

## SMB Select Partner CSP Helps Local Non-Profit Reap Benefits of Cisco Unified Communications



### North Carolina Baptist Foundation Improves Communications and Saves Money with Cisco Unified Communications

The North Carolina Baptist Foundation is a small non-profit agency providing trust services for individuals, churches and other Baptist institutions. Its staff of eight full-time and two part-time employees provides services including investments for member churches, estate planning and administration of trusts and endowments for individuals and churches.

#### Business Challenge

The Foundation was starting to experience problems with its existing Iwatsu system. The phone sets were worn out and didn't offer many features considered standard today. There was no auto attendant feature available, and company greetings could not be changed remotely. Replacement phones could not be purchased, and costly service calls had to be placed in order to relocate phones from one office to another due to a programming requirement that only a service technician could provide. The inflexible system did not allow for self-configuration or remote management. Adding to the burden, the Foundation was paying high fees for phone service and Internet connection.

"We had outgrown the system and it would not expand to accommodate new staff," says Dolly Pierce, CFO/COO of North Carolina Baptist Foundation. "We were at a point where we needed to replace what we had or go in a completely new direction." Pierce had heard of VoIP, and found the concept intriguing, but didn't know enough about it to be confident in recommending it.

Like many SMBs, the Foundation does not employ an IT staff or technology person. For that expertise it relies on Cisco SMB Select Partner Computer Service Partners (CSP). The two organizations have a long-standing relationship. CSP helped the Foundation transition to a new network and took care of Y2K concerns. They provide everything from needed network support to servicing peripheral equipment such as printers, as well as providing equipment.

"We're a very small organization and we don't have enough technology work to justify hiring a full-time person to manage it," says Pierce. "Being a small group we can only spread ourselves so thin. We rely completely on Computer Services Partner for our technology and telephony needs. We call them when we need them, they're right down the road, and always very responsive to our needs."

CSP has found a solid niche in serving small and mid-sized businesses.

"We have larger customers too, but for solutions such as IP phone

#### Executive Summary

##### Customer Name

North Carolina Baptist Foundation

##### Industry

Non-profit, Small-Medium Business (SMB)

##### Location

Cary, North Carolina

##### Number of Employees

8 full-time; 2 part-time

##### Business Challenge

- Older Iwatsu phone system reached capacity, lacked capabilities
- Phones worn out, needed to be replaced
- Local, long-distance and Internet service costs were out of control

##### Network Solution

- Cisco Unified Communications to provide advanced communications features
- Re-negotiating of local and long distance service contract to save money

##### Business Results

- New solution can be self-managed and configured
- Foundation in place for future growth and remote access
- Substantial savings in local, long distance, and Internet service costs

systems we have found that the smaller markets are underserved," says John Livesay, Vice President of Sales at CSP. "Cisco is continuing to develop products at price points that make these kinds of solutions affordable to small and medium businesses. We like the SMB niche because it allows us to develop a personal relationship with our customers."

### Network Solution

CSP routinely checks in with the North Carolina Baptist Foundation, and when asked Dolly shared her concerns about the current phone system with CSP Account Manager Laura McNeill, and asked about alternatives. Since CSP itself uses a Cisco IP phone system it was easy to enumerate the benefits.

"Being able to show Dolly how we run Cisco Unified Communications in our own offices and use it every day is very valuable," says McNeill. "It's one thing to tell someone about technology, but being able to show it in operation really proves how it can improve productivity and efficiency. It's the best way to educate our customers on the technology."

The customer decided that IP telephony with Cisco Unified Communications was the right choice for her organization. The CSP team worked closely with NC Baptist Foundation to ensure that the technology solution they recommended aligned as closely as possible to the customer's business needs. The team also conducted a detailed analysis of the Foundation's current Internet and long distance services and calculated the cost benefit of moving to a Cisco solution. Once CSP presented the overall Cisco Unified Communications concept and provided a demonstration of the solution, they talked with Foundation employees to understand how they used their phones so that the most appropriate solution could be designed.

CSP recommended a Cisco Unified Communications solution that includes Cisco CallManager Express, a Cisco 2800 Series ISR (Integrated Services Router), and Cisco IP Phones 7960G and 7912G. To relieve the Foundation from the high fees it was paying for phone and Internet service, CSP worked with a third-party company which partners with service providers in the area. This company acts as a broker, negotiating with the different service providers and then recommending the best fit for a customer. This solution enabled the Foundation to cut their current local and long distance charges substantially. These recurring cost savings will eventually deliver ROI and pay for the new phone system.

### Business Results

Account Manager McNeill worked to plan the Cisco Unified Communications deployment carefully to help ensure a smooth transition to the new technology. By communicating closely with Dolly, she could then share expectations with the staff. Any change in business processes, including new telephones, can be a challenge. Rick Carroll, the CSP Cisco Certified voice engineer who handled the deployment, personally made himself available for training on the new phones. He had prepared instructions for each employee on how to handle basic set-up, and worked individually with each employee to make sure no one was overwhelmed.



"Most of the staff are used to using cell phones, so many of the concepts and functions of the new phones were easy for them to learn," says Pierce. "Our secretary had the biggest number of challenges in terms of the phone functions she needed to learn and use. She was a little wary so Rick sat with her and worked through all of the features and functions until she was comfortable. That kind of care is not something you see every day. We rely on CSP and trust them completely."

With the new Cisco Unified Communications system up and running at North Carolina Baptist Foundation, the CFO/COO can really see the benefits stacking up. The new phone and Internet service is much less expensive and consolidated onto one bill, and the Cisco system provides a foundation for future expansion. If the Foundation decides to push the solution out to other offices, upgrade phones, or add features such as Cisco Unity Unified Messaging, those can all be done without a major reinvestment or disruption of technology.

As an Account Manager McNeill was excited to be able to provide North Carolina Baptist Foundation with not just a new phone system, but just as importantly a system with the management and configuration abilities that they can handle on their own. And all at a competitive price.

"Helping an existing technology customer move to IP voice is really valuable to us as a VAR because it provides an even stronger relationship with that client," says Livesay. "It provides the opportunity to grow the business and take them into new areas such as network, security, and tying in remote sites. It's a win for us, a win for Cisco, and most importantly, a win for this SMB-sized organization."

For more information

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