

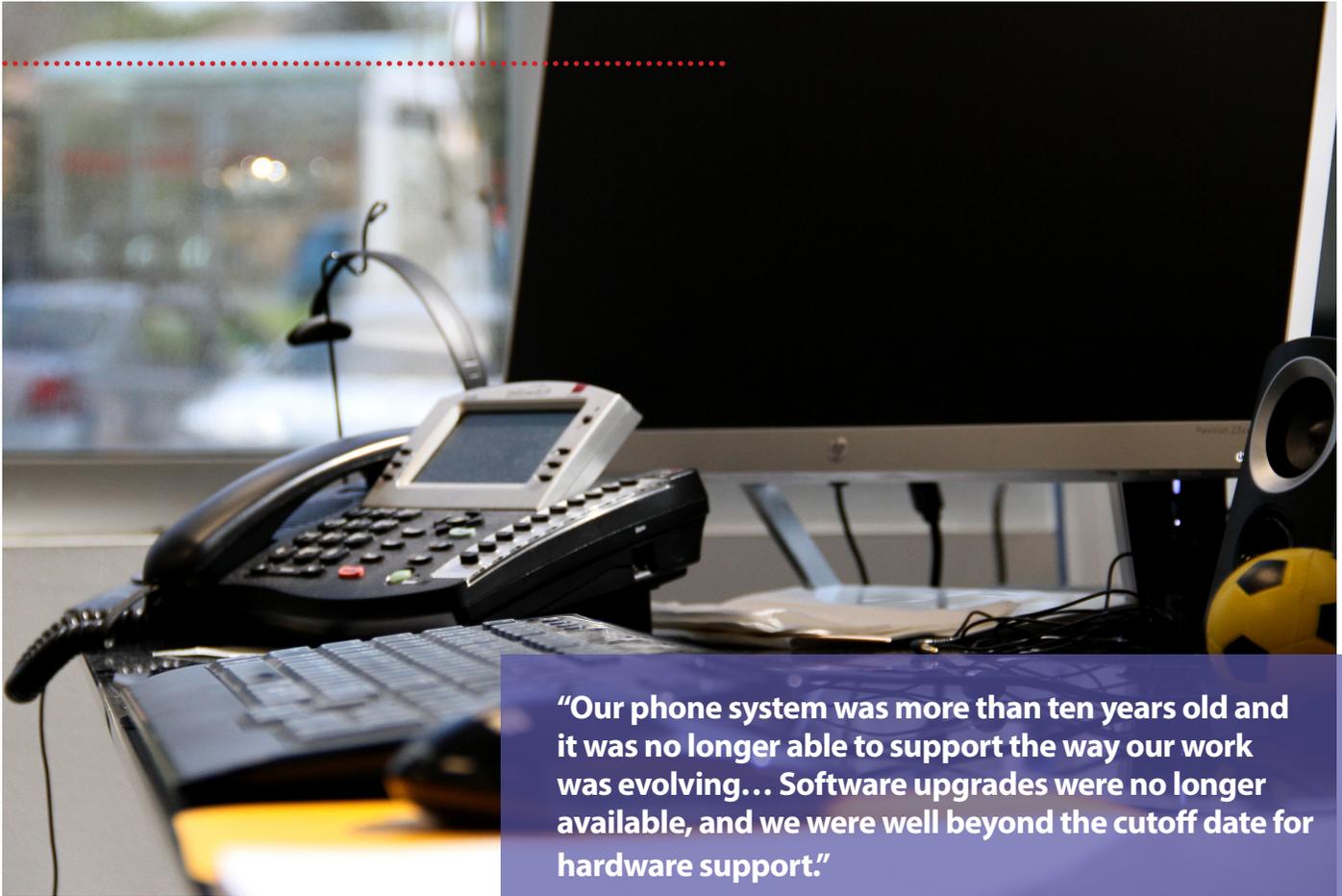


## Aragona Agency Improves Operations and Increases Productivity With IntelliTalk

### Unified Communications Solution Enhances Customer Service and Supplier Relations

Established in 1992, Aragona Agency is a business-to-business and technology marketing agency. The agency provides strategic marketing and public relations services and programs that create unique identities, build awareness, and enable clients to stand out in crowded markets. From marketing research and analysis to strategies, writing, and design, Aragona's integrated services establish strong brands, cut through the clutter, deliver key messages to target audiences, and improve the bottom line.





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**— Joe Aragona, President**

## **Challenge**

“As a service business, most of our day-to-day operations are structured around communicating with clients, partners, and suppliers,” said Joe Aragona, president. “But our phone system was more than ten years old and it was no longer able to support the way our work was evolving. We knew we had stretched the system beyond its useful life and that we would have to upgrade soon. But it became obvious that we had to make a change when the switch itself started acting up. The quality of voice calls dropped considerably, voice connections would fade in and out, and then the system started adding white noise that interfered with conversations. This made it difficult to conduct conference calls with clients and it seriously affected our productivity.

