

**CASE STUDY
CHALLENGE:
MOBILE KEY TO
VERTICAL SUCCESS**



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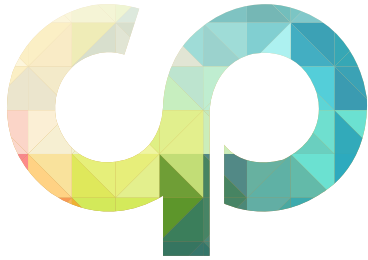
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MOBILITY OPENS DOORS

THINK YOUR CUSTOMERS HAVE MOBILITY ALL FIGURED OUT? NO WAY, AND INTERNET OF THINGS PROJECTS

are only adding to the confusion. What they do know is that they better get a plan. Millennial employees demand mobility, and without sanctioned options, shadow IT will run rampant. That threatens both the customer's security and your revenue. Bob Dimicco, global leader of Cisco's cloud consumption and broker services practice, [recently told Channel Partners](#) that typical enterprises now use 1,220 individual cloud services, often purchased outside IT's or a partner's purview. Very often these services are bought by lines of business to address restrictive mobility and communications programs.

As our Case Study Challenge respondents show, the mobility services that channel partners can offer are anything but limited. They can save lives at home and abroad and arm employees with real-time data to improve business outcomes.

In fact, at a recent AT&T Partner Exchange Summit, Max Silber, MetTel's director of wireless services, said partners can now sell mobile-enhanced business processes that depend on pervasive connectivity. "Devices are becoming communication endpoints for a variety of applications, and that's changing the workflow from physical paper to the digital world," he said, citing home health care providers who can now send data back to an EHR system, which can then automatically submit claims or request a prescription. "It's happening right now," he says.

Among our three Case Study Challengers profiled in this issue, our Champ, Fusion PPT, proves Silber right. The consultancy set out to help the [Peter C. Alderman Foundation](#), a nonprofit that works globally to help survivors and communities recover from the emotional wounds of war, terrorism, torture and mass violence. PCAF was on-site in northern Uganda to provide services for pregnant women but was stymied by a lack of connectivity and dependence on paper records. Oh, and by a nonprofit-size budget.

Our other Case Study Challengers also made a difference with mobility. Broadview Networks built a flexible, cost-conscious communications system for another nonprofit, Intercommunity Action Inc., which operates more than two dozen programs and has more than 400 staff members working from five locations throughout the greater Philadelphia area. United Office worked with MAR Pizza, which owns more than 70 Domino's Pizza stores across California, Illinois and South Carolina, to not only cut down on missed calls but supply analytics and detailed reports so franchise owners could manage their businesses from anywhere.

Cloud SLAs: Get Your ARMOR

When moving any business-critical service to the cloud, it's incumbent to put a service-level agreement in place. Where the channel partner sits in this process will vary depending on role, but ensure these areas get addressed:

1 UPSELL MOBILE SOLUTIONS BY BAKING IN SECURITY: The two are intertwined, especially for regulated verticals like health care. As AT&T discusses in its recent [Cybersecurity Insights](#) report, 80 million people had their personal information stolen in just one cyberattack against a large U.S. health insurance company. Lost mobile devices are often how attackers get in. This is a services play — Fusion PPT used the native Android encryption and remote wipe feature to protect PCAF's data.

2 ERADICATE OR HIDE COMPLEXITY WHEREVER POSSIBLE: Broadview set up a centralized site that enables Interact's lone IT staffer to do moves, adds and changes instantly for the entire organization. Fusion used standard Android components that are familiar to clinicians, negating the need for training, while Unified Office tied the Total Connect Now interface into MAR Pizza's point-of-sale system.

3 MORE EXPENSIVE ISN'T ALWAYS BETTER: Realtors and home remodeling companies have [made a pseudoscience](#) out of calculating the return (value) versus the cost of any given upgrade. A new, fairly inexpensive front door pays back 102 percent. Adding gold fixtures to a guest bath, not so much. The lesson is, customers may have a tendency to conflate cost with value. Ensure they understand that cloud and open source software can drive prices way down while delivering functionality that just a few years ago would have been out of reach.

4 USE MOBILITY TO EMPOWER EMPLOYEES WITH DATA WHENEVER POSSIBLE: The Society for Human Resource Management maintains that employers [underuse data](#), even in [large enterprises](#). Not MAR Pizza. The company was able to deploy a digital wallboard within its franchises showing store managers a variety of actionable analytics. And, they don't have to be on-site to track progress because stats are accessible from a smartphone or tablet. All employees get insight into key performance indicators, including hold and talk time and call abandonment rates, so there are no surprises.

