

General Roofing

Case Study

Cost Effectiveness and a Single Office Environment Through IP

Customer Profile

Through a network of regional companies and alliance contractors, General Roofing is the largest commercial and industrial roofing company in the United States. The Ft. Lauderdale, Florida-based company offers a comprehensive range of services, including new installation, re-roof and roofCare by General Roofing, a suite of repair and maintenance services. The company serves commercial, industrial and institutional clients.

Customer Situation

As a well managed enterprise, General Roofing is constantly evaluating opportunities to optimize operational costs. Because of the large number of locations and partners spread around the country, General Roofing began looking into communications costs as a possible area where operational cost savings could be realized.

The company sought an architecture that would allow them to replicate costs savings across the entire organization.

General Roofing was interested in exploring how technology could be leveraged to improve the bottom line while. Equally important the company sought an architecture that would allow them to replicate costs savings across the entire organization.

The Celtic Communications Solution

As the initial step in the project, Celtic Communications conducted an in-depth analysis of voice traffic between two of the client's locations. By understanding local, long distance and frame relay costs, Celtic Communications produced a circuit comparison matrix and to subsequently proposed a network solution that involved carrying voice over an IP point-to-point circuit.

Once implemented, this solution yielded immediate and substantial savings in calling costs between the two interconnected locations. In addition, the company was able to consolidate receptionists and maintenance.

Solution components included:

- IP-FXII
- Point-to-point T1 circuit



Comdial's FXII: Enabling the "single office" environment while reducing costs.

Benefits

- "Single Office" experience over a geographically distributed footprint
- 4 digit interoffice dialing
- Home based employees
- Centralized Voicemail
- Corporate wide skill group consolidation
- Personal Voice & Fax DID numbers
- Single reception desk for two locations
- Centralized Management
- Reduced long distance costs
- Improved staff productivity
- Single point of administration

"We were looking for rapid ROI and Celtic Communications delivered. Best of all, we can replicate this success across many of our locations across the country."

**John Larimer
CEO, General Roofing**

To learn more about the business benefits of a fully converged network, read more case studies online at:

<http://www.celticcommunications.com>