

COMTEL i PROFILE

 Greenwood Group



An informational Application Profile

COMMUNICATIONS CHALLENGES

Greenwood Group is a WNY based marketing and sales firm with a team of professionals working from its Cheektowaga headquarters, as well as remote workers across the US. Our objectives were in cost containment with multiple voice, data and fax services, and in creation of a more cohesive and integrated environment for daily communication.



PREVIOUS ENVIRONMENT

A premise based Inter-Tel phone system was used by Greenwood. The system was nearly 20 years old, and had been manufacturer discontinued years earlier, thus spare parts were expensive, and more difficult to supply. Greenwood's expansion plan required a solution providing an economical result without losing common capabilities.

SOLUTIONS BRIEF

Comtel was able to deliver a Hosted VoIP system solution using Greenwood's existing data network. Sharing a common infrastructure with the data devices, the expansion brought a less costly cabling infrastructure. We incorporated system integration extending to a series of remote locations, eliminating phone lines, and local and long distance usage costs. We also added in unified messaging, and today Greenwood operates as "one" system, despite its sites being thousands of miles apart.

THE CUSTOMER VIEW

Rosemarie Wayne, Manager of Administration

"Being able to connect to our team across the country, using one single phone system, has made us so much more efficient, communicative and cost effective."

COMTEL 

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CUSTOMER:
GREENWOOD GROUP
CHEEKTOWAGA, NY

SOLUTION:

- Comtel Hosted VoIP
- Voice Mail
- Reduce Lines
- Remote Workers

PROFILE:

Greenwood Group manages all aspects of marketing, sales and distribution for its clients including market and product research, brand strategy, package design and engineering, introduction of new products, consumer advertising, PR, trade advertising and point of sale merchandising.

WIN-RESULTS:

True Integration
Mobility for sales staff
Integration of remote workers
Reduced lines = lower \$

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