5 REMEMBER THAT THE WORKFORCE IS CHANGING RAPIDLY: In the gig economy, the definition of "employee" is evolving. For example, Interact uses numerous contract employees who rotate locations and work varied hours. PCAF depends on volunteers. Hospitality businesses depend on suppliers. Ensure that mobility solutions are not walled gardens.

FUSION PPT HELPS NONPROFIT SERVICE HEALTH CARE WORKERS IN CHALLENGING CONDITIONS



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CASE STUDY CHALLENGE
WINNER

CASE STUDY CHALLENGE: MOBILE KEY TO VERTICAL SUCCESS

THE COMPANY



Fusion PPT

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 [@fusionppt](https://twitter.com/fusionppt)

Fusion PPT provides IT consulting and system integration systems to organizations worldwide with challenging technology initiatives. The company prides itself on combining the best

practices and expertise found at large consulting firms with a nimble, entrepreneurial and client-focused service team.

THE CLIENT

Established in 2003 as a living memorial for a victim of the 9/11 terrorist attacks on the World Trade Center, the [Peter C. Alderman Foundation](#) (PCAF) works to help survivors and communities around the world recover from the emotional wounds of war, terrorism, torture and mass violence. The foundation trains indigenous health workers and establishes trauma treatment centers in post-conflict countries.

THE CHALLENGE

Clinicians in rural areas are often without regular access to technology, Internet and electricity, and so must rely on paper forms to collect patient information and paper files to review patient histories. With patient histories stored at local clinics and hospitals, clinicians could not access needed information when treating a patient on-site. In addition, data collected manually must later be transcribed into electronic systems, a time-consuming process that is prone to data entry errors.

These problems created particular challenges for a multidisciplinary mental health team established by PCAF in northern Uganda to provide mental health and psycho-social services for pregnant women. Maternal mental disorders are common and disabling in women living in developing countries and can, in turn, deeply impact children's growth and development. To most effectively serve women in northern Uganda during their pregnancies and through the first two years of their children's lives, PCAF set up mobile therapy services that greatly expanded their access.

PCAF turned to Fusion PPT for help in designing an electronic table solution that would overcome the problems of data collection and access in remote areas and enable their health care teams to provide higher quality care to their patients on-site in rural locations.

THE SOLUTION

Fusion PPT started with a commercial Android-based, 7-inch touch-screen tablet with a low price point and global availability. The tablet was ruggedized with a casing of low-cost foam to protect it from environmental harm, and Fusion PPT utilized the native Android encryption and remote wipe feature for protection if the tablet was ever lost or stolen.

For data collection, Fusion PPT developed an Android application that allows data collection when the tablet is not connected to the Internet, then synchronizes to a cloud environment when it is connected. In addition, the application downloads a cached version of the cloud data and enables the user to create, search and modify data when the tablet is not connected to the Internet. Fusion PPT also developed a customer XML form for the data collection and an off-line records platform to store the data.

For the server in the cloud, Fusion PPT utilized Amazon Web Services. The AWS architecture provides for 100 percent uptime and reliability for the server component of the solution. When the table is connected, it synchronizes changes and downloads data from the cloud. All tablets are synchronized and have redundant copies of the information.

channelpartnersonline.com



A health care worker uses the Fusion PPT handheld tablet

Show, Don't Tell:

Mobility is transforming how clinicians do their jobs; 47 percent of physicians who have smartphones use them to show patients images and videos, according to a [Manhattan Research study](#). Imagine the impact of enabling customers in the health care vertical that operate in underserved areas, or where there's a language barrier, to access rich content on mobile devices.

The entire solution was created through leveraging and extending existing open-source software and creating a flexible, repeatable architecture that scales and meets individual country requirements for security and patient privacy.

THE RESULTS

The Fusion PPT solution allows clinicians to collect patient data, loop up and record patient information in a secure platform and include video and audio recordings to enhance records and increase the pool of clinicians that may provide care.

Beyond reducing administrative burdens and errors associated with paper-based data collection, the solution:

- Improves care to the patients by providing more information to the clinicians in the field
- Increases the time clinicians can spend with patients, since less time is spent transcribing
- Provide better analysis on the impact of the care with metrics that cross clinics, regions and territories

Fusion PPT focused on meeting the specific requirements of the PCAF, but its solution can be used by other non-governmental organizations in similar environments.

