



Case Study

Anthony International San Fernando, California

PROVIDING MERCHANDISING SYSTEMS TO THE WORLD

Based in San Fernando, California, Anthony International (www.anthonydoors.com) provides the most state-of-the-art merchandising systems on the market. As the world's largest manufacturer of refrigerated glass doors, the company specializes in creating customized products for clientele with specific needs. Anthony International's unique designs are utilized across the world in warehouse clubs, grocery stores, floral shops, deli cases, meat counters, convenience stores, drug stores and ice cream parlors.

THE BUSINESS CHALLENGE— MANAGING COMMUNICATION FLOW AND IMPROVING CUSTOMER SERVICE

Anthony International's phone systems for its worldwide and U.S. locations were not networked together. They also had three call centers for inside sales, parts and credit—all very disorganized. Linking calls with the appropriate contacts proved challenging; the company was using several ineffective methods to deal with

the problem, including an internal paging system, walkie-talkies and cell phones, which were expensive for the company and frustrating to their customers. "The challenge they had was just a crushing flow of incoming calls, and a lack of communication tools to get those calls to the right destinations," explained Eric Brackett, chief executive officer of BTI Communications Group, an Inter-Tel solutions provider.

Anthony International knew there were significant flaws in their current communications system. "Basically we had voice mail only, and we paged a lot because there was no way of knowing where people were located and how we could find them," said Disa Gause, accounting manager with Anthony International. "We'd lose a lot of customers because they would not want to remain on hold."

Jaccie Wheeler, a controller with Anthony International, added, "We didn't have flexibility to see how long people were on the phone, and the transferring capability was very difficult."

Anthony International needed to implement a communications solution that would unify their dispersed locations and eliminate the disruption of frequent paging.



FAST FACT...

Anthony International improved customer service levels and decreased costs with an Inter-Tel platform, IP networking and wireless IP solutions.



THE INTER-TEL SOLUTION— SEAMLESSLY CONNECTING FACILITIES WITH VOIP

BTI's Los Angeles branch provided Anthony International with an Inter-Tel converged platform. The converged system enabled Anthony International to deploy Internet Protocol (IP), wireless, digital and analog on a single foundation.

With the implementation of IP technology, Anthony International was able to seamlessly network all of their facilities using VoIP, allowing employees to work more closely and improving call handling. The end result was increased employee productivity, reduced communications costs and improved customer service levels.

Anthony International also implemented wireless IP phones positioned throughout warehouses and production facilities, enabling their sales associates to function as if they were in the office even when they were mobile. "The Inter-Tel wireless phones have become very crucial in our company, in that they are integrated into our phone system, so if somebody gets up from their desk and needs to go around the campus into different production areas, they can forward their extension from their desk onto their wireless phone," said Gause. "We have probably decreased our paging 95 percent," she added.

THE BUSINESS CHALLENGE— DISASTER RECOVERY

Anthony International encountered a significant disruption soon after the installation of their new platform. "We had a power outage not too long ago where a transformer blew on the power line and shocked our system; all the phones went down for a period of time. We lost 25 phones in that power outage," explained Gause.

THE INTER-TEL SOLUTION— PROTECTION VIA MANAGED SERVICES

Faced with a potentially critical communications crisis, Anthony International very quickly realized the benefits of Inter-Tel's Managed Services program, a comprehensive financial solution that ensures business continuity through extended services. With Managed Services, Anthony International could focus attention

on their business, even when dealing with a significant service issue like the power outage. With BTI as their authorized Managed Services provider, Anthony International was back online fast, and under the Inter-Tel financial program, all of their equipment was covered and replaced at no charge. "Because of the Managed Services program, I made one phone call to BTI the day our transformer blew up and they had us back up and running within a half-an-hour," Gause said.

Additionally, the Managed Services program will continue to serve as an invaluable resource for helping Anthony International maximize the return on their communications investment. "The financing solution for Anthony International has paid big dividends for them already. Not only in the disaster recovery when they had a bad electrical problem, but also in their ability to upgrade the technology and add to their technology infrastructure over time," Brackett elaborated.

WHY INTER-TEL

Anthony International was looking for a single-source solution provider that would become an extension of their team; a provider that could handle a seamless installation, and be able to manage and service their new communications platform. BTI and Inter-Tel delivered on those expectations, surpassing the offerings of the competition. "I became more and more convinced they could do for us what the telephone company could not," explained Michael Stewart, senior vice president and chief financial officer of Anthony International.

Anthony International's investment in a flexible communications system improved their productivity, as well as their profitability. "BTI and Inter-Tel beat the competition because they offered us much more functionality, a better price and better customer service," Gause said. "In accounting alone we've saved five hours a week on the time it takes to input communications bills. We've reduced them from 60 bills a month down to two," said Gause. Wheeler was especially impressed with the cost efficiencies produced by the new system, "I can tell you that we have a cost savings of over \$13,000 per month with our new platform," said Wheeler.

"The installation was seamless; it was just a success from day one. It's just a great system," concluded Stewart.

A video of this case study on CD is available upon request (Part # 835.2816).



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