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## Case Study: T-Cloud Hosted VoIP

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**Company:** 2<sup>nd</sup> Ave. Sports  
**Industry:** Retail  
**Location:** Durango, CO  
**Company Size:** 35 Employees



### **Background:**

With a brand new 7,000 square foot shop, Second Avenue Sports is a full service ski, snowboard and bike shop. With one the largest selections of outdoor equipment in the area, Second Avenue Sports is been the “go-to” retailer for many of the area’s outdoor enthusiasts.

### **Business Challenge:**

Second Avenue Sports had an 18-year-old proprietary phone system that was unreliable, expensive to maintain, and completely lacking in even basic functions such as caller ID. Locating and obtaining replacement parts was getting increasingly more difficult, and taking too much time.

Meanwhile, because of the age of the system, the maintenance contract was expensive and getting worse. As a business-critical function, phone system downtime was simply unacceptable.

What Second Avenue needed was a scalable, reliable solution that would ensure system availability while providing advanced call-management features.

### **Solution:**

What they got was a flat-rate hosted VoIP solution that provided business, IT, and telephone benefits far exceeding their expectations.

A phone system can be just as business-critical as an organization’s server. If there is a failure, and it’s difficult to find a replacement part, the system would be shut down for an extended time. That is lost revenue! It’s simply not acceptable for a phone system to go down while a business searches for old telephony parts.

When Second Avenue began evaluating phone solutions, Think was invited to make a recommendation. Think specialists evaluated their needs and recommended a hosted VoIP solution because the customer wanted to be able to grow with their telephony needs, without making the capital investment in hardware.

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### **Success:**

Second Avenue Sports immediately realized significant savings on its long distance bills. Since they make international calls, calls from their office represented an operating expense. Now with IP-based outgoing calls, long distance charges have been all but eliminated. Call quality equals or surpasses anything Second Avenue had experienced with its conventional phone system.

Their aging, low-feature phone system was replaced with high-featured service that allows for voicemail-to-email and auto attendant. Their old phone system, with its expensive maintenance contract, was switched off immediately.

The maintenance costs associated with the new system, with all its features, is less than half what was spent on the old phone system. And, their customers and business partners now have one number access to all employees.

### **Benefits:**

- Flat-rate, easy to budget
- Easy moves, adds and changes
- Scalable
- No investment in capital hardware
- Communicate and collaborate more effectively

## Want more information?

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If you want to learn more about how Think's team can add value to your organization, please contact us today at [sales@thinknettech.com](mailto:sales@thinknettech.com).

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