CASE STUDY IN BRIEF

BUSINESS CHALLENGE

Data collection and access for health care workers in remote areas with limited access to Internet

OLD SOLUTION WEAKNESS

Manual collection of data to be transcribed later was time-consuming and error prone; records could not be accessed on-site

NEW SOLUTION

Handheld tablets designed to collect data when offline for synchronization to cloud when device is connected to Internet. Records can be stored on device for use on-site where no Internet is available.

IMPACT

Improved efficiency and reduced time for data collection, plus ability to share information lets workers focus on patients and provide better care

BROADVIEW CONNECTS INTERCOMMUNITY ACTION'S 400 EMPLOYEES ACROSS FIVE SITES — FOR 30% LESS

THE COMPANY



[Broadview Networks](#)

[linkedin.com/company/broadview-networks](https://www.linkedin.com/company/broadview-networks)

[@1800broadview](https://twitter.com/1800broadview)

Broadview Networks is a network-based business

communications provider serving customers with local and long-distance voice and data communications, premises-based and patented hosted VoIP systems, data services and a full suite of managed and professional services. It also provides an innovative portfolio of bundled, hosted IP phone and cloud computing services designed to meet the unique application requirements of diverse workforce groups. Its customers benefit from award-winning customer service, including a Web-based account management tool and a primary point-of-contact for real-time, personal customer care.

THE CLIENT

[Intercommunity Action Inc. \(Interact\)](#) is a nonprofit health care organization that provides services to older adults, support for people with intellectual and development disabilities, and counseling for children, adults and families. Interact operates more than two dozen individual programs and has more than 400 staff members who work from five different locations throughout the greater Philadelphia area to fulfill their mission and meet the needs of the community.

THE CHALLENGE

Interact needed to find a cost-effective communication solution with flexibility that would enable staff to be more accessible to their clients and work seamlessly among their five locations.

Interact staff members frequently rotate and work from various sites which made it difficult for clients to reach the right employee. The organization often received complaints that clients would search for the phone number for each location and expect to speak directly to the appropriate person when they called, but the staff member was typically working from a different location, with a different phone number. Staff struggled with missing calls, and in the behavioral health sector, it is very important that clients' calls are always received.

"The key driver for looking for a new phone system was the need to unify all my sites under one system to make it easier for someone calling to get to the right person," said Mike Mann, Interact's vice president of IT services. The organization also struggled with maintaining its five individual premises-based phone systems at each location; instead of upgrading each one, Mann wanted to find one solution that would unify all of their locations to make internal and external communications easier. In addition to the technology challenges, Interact utilizes numerous contract employees who rotate locations and work varied hours, so Interact wanted a flexible solution that would allow workers to share desk spaces and access their individual voicemails from any phone at any of their locations.

And, as a nonprofit organization with a very restricted budget, Interact needed a new communication solution that was budget conscious.

THE SOLUTION

Broadview Network's award-winning, cloud-based communications system, OfficeSuite Phone, solved Interact's challenge of seamless client communications by centralizing its call management. "We are able to be more efficient by having one central receptionist through the Digital Receptionist feature so the calls are all transferred and received properly," says Mann. "It is much easier for our clients to get in touch with the appropriate staff member now."

In addition to replacing Interact's five different phone systems, OfficeSuite unified the organization's communications and provided them with the flexible features they needed, including extension-to-extension dialing, hot desking and personalized voicemail accessible from any site location. The ease of use has freed Mann

The Kids Are All Right, as Long as They Can Text

In a [recent post](#), AT&T product marketing management AVP Vishy Gopalakrishnan offered advice on retaining Millennials based on a [major PwC survey](#). Mobility plays a big role for three reasons, writes Gopalakrishnan:

➤ **They're voice-phobic.**

Nearly half of millennials feel more comfortable communicating electronically than face-to-face or over the phone, says PwC, in what comes as no surprise to anyone. Millennial workers embrace collaboration tools that let them switch conversation modes.

➤ **Mobile offices will become more common.** Millennials' communication habits will push us toward more flexible workplaces; 21 percent say flexible working arrangements make for an attractive employer. Access to information and communication modes from any device will be a must.

➤ **They want to work on expanded teams.** Access to voice and collaboration capabilities means HR departments can realign to focus on assembling teams that work well together to tackle specific problems, regardless of who sits where. Sixty-five percent of Millennials say that rigid hierarchies fail to get the most out of employees.

Source: AT&T, PwC

from time-consuming administrative tasks. “It offloads administrative tasks for me,” he states. “In the former system, I would have to set up and change individual voicemails for our staff, but now they can manage it on their own. We love how the voicemail functions; it is straightforward and powerful.”

As well as the new functionality and features, OfficeSuite provided Interact with the budget-conscious pricing they needed. According to Mann, it cost 30 percent less than other hosted solutions they looked at.

