



Case Study: Consolidated Technologies, Inc. Offers Cost-Effective Paging with Hosted BroadWorks Solution

Customer: Consolidated Technologies, Inc. is an integrated telephony service provider operating in the New York-New Jersey-Connecticut tri-state area. CTI designs, implements and manages converged communications solutions for the small and mid-size business market. <http://www.consoltech.com>

Challenge: To offer hosted telephony SMB customers a paging solution without the requirement for additional bandwidth

Solution: PIKA WARP Pager

Benefits: CTI now offers its hosted telephony business customers a seamless paging solution integrated with the BroadWorks platform with no need for additional bandwidth expense

For Consolidated Technologies, Inc. (CTI), the future lies in hosted telephony solutions. Tom Faherty, VP of Operations and Engineering, explains: “the SMB market now makes up 45% of all IT spending in North America. Forecasts say that particular market will continue to look for hosted services.”

CTI established a dedicated hosted telephony business unit that serves a growing base of small- and mid-size business (SMB) customers. Its hosted solution is based on BroadSoft® BroadWorks® voice over IP (VoIP) platform.

Although CTI is wholly committed to the hosted model and seeks to minimize the equipment it places at a customer’s premise, the company discovered that telephony paging is not always feasible through the cloud. “Paging through phones consumes quite a bit of bandwidth. Let’s say you are sending an all-page to 30 phones – that’s 30 media streams in use at once. It’s not an efficient use of customer bandwidth.”

Faherty sought out a complementary solution that would integrate seamlessly with the BroadWorks software and Polycom® phones while causing minimum disruption at the client premise. He ultimately chose the PIKA WARP Pager.

Paging Without Breaking the Bandwidth Budget

“All of our services reside in the ‘cloud’ and customers connect to our cloud through various means – the main one is through a private line,” Faherty explains. “Customers want private, quality-of-service secured bandwidth and paging over the WAN breaks the budget for a lot of SMBs.”

After encountering situations where CTI simply could not provide customers with an acceptable paging solution, Faherty began the search for an alternative. After seeing some PC-based solutions, Faherty was pleasantly surprised by the polish of the PIKA WARP Pager. “PIKA was the only company that came to the table with an off-the-shelf solution that was fully baked.”

The WARP Pager redirects pages locally to IP handsets using the local area network (LAN) and can also connect to the overhead paging system via an audio output jack. Rather than requiring additional bandwidth or dedicated lines to ensure that paging

doesn't impact other data communication, the WARP Pager solution offloads the paging RTP traffic.

Faherty confirms: "WARP Pager is flexible, it keeps paging traffic local on the customer's LAN, and it makes it possible for CTI to offer paging to our entire prospect base without having to procure additional bandwidth."

Plug-and-Play Simplicity, Flexibility

As a member of the Cloud Communications Alliance, CTI is one of a network of integrated (cloud) communication providers creating the first nationwide high-definition enterprise voice network in the cloud.

Although PIKA's LAN-based paging solution is located at the customer site and not in the cloud, Faherty says it is simple, small and polished enough to be undisruptive at the premise.

"We normally go onsite to install a customer's phones, switch out routers and firewalls," he explains. "Installing the WARP Pager is part of that process – it's the size of an average phone and it just tucks away in the telco closet along with the other WAN equipment."

"PIKA is very attentive, they have a very sharp and technically adept team, and their business development folks understand our space."

The application is also a breeze to configure and install. "We simply need to know how many and which stations a customer wants to page and we create a simple configuration file that references those users. The unit takes about five minutes to configure – it's very, very simple!"

Supporting the WARP Pager is equally lightweight. "It's fairly self-policing," Faherty says, "and it doesn't require much maintenance. Any changes like adding or removing users are done remotely by our staff in New York."

The application's flexibility was also a selling feature for CTI: "The WARP Pager supports simultaneously paging to phones and an overhead paging system. That is useful in a manufacturing operation or warehouse-type environment. The flexibility to reach both IP phones and an overhead system is great."

He's also impressed with PIKA's quality of support. "PIKA is very attentive, they have a very sharp and technically adept team, and their business development folks understand our space."

Faherty acknowledges that the PIKA WARP Pager is capable of many other potential functions and says that he is considering what additional on-premise functionality might fit into CTI's business model.

"I like simple things," Faherty concludes, "and that's why I like PIKA. It solves the paging need in a hosted environment quietly, simply and reliably. That's very attractive to us."

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