“What made the situation worse was the fact that technical support for the switch and the phones was non-existent. The original manufacturer had been taken over a few years earlier, the system had been discontinued by the

new corporate owners, software upgrades were no longer available, and we were well beyond the cutoff date for hardware support. We had been managing the system ourselves and we were able to keep everything running. The system’s configuration dashboard allowed us to add extensions, move phones, and manage features. But the hardware problems we started experiencing were beyond anything we could fix on our own.”

With the aging voice system suddenly needing attention, the agency also took a hard look at the other communications tools it was using.

“We had a conference bridge that was getting regular use with our clients and we were also using a screen-sharing application during conference calls. Both of these were from separate suppliers, so we were always managing three different tools during virtual meetings. And when we were outside of the office, our ability to do business was limited to voice calls and emails. It was a little cumbersome and not very efficient.”



## IntelliSyn Solution

Based on the agency's communications requirements, IntelliSyn recommended a move to IntelliTalk.

IntelliTalk is a cloud-based, Voice over IP (VoIP), unified communication solution that replaces costly phone lines, switches, and cabling with easy-to-use internet telephony. It provides all the call functionality of traditional voice systems at half the cost. This complete, turnkey solution includes a smartphone app and desktop software for Apple or Windows computers that allow employees to use their office extension from anywhere on any device. Employees can use a single number to make or receive calls wherever they are. Calls are seamlessly integrated with the system to appear to callers as if employees answering a call are in the office. And, because IntelliTalk leverages the internet to provide IP-based voice services, employees can connect with their IntelliTalk service from anywhere in the world.

IntelliTalk also goes beyond voice communications with fully integrated unified communications options that allow users to access voice, fax, voice mail, email, web conferencing, and instant messaging options through one user-friendly interface on any Windows, Android, or Apple iOS device.

## Benefits

"The move to IntelliTalk eliminated all the issues we were having with our old system and opened up a whole new way of conducting business that is more efficient and productive for all of us," Joe said. "We now have basic voice functionality and all the benefits of cloud-based unified communications in one convenient solution.

"With unified communications, we now have the ability to see the status or presence of co-workers at all times. This saves us time, avoids unnecessary transfers of callers, and eliminates voice mail tag. And because the system is cloud-based, it is integrated across multiple screens, so we can see the presence of co-workers on our desktop phones, on the softphone application installed on our computers, and on our smartphones when we are out of the office.

"The integrated video conferencing and collaboration tools make it easy to hold video or audio conferences in real time with co-workers, clients, and suppliers. We can upload and present slides or work in progress, share our desktops, and conduct interactive whiteboard sessions with one click. And when we are out of the office, we have all the same functionality on our smartphones or laptops. This makes it easy for us to work from home and connect into our communication system from anywhere.

Everything is seamless and easy-to-use, so there wasn't a steep learning curve to overcome before we could see the full benefits of the new system."

Joe explained that the transition process itself was also seamless and that the IntelliSyn team was able to configure the system, install the desktop phones, migrate service to the cloud, and conduct a high-level training session in one week.

"I was very impressed with the turnaround from the day we pulled the trigger on the order to the day we were up and running with all features and functions. The IntelliSyn team made it all hassle-free. All desktop phones were plug-and-play with a single Power over Ethernet connection, so all we had to do was connect the phones to a data network jack and they powered up and configured themselves to our new communications system. There was no need for manual configuration of phone lines, switches, routers, or gateways. Everybody received an email welcoming them to the new system with detailed instructions for the installation of the IntelliTalk user application on smartphones, laptops, and tablets. So we were all up and running with a complete cloud-based unified communication system in a few hours.

"What made the transition smoother was that it all happened without any major upfront costs on our part. We didn't have to purchase a switch, software, or phones. IntelliSyn provided the entire cloud-based solution under a monthly fee that eliminated the upfront capital outlay needed to get into other systems.

"Another benefit is that the fee includes ongoing system maintenance and support that ensures we are always up-to-date with the latest features. IntelliSyn manages the system for us and handles all changes, moves, and additions. This saves us a lot of time that we can put towards managing our business, rather than worrying about configuring phone lines and maintaining switches.

"So, IntelliSyn's one-stop-shop approach fit perfectly with our needs. It got us up and running with a flexible system that can support the way we work now and grow with us into the future."

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**For more information about IntelliSyn's IntelliOffice and IntelliTalk solutions, visit [www.intellisyn.com](http://www.intellisyn.com).**