Targets on Their Backs:
 The street cost of a stolen medical record is **50 DOLLARS** compared with \$1 for a stolen Social Security number, says AT&T. Architect health care mobility solutions accordingly.

THE RESULTS

Mann says OfficeSuite has given Interact the flexibility it needs to operate more efficiently and focus on its mission of providing exemplary behavioral health care to its clients. He reports that the CEO recently told him about a new client who needed the organization’s services and was not sure who to ask for, but thanks to their new unified communication solution, was able to reach the right person the first time. “This was definitive proof that full interconnectivity of sites that OfficeSuite gave us is working,” he says.

OfficeSuite’s centralized website enables Mann, the only IT support for the entire organization, to control the system for all five locations, which allows him to focus his time on growing the organization instead of spending time on general support duties. In addition, the organization now has predictable costs so it is far easier to set its budget accordingly. “Every dime we don’t spend on something else, such as communication solutions, we get to spend on delivering services to those who need them,” says Mann.

CASE STUDY IN BRIEF

BUSINESS CHALLENGE	Nonprofit health care organization needed cost-effective, flexible communication system to keep nonprofit’s workers connected across five locations
OLD SOLUTION WEAKNESS	Five different premises-based phone systems meant locations weren’t unified and workers often missed phone calls when away from their primary offices
NEW SOLUTION	Cloud-based communications system provides centralized call management and mobile connectivity
IMPACT	Improved efficiency has improved client care; ease of use has reduced system administration to a minimum and predictable costs make budgeting easier

UNIFIED OFFICE DELIVERS FRESH, HOT DATA TO MAR PIZZA

THE COMPANY



Unified Office

 www.linkedin.com/company/unified-office-inc

 [@unified_office](https://twitter.com/unified_office)

Unified Office Inc. is a leading provider of SDN-based hybrid cloud managed VoIP, UC and advanced analytics to SMBS.

THE CLIENT

Headquartered in Paramount, California, [MAR Pizza Inc.](#) owns more than 70 Domino's Pizza restaurants located in California, Illinois and South Carolina.

THE CHALLENGE

The MAR Pizza executive team knew that many of their stores might not be reaching their full operating potential. Because of antiquated analog phone service, many calls during times of peak activity (Thursday to Sunday) were either not answered or customers received busy signals. Abandoned calls were significant. Bilingual calls were often connected with the wrong customer service representative. MAR was ready to replace their legacy PBX technology but they weren't sure what to replace it with.

Another concern was that periodic telephone network outages from their incumbent telecom operator accounted for significant revenue loss. In addition, the team was unable to obtain call statistics, analytics and detailed reports to determine the root cause of operational issues. They wanted to be able to manage their business and access this data from wherever they were, inside a store or on the road.

THE SOLUTION

MAR Pizza began using Unified Office's Total Connect Now (TCN), a hybrid cloud-based, mobile broadband communications service that combines high-quality voice communications, service-level monitoring, business continuity and business analytics tools. The new system integrates business analytics and monitoring using Unified Office's HQRP (highest quality routing protocol) along with Unified Office's disaster recovery hybrid cloud algorithms, allowing MAR Pizza management to run their businesses from their smartphones or tablets from anywhere in the world.

Total Connect Now interfaces with the Domino's point-of-sale system and also provides a portfolio of KPI analytics and reports for any store, or combination of stores, for any time period, accessible via a wireless or wireline broadband connection to the "Owner's Portal" at any time, from anywhere in the world.

Dominos uses Unified Office's Visual Performance Suite (VPS) analytics package in combination with Total Connect Now to obtain a real-time view of changes in operational performance levels providing actionable intelligence for managers and owners, enabling them to configure their own real-time business performance metrics, take immediate actions and apply continuous operational improvements, resulting in higher customer satisfaction, increased customer retention, and increased revenues and profitability.

A digital wallboard is displayed within the Domino's franchises showing store managers call-handling performance and other actionable analytics. The wallboard is equipped with a speaker, so it can issue alerts reminding employees when calls are on hold or, for example, advising that a Spanish-speaking customer should be routed to a bilingual customer support rep. Managers don't have to be in the office to view all of these metrics, which are fully accessible over the wireless network from a smartphone or tablet. This dashboard display includes a series of "speedometers" for an at-a-glance look at a store's call and behavioral performance in real-time. These indicators show how a store is performing on any given day as compared to the last few weeks.

Dominos creates its own unique experiences using Unified Office's WebRTC management portal. For example they can now easily record their own messaging, using a WebRTC browser interface in addition to performing other tasks like real-time monitoring and alerting as well as moves, adds and changes all via a simple WebRTC browser interface.

