

# Case Study: Network Refresh & Unified Communications for a Construction Equipment Rental Company

## Multi-Phased, Strategic Approach Enhances Communications

The Challenge? Deploy a cost-effective, network refresh including an easy-to-use Unified Communications (UC) phone solution that would fully address the needs of a geographically dispersed team with 1000+ locations across the U.S. and Canada. The Bigger Challenge? Do this without any interruption to the business.

Read on to learn how Global Convergence, Inc. (GCI) successfully completed a complex, widespread implementation with its expert team of UC professionals and a proven, streamlined approach.

## Project Scope

The world’s largest construction equipment provider needed a technology upgrade and a UC solution throughout its enterprise. The support model for the custom legacy PBX systems also presented unique challenges. Much of the company’s business is conducted by phone, and an inability to efficiently communicate with customers would have a dramatic, impact on the company and give competitors an opportunity to potentially gain a foothold.

## Solutions Provided

- Planning and Design
- Implementation
- Project Management
- Network and VoIP Managed Services
- Staffing and Support



### Project Scope

When a heavy equipment provider needed a technology upgrade with a Unified Communication solution throughout its enterprise, the requirements included a cost-effective, easy-to-use UC phone solution be deployed to 1,000+ locations without any interruption to business.



### Approach

GCI’s proposal to the customer included a full-scale upgrade of the existing voice, data and wireless infrastructure – from servers to switches and routers - in order to support a new, state-of-the-art UC solution.



### Results

GCI provided planning, technology, services and project management expertise to help the customer seamlessly migrate from its legacy PBX support model to a highly efficient and feature-rich VoIP phone system.

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## Upgrade without Interruption

Deploying a comprehensive technology upgrade and UC solution can be a tricky endeavor for a small business, let alone a company with 10-200 phones at each of more than 1,000 locations while operating on a 24x7 schedule.

It's little wonder then that this construction equipment provider found it difficult to locate a partner that could provide a seamless implementation. During several pilot attempts with partners, the company suffered severe interruptions to its phone service at numerous locations making them reticent to approve any solution.

Knowing that the customer had already experienced several failed attempts to migrate to VoIP with other service partners, the GCI team knew that a comprehensive site assessment and risk mitigation plan were essential components to the success of the project. In the competitive heavy equipment market, the customer could not afford any downtime.

During the entire process, GCI listened to the customer's concerns and assured them that it had the technical prowess and resources to complete the project within budget and without interruption to business.



To win the trust of a company previously burned by other providers, the GCI team divided the new phone system project into three phases to ensure both a successful implementation and the customer's satisfaction.

## ***Phase 1: Site Assessment***

## ***Phase 2: Infrastructure Upgrade***

## ***Phase 3: User Training & Implementation***

Access, Upgrade, Execute. After scoping the project, **Phase 1** began with a series of field site assessments. GCI sent technicians to numerous rental locations throughout the U.S. to better understand how employees used their current phone system, what problems they faced and what technology was the best fit for the company.

**Phase 2** included a GCI recommendation for a state-of-the-art Cisco UC solution leveraging VoIP specialists to design and lay the foundation for the solution.

The proposal to the customer included a full-scale upgrade of the existing voice data and wireless infrastructure – from servers to switches and routers – in order to support the new VoIP solution. GCI sales and technical resources thoroughly explained the value and benefits of each component of the system, winning the customer's confidence with a combination of technical expertise, risk mitigation planning and business analysis of the customer's existing pain points.

Before implementation occurred at the branch level (**Phase 3**), GCI organized a comprehensive training program to ensure all users at each branch received proper training in advance of the installation of their new phones. GCI provided customized educational videos and online instruction for users to familiarize themselves with the new system and to learn how to customize their system for their own unique branch needs.

As GCI completed the installation at each branch it used a multi-pronged approach to reach all users and provide hands-on support for the migration.

# Why Choose Global Convergence



## Result. Success...10,000 Times Over

GCI completed the UC implementation at the customer’s headquarters and 1,000+ sites across North America and Canada within the project schedule, installing over 10,000 phones. The phased, methodical approach worked flawlessly to ensure a positive experience for the users, with NO interruption in employees’ ability to service their customers.

The GCI team set up several test environments and mock remote branch locations based on the customer’s business model to test a variety of possible solutions. In addition, the team developed detailed call routing and call tree plans and designed the details of the customer’s voicemail – a key component of the solution that was essential for success.

Furthermore, on the first day with the new phone system in place, GCI’s Global Support Center staff called each individual user to answer questions and provide support for any issues. The Global Support Center team was available 24x7 by phone when users had additional questions and supported an instant hotline help desk - 100% live answer rate. To ensure customer satisfaction, GCI was there at every step to support employees as the new phones were installed.

## Why Choose GCI – UC Transformation

GCI’s unified communications and IP Telephony solutions allow businesses to simplify real-time delivery of information across different devices and locations.

These solutions allow teams to stay connected whether in the office, on the move, at a satellite location or in a local coffee shop.

GCI has significant expertise in supporting legacy voice environments as well as transforming legacy voice to IP-based Unified Communications. We have successfully transformed thousands of end-user locations throughout the world.

This UC transformation should be a key element of your digital transformation strategy. In order to ensure your success, GCI has developed a seven-phase project methodology:

- ✓ **Discovery**
- ✓ **Design & Planning**
- ✓ **Site Analysis**
- ✓ **Pre-Implementation**
- ✓ **Deployment**
- ✓ **Managed Takeover**
- ✓ **Decommission**

Our UC transformation methodology is structured to ensure a smooth implementation as well as a seamless turnover, whether to your Network Operations Center, a Third-Party Maintenance (TPM) provider or to GCI Managed Unified Communications Services.

# Why Choose Global Convergence

## Powerful Program Portfolio

Global Convergence Inc. offers comprehensive multi-service/multi-national global implementation and network transformation service programs to ensure your success.

As your single point of contact from project planning, through implementation, GCI offers its customers an International Project Management Office (IPMO) to provide planning, oversight, monitoring and execution of simple-to-complex service events.

The complexity and variety of global IT frameworks requires innovative and collaborative thinking to develop and deliver solutions that build trust and facilitate teamwork.

GCI delivers the solutions you need within the most challenging regions across the globe.



## Governance as a Game-Changer

GCI delivers unprecedented value to its customers with an intense focus on governance and seamless alignment to internal processes.

GCI employs a consultative and highly collaborative approach to support business challenges. We listen. We respond. Our innovative and out-of-the box thinking drives process improvements and builds trusted partnerships with our customers.

## GCI Certifications

GCI has invested in universally accepted standards and has achieved certifications for ISO 9001:2015, ISO 27001:2013, SOC 1 Type 2 and SOC 2 Type 2.

Additionally, GCI has certified for the EU-US Privacy Shield Framework program.

GCI was named to the prestigious 2019 MSP 501 List at #59.

Channel Futures.  
**MSP 501**  
2019 WINNER

## Contact GCI Today

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