Allworx systems deliver virtual office for overnight shipping franchise





Kylie Belcher answering a call on the Allworx 9112 phone.

"At its price point and with its functionality, Allworx could give us features and benefits that we couldn't get any other way."

Bob Katz, Worldwide Express franchisee

WHEN A WORLDWIDE EXPRESS franchise was expanding its number of locations, it wanted a telephone system that would enhance connectivity between the offices. Since selecting the Allworx 6x system, the franchise has experienced outstanding results.

Worldwide Express is a global air and ground shipping company that focuses on small- to medium-sized businesses, delivering the special attention and service often reserved for Fortune 500 companies.

Through its unique partnership with DHL — the largest air express carrier in the world — Worldwide Express provides its customers local attention with worldwide reach. With more than

Company: Worldwide Express

franchise
Industry: Shipping
Size: 16 employees
Locations: 3

\$300 million in annual system-wide sales, the company is DHL's leading North American partner.

A franchise-based company, Worldwide Express' franchisees are locally owned and operated. Franchisee Bob Katz has three locations: two sales offices in Rockville, MD and Manhattan, and executive offices in Englewood Cliffs, NJ.

Katz' sales employees spend much of their time on the telephone. They employ telemarketing skills to try to schedule appointments with potential business-to-business shipping customers. Other staff members rely on phone equipment to provide customer service, accounts receivable, sales support and other functions.

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The Challenge

A Worldwide Express franchise was expanding its locations and it wanted a telephone system that would enhance connectivity between the offices. The franchise had a makeshift phone system, patching four phones through Verizon.

The Solution

- Allworx 6x system (3)
- Allworx 9112 phones

The Benefits

- Multiple site connectivity
- Virtual office
- Cost savings



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Prior to having the Allworx system, Katz' franchise had a makeshift phone system, patching four phones through Verizon. All incoming telephone calls went to Englewood Cliffs. When the franchisee was looking to build its Rockville office, he received a recommendation for an IT company from an office furniture supplier.

That connection led to a relationship with Gregg Davis and Digital Telecom of Waldorf, MD. Digital Telecom's (www. digital-telecom.com) highly qualified consultants offer more than 60 years of experience in telecommunications, data cabling, systems development, financial management and human resource management. The Authorized Allworx Reseller meets the ever-changing technological requirements of small businesses, corporate enterprises and government agencies through customized services that provide personalized, state-of-the-art systems.

Connectivity and cost savings

When Bob Katz and Gregg Davis began exploring a new telephone system, Allworx wasn't part of the "With Allworx, we now have a simple virtual office simply by touching an extension. Our customers don't even know that we have multiple locations."

Bob Katz, Worldwide Express franchisee

initial conversation — but that quickly changed. "Once we really talked through what we were looking for, we realized that we needed greater connectivity between the three locations," Katz said. "Gregg and the Digital Telecom team suggested that an Allworx solution could meet our needs."

"At its price point and with its functionality, Allworx could give us features and benefits that we simply couldn't get any other way," Katz added.

Three Allworx 6x systems and 9112 phones were installed in the three Worldwide Express offices in stages — the first in January 2007, the others in spring and summer.

According to Katz, the Allworx installation saved approximately \$1,000 per location. The Allworx system didn't require him to double-wire every workstation in every office; he could simply use the existing ethernet cabling.

A virtual office

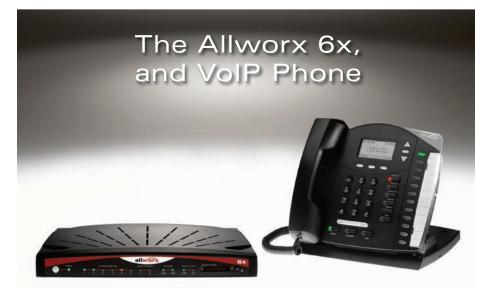
Prior to installation of a Voice over Internet Protocol (VoIP) solution, Bob Katz needed to make sure his offices had the bandwidth to handle it. Digital Telecom helped him switch his carrier from Verizon to XO Communications. This switch to XO delivered faster Internet speed for less money than he was paying previously.

In addition to XO equipment for VoIP and a T1 line, Worldwide Express offices also installed switches, servers and firewalls. Each office employs an Allworx 6x system that communicates through the T1 line, resulting in a virtual office.