The service provides store personnel with key performance indicators (KPIs), including Hold Time, Bilingual Call, Talk Time, Call Abandonment, Caller ID, audible alerts ("Incoming Call", "Manager Call", "MVP") on a flat-screen HDTV, and an Auto Attendant that queues incoming calls to six to 12 mobile and tethered handsets.

THE RESULTS

MAR Pizza's Domino's franchises have consistently seen call volume in the range of 10 to 12 percent higher than other stores that are not using TCN. Its top-performing store saw an even larger increase of a 20 to 30 percent uptick in call volume.

A Side of Wi-Fi:

Mobility is critical on both sides of the counter, says the National Restaurant Association's [2016 Restaurant Industry Forecast](#):

20 PERCENT

of diners overall consider smartphone apps, tablets, online and electronic ordering, and free Wi-Fi when choosing one restaurant over another. Thirty-two percent of 18- to 34-year-olds say tech factors into their choice of a quick-service restaurant.

MAR Pizza also saw:

- A substantial increase in successful call handling and increase in average order size, which results in same-store revenue growth
- The elimination of phone busy signals by having the auto attendant assign incoming calls to the queue
- The ability to play daily/weekly “specials” messages to callers while they are on hold
- A significant reduction in on-hold times experienced by customers, due to store management monitoring KPI statistics and taking corrective actions
- Potential revenue loss during a power outage minimized because of automatic detection and rerouting of incoming calls to a nearby store

Other Domino’s franchisees across the country have seen MAR’s success and have started to migrate their own communications to Unified Office.

CASE STUDY IN BRIEF

BUSINESS CHALLENGE

Franchise restaurants needed a communications system with flexibility and features to support and enhance their performance objectives

OLD SOLUTION WEAKNESS

An outdated analog phone system was clogging incoming calls during peak times and hampering franchise restaurants’ operations and performance

NEW SOLUTION

A hybrid cloud-based, mobile broadband communications service that combines high-quality voice communications, service-level monitoring, business continuity and business analytics tools

IMPACT

Increased call volume and sales, enhanced customer service and marketing, analytics and monitoring accessible by management from any place at any time

3 Lessons Learned

1 FUSION PPT: ADD VALUE BY ASSEMBLING A SOLUTION. Many partners look to simply resell prepackaged services. That was fine before mobility and IoT. Now your value-add is in pulling disparate technologies together into an offering that's more than the sum of its parts. Repeatability is even better. Monthly recurring revenue? [Better yet.](#)

TO DO: Ask any manufacturer: The less you pay for raw material, the fatter the margin. Fusion used open-source software, inexpensive Android tablets and low-cost AWS cloud servers. By adding development and architectural expertise it produced a smart solution to a major problem.

2 BROADVIEW: TELEPHONY MAY NOT BE SEXY, BUT IT IS FOUNDATIONAL. Make sure that discussions of mobility don't just focus on the latest smartphones and connected "things." Interact serves the behavioral health sector, where it's unacceptable for clients to be unable to connect with providers. Bottom line, when customers call, they need to reach the right employee, without a runaround.

TO DO: If you don't currently resell hosted communications or VoIP, what are you waiting for? These systems can be tailored for [specific verticals](#) and bring [enterprise-class features](#) to any size customers.

3 UNITED OFFICE: WEBRTC IS WHAT'S NEXT. Unified Office's WebRTC management portal empowers MAR Pizza's IT staff to use a browser interface on any device for real-time monitoring and alerting as well as moves, adds and changes.

TO DO: [WebRTC is an open framework](#) that enables organizations to embed communications capabilities — including [voice calls](#), video conferences, instant messaging, file sharing and business [application](#) integration — in desktop and mobile Web browsers using a simple JavaScript API. It works across Chrome, Safari and Opera as well as Android and iOS. We're already seeing WebRTC open new possibilities in content streaming, retail, remote health care and real-time translation, valuable for companies that need to communicate with multilingual customers. The possibilities are limited only by your imagination. If you haven't dug in yet, get going.

Do you have a success story you'd like to share? The [Channel Partners Case Study Challenge](#) is accepting submissions on a rolling basis. They will be published in a special section on the Channel Partners site, and the best ones will be awarded a Case Study Challenge Winner logo for use on their own websites. The best of the best will be invited to share their stories during a live session at a Channel Partners event. Case studies should be 1,200 words or less. You can [download the form](#), send responses directly to [Lorna Garey, editor-in-chief](#), or use our [Web submission process](#). Let us hear from you!