

# Success Story

**RICOH**



**VoIP**

## Mission Petroleum Carriers Uses Ricoh Teknoforce and Fonality PBXtra to Save Money and Improve Operations

WITH 10 TERMINALS AND OVER 500 EMPLOYEES, MPC'S MANAGEMENT WANTED TO REDUCE THE SIGNIFICANT LONG DISTANCE TELEPHONE RATES FOR CALLS BETWEEN EACH OFFICE. MPC WAS STILL USING AN OLD KEY SYSTEM, WITH LIMITED FEATURES, AND KNEW THEY NEEDED TO UPGRADE TO NEWER TECHNOLOGY TO SAVE MONEY .

MPC CONTACTED RICOH AND ASKED FOR A DEMONSTRATION OF THE VOICE OVER IP (VOIP) TECHNOLOGY. WHEN CONSIDERING THE MOVE TOWARDS VOIP, MPC HAD SEVERAL GOALS IN MIND:

- CUT DOWN ON LONG DISTANCE CALLING COSTS

- UPGRADE OLD KEY SYSTEM WITH MODERN TECHNOLOGY AND FEATURE SET
- IMPROVE EFFICIENCY IN PHONE SYSTEM

"WE STARTED OFF BY LOOKING AT THE COST SAVINGS ON LONG DISTANCE. AFTER USING HUD AND SEEING HOW SIMPLE IT IS TO CALL AN EXTENSION WITH A SINGLE CLICK, IT WAS AN EASY DECISION TO ADD FUNCTIONALITY AND SAVE MONEY USING THE FONALITY SYSTEM."

- DUSTIN WILLIAMS,  
DIRECTOR OF IT, MPC



CHALLENGE	SOLUTION	RESULTS
<ul style="list-style-type: none"> <li>• MPC was spending nearly \$10,000 per month on long distance costs</li> <li>• Needed to connect up to 10 locations under the same system</li> <li>• Director of IT needed to remotely manage and control the phone system</li> </ul>	<ul style="list-style-type: none"> <li>• Fonality PBXtra with HUD provided more intuitive call management</li> <li>• Installed currently in 2 locations and will eventually expand to all 10 locations</li> <li>• Admin panel available from any Web browser</li> </ul>	<ul style="list-style-type: none"> <li>• Extension-to-extension calling at no extra cost</li> <li>• Long distance calling costs</li> <li>• IT Director can manage phone system wherever there is an Internet connection</li> </ul>

## A Before and After Snapshot

### **Before: Traditional Phone System**

- Calling each office added up to significant long-distance telephone charges
- Older system technology provided limited functionality
- Modifications to the phone system required an on-site visit

### **After: Fonality VoIP**

- Cost savings, anticipated at 20% or \$2,000 per month in long distance costs, will soon create significant return on investment
- Additional installations will further reduce long distance cost
- Increased efficiency will be gained with click-to-dial an extension

While MPC initially thought they needed a local telephony vendor to design and execute the installation, Ricoh was able to step in and ensure that MPC was set up correctly through its regional offices and Teknoforce team.

### **Easy Management**

With Fonality's "Hybrid-Hosted" technology and its simple interface, customers can now choose to manage the system on their own or through Ricoh's managed services offerings. "Being able to remotely manage the phone system was a real benefit," said Williams. "It improves efficiency tremendously when I can add an extension or change voicemail options without having to go on site – it's all done at the click of a button at my desk."

### **Future Plans**

There are plans to expand the installation to MPC's headquarters next, then to an additional 10 sites.

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## KEYS TO SUCCESS

Ricoh and Fonality won the business for several reasons:

### **Customized Solution**

"VoIP technology might sound like a big change," said Eric Pharr, Ricoh Houston's account representative. "But you don't have to re-do the entire infrastructure with Fonality. We can integrate existing analog lines system by using the right FXO/FXS cards and other technology – the transition can be smooth, rather than having to start from scratch."

### **Small to mid-sized business advantage**

MPC was able to add functionality and increase efficiency with enterprise-like features targeted to small and mid-sized businesses.