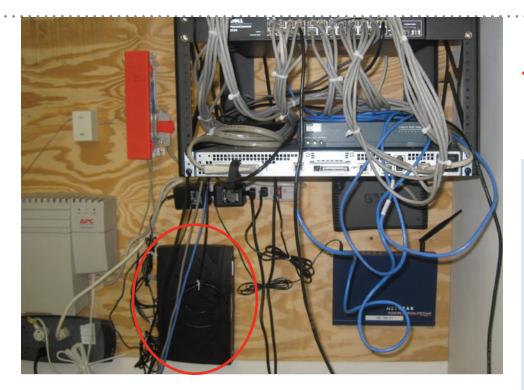
"Once we dealt with XO, we were able to move forward with the Allworx system Digital Telecom recommended to us," Katz said. "With Allworx, we now have a simple virtual office simply by touching an extension, and our customers do not even know that we have multiple locations."

Features that are used most often by the Worldwide Express franchise staff include transferring calls from one location to another and using the Intercom feature from one office to another. "We can simply dial an extension and it rings anywhere — even to a cell phone," Katz added.

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CASE STUDY: Worldwide Express



Katz also likes the usability of the Allworx system and the ability to add an extension or move a phone without needing assistance. In fact, the franchisee re-installed one of the Allworx systems after moving one of the offices. "At first it was a nightmare because we couldn't get the system to work," Katz said. "Working with Digital Telecom, we tried new switches and other things, but nothing worked. In the end, we discovered that we had plugged the Allworx system into the wrong power supply — it was not any issue with Allworx."

A solution for small businesses

Katz said that he and the staff haven't fully tapped into the Allworx system's capabilities. According to Katz, he will likely add soft phones down the road and look into taking advantage of the system's remote capability. As he expands in the future, he will most likely install Allworx systems in the additional locations as well.

He suggests that other small business owners should consider the Allworx solution. "I recommend Allworx for similar businesses and for other franchises," Katz said. "It's easy to use, affordable, and you can take it anywhere you need it in an office."

The Allworx 6x is shown to the left connecting to a T-1 Line, PoE switch, router, and the Internet to create the hub for Worldwide Express' communication system.

Company Profile

Worldwide Express is a global air and ground shipping company that focuses on small- and mediumsized businesses. Through its unique partnership with DHL, the company provides local attention with worldwide reach. Worldwide Express franchisee Bob Katz has three locations in Rockville, MD, Manhattan and Englewood Cliffs, NJ.



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Bob Katz, Worldwide Express franchisee



CASE STUDY: Worldwide Express

Allworx in action

The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx resellers work with you to create a configuration that suits your needs and prepares for business growth. The configuration shown here was designed especially for Worldwide Express, satisfying their current needs and building a solid platform for tomorrow's expansion.

Worldwide Express - system components Phone system Advanced features Options Analog phones* Automated backup Allworx Call Assistant™ Analog station gateways Auto attendants Email server CO line expansion units ■ Allworx Call Queuing[™] Customer call routing Fax support ■ Allworx Conference Center[™] ■ Mirrored disk/USB ✓ Multi-site calling File server Music on hold* Allworx Group Calendaring Firewall SPI security ■ Switches* Presence Management Allworx Internet Call Access ☐ PBX & Key phone system ■ LAN — PC network router ✓ T1/PRI gateway Allworx Virtual Private Network ✓ Remote users ■ MS Outlook Compatibility Uninterruptible power source* Unified messaging Multi-site: ✓ Voice over Internet One Inbox (unified messaging) ✓ Voicemail ■ WAN/Internet access ✓ VoIP phones ■ Web server * Integrated from previous non-Allworx communication systems. Worldwide Express - Allworx 6x configuration **New York Office 1 New Jersey Office** Allworx 6x Allwork 9112 Phones T-1 Line T-1 Line 9112 Phones **Remote Users** Internet Allworx 9112 Phones **New York Office 2** T-1 Line T-1 Line **Maryland Office** coming soon Allworx 6x Allworx 6x 9112 Phones 9112 Phones

Allworx is a state-of-the-art communication system that integrates a sophisticated phone system, a robust data network and software tools, all working together to increase employee productivity and business revenues. Designed for companies of up to 100 employees per site, Allworx improves communications while simultaneously reducing cost.

Installed and supported by an Authorized Allworx Reseller.



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