



Telecom Services

- Network Design
- Project Planning
- Expense Management
- Contract Negotiations
- Compliance & Control
- International Expansions

Unconditional Guarantee

From designing complex international networks, developing compliance and control procedures, to reducing telecom cost, our team of industry leading veterans has what it takes to exceed the most demanding expectations. We unconditionally guarantee all the services we provide.

THE CLIENT

- Assisted Living / Retirement Community Management Company
- 10 Assisted Living & Retirement Community Facilities in the Mid-Atlantic Region
- 620 Residence Apartments

THE GOALS

- Reduce time IT Staff spend working on Residential phone lines
- Improve the Residence phone service

CURRENT STATE

Each of 620 resident apartments had a “residential” phone line provided by the local phone company (RBOC).

The facility had a relatively new CISCO Call Manager providing voice/phone service to the employees and all common areas at each of the 10 facilities. An MPLS network connected the 10 facilities and the corporate office.

THE ISSUES

Although the 620 resident phones were provided & maintained by the RBOC, the IT staff ended up having to deal with the daily phone issues. The IT staff averaged 4 hours each day managing the residential phone lines.

When an apartment was vacated the IT staff would have to contact the RBOC to have the residential phone service discontinued. When a new tenant moved in, the IT staff had to once again contact the RBOC to have the phone service resumed and have the billing info changed to reflect the new tenant.

THE RESOLUTION

During a brainstorming session with the IT staff and CISCO Engineers the *AMD Telecom Consultant* suggested that the facility roll the Residential Phones Lines over to the CISCO CM and completely remove the RBOC from the equation. After several months of research and engineering work, the following solution was put into place. The final design not only eliminated the resource drain on the IT staff, it also generated a source of income for the Management Company, and reduced the cost the residences were paying for the RBOC lines.

1. The facility installed CISCO phones in each of the apartments (Cat. 5 cabling was previously installed to provide Internet Access to the Residence).



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2. Working with a SIP Provider, the 620 residential phone numbers were ported over to the SIP Provider.

3. Since the Facility had an MPLS network it was decided to place an MPLS node within the SIP Providers Data Center. Doing so enabled CoS/QoS end-to-end ensuring perfect toll quality voice.

THE RESULTS

Each Resident saved \$37 month / \$444 year on their phone service. The residences were paying the RBOC an average of \$72 per month for the line, fees, and long distance usage. After they switched over to the Cisco network the Facility charged the Residence only \$35 month for phone services including unlimited local and long distance usage.

The IT Staff reduced their average time spent on Residences Phone problems from 4 hours down to less than 1 hour per day.

The facility created a new revenue stream from the \$35/mo. fee charged to the Residences. With 620 residences @ \$35/month, the Management Co. generated a new revenue stream of \$21,700 month/ \$260,000 year.

The facility had an upfront install cost of approximately \$124,000. Monthly recurring cost for SIP Trunking and additional MPLS bandwidth is approximately \$7,400, resulting in a monthly net income of \$14,300 or \$171,600 yearly.

By assuming the Telecom Management role – essentially acting as an extended arm of their in house staff – we have cleaned up a billing disaster, saving them over \$84,000 a year in hard cost plus countless man-hours, and they are well positioned for future upgrades.