



# CTI CASE STUDY:

## How CTI ensured successful VoIP deployments

Moving end-user customers to VoIP isn't a trivial endeavor, but when executed correctly, it can yield far-reaching rewards. Successful business partners understand just how imperative it is to identify critical deficiencies in their customers' infrastructure and address them before implementation. Furthermore, they understand how and where to focus their time and expertise. As such, when Consolidated Technologies, Inc. (CTI) identified an opportunity to engage ScanSource Services Group for assistance, they took advantage of it. This enabled CTI to focus on delivering superior customer service and even better, it positioned the reseller to grow their VoIP sales.

**THE CHALLENGE** CTI, a leading provider of communications solutions, offers expert design, implementation, and management for medium to large businesses. Their certified, highly experienced staff delivers unparalleled service and support to their customers for a full range of solutions, including VoIP. As CTI responded to the increased demand for this new technology, they ran into a huge challenge – many customers' existing data networks were not VoIP-ready. Troubleshooting these problems caused delays in the installations, and worse, the additional labor increased the overall cost of the project. And, as these delays also impacted CTI's planned ROI and customer satisfaction rating – the reseller was determined to find an efficient way to test the customer's data network and prescribe the right steps for VoIP readiness.

**THE SOLUTION** CTI learned of a Readiness Assessment offered through ScanSource Services Group, which tests the customer data network for VoIP readiness and provides test results and recommendations for the network adjustments needed prior to installation. And, as a remote service, it could be executed anywhere CTI sells without intruding upon the end-user customer's day-to-day operations. Our Readiness Assessment solution addressed all of CTI's concerns.

**THE PROCESS** The Readiness Assessment began with a conference call to help ScanSource Service Group's Professional Services team determine how to adjust the metrics for CTI's specific project. A simulation test was created to mirror CTI's project and the assessment was executed to test for jitter, latency and lost packets. This process helped determine the feasibility of connecting their customer's VoIP equipment. From start to finish, the assessment took about two weeks – as there were several customer locations tested. A final report was prepared for CTI providing test results and recommendations of next steps that would be needed before implementing the voice product.

**THE RESULTS** ScanSource Services Group's Readiness Assessment offer was a perfect fit for CTI – the test determined VoIP readiness, kept the installation on target and significantly improved CTI's success rate and planned ROI.

Most importantly the customer experience was greatly improved. "ScanSource Services Group provides us with a comprehensive view of our customers' network readiness for unified communications, so our engineers can stay focused on their specialty – consulting, configuring and deploying solutions," says Ben Schoolsky, Vice President of Sales, CTI.

## **SCANSOURCE SERVICES GROUP'S PROFESSIONAL SERVICES DELIVERS**

CTI now orders Readiness Assessments with all VoIP implementations. The extended resources provide industry expertise and time-saving services that allow CTI to successfully implement IP solutions without delays or incurring overhead expense. "There is peace-of-mind knowing our trusted partner has evaluated the network and any issues have been resolved. It keeps projects on time and our customers happy," says Ben Schoolsky, Vice President of Sales, CTI.

### **WANT TO LEARN MORE?**

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