as well as mechanical, electrical, and plumbing engineering, media and entertainment, civil engineering, geographic information systems technology, and manufacturing. To effectively support these clients across such diverse environments requires a team of seasoned engineering professionals with industry experience using Autodesk products.

The company’s phone system is at the core of the engineering team’s ability to effectively meet customer expectations in a timely manner. For years the company was able to get by using standard analog phones, but business growth had reached a point where communication needs outpaced their current system’s functionality.

Total CAD’s initial objective for upgrading their phone system was to gain the ability to seamlessly integrate an external phone with the main office system. This added functionality would provide the company with greater flexibility to access voice and data from a remote location to perform critical work tasks.

A Unified Communication Solution

After analyzing their current and future requirements, SynchroNet recommended the Cisco Unified Communications 500 Series for Small Business.

SynchroNet Project Engineer Chris Stacy explained,

“The Cisco 520 was the right answer for Total CAD. This solution gives them ultimate flexibility in managing calls with real-time access to customer information. Looking to the future, this system would allow them to facilitate a more mobile workforce by configuring software phones to take support calls through a secure VPN connection on a laptop, anywhere there is access to the Internet.”

The solution installed and configured by SynchroNet included:

Cisco UC520-32U

Provides a perfect solution for small businesses who need an affordable appliance that provides voice, data, voicemail, Automated Attendant, video, security, and wireless capabilities, while seamlessly integrating with existing desktop applications, such as calendar, email, and customer relationship management (CRM) programs.

Cisco 524SG IP Phones

Represents a group of affordable, entry-level IP phones that are designed for use with the Cisco Unified Communications 500 Series for Small Business. They are optimized to replace traditional voice systems, or to transition to a next-generation voice solution in a Category 5 (CAT5) wired environment. The 524SG phones give an additional option for customers to have a 10/100 switch port for LAN connection to a co-located PC.

Configuration of 24 phones was initially done at Total CAD to support the current engineering staff. An additional eight phones could be added later, or with a software upgrade the same system can support up to a total of 64 phones. This scalability allows a more cost-effective growth path for Total CAD to meet future call volume requirements.

Cisco Unified CRM Connector for Microsoft® Dynamics CRM

Allows full integration of the Cisco Unified Communications 500 Series with Microsoft® Dynamics CRM to create a next generation Customer Interaction Network. Since Total CAD was already using Microsoft® Dynamics CRM, implementing this connector allows customer engineers to place, receive, and transfer customer interactions with full, real-time access to customer data. This functionality not only saves time, but also improves monitoring and enhances Total CAD's ability to provide outstanding customer support.

Results Achieved

Total CAD immediately saw the benefit they were looking for in having their CRM data integrated with the new phone system, and having an external VoIP phone tied into the main office. Additional productivity improvements were achieved through a network analysis of call traffic that resulted in a configuration change by SynchroNet that provided a more streamlined approach to load-balance incoming calls.

“It was great working with SynchroNet. They took the time to understand our needs, and the Cisco phone system they implemented allows us to more efficiently get our jobs done. We would definitely recommend SynchroNet to anyone looking for an experienced IT solutions provider,” said Padamada.