Technology

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Video West is an Arizona-based provider of broadcast and professional quality audio-visual equipment for a number of marketplaces. With an inventory including video projection, video production, and camera systems, and all the gear needed to provide a full-service solution to their clients, Video West needed a phone system that could keep up with their rapidly growing business. A responsive, thorough, and quick service is key to the company's success.

The Challenge

Video West's old Intertel PBX needed replacing. Although fully paid off, keeping it running was a nightmare. The configuration was complex and required a consultant on call for even the smallest of changes. Parts were difficult to obtain, and expensive, and modern features were not available at all.

The T1 cost $1,000 per month with high call costs compared to modern SIP Trunks. This, coupled with the fact that remote working was impossible, meant that the system needed to be changed.

When the decision was made to replace their PBX, Craig Reilly, Video West's IT Admin started the search for a new one. The market was awash with Virtual PBX vendors and Craig obtained quotes from 8×8® and Avaya®.

Video West's main requirements were for 70 extensions, some of which are rarely used but still needed, remote capabilities, 30 DIDs, large group video conferencing and, most importantly, an improved voicemail. All of which were sought from each provider with varying degrees of availability.

The Search Begins

8×8® – Expensive, Expensive, Expensive
The first quote Video West received was from 8×8®. For the 70 extensions 8×8® quoted $35 per

extension per month. This came with unlimited call minutes, but each extension needed to be licensed separately. Monthly DID cost was high at $5 a number per month, with video conferencing above 5 participants, call recording and a switchboard costing extra. Even with the basic feature set, 8×8® was going to cost Video West a cool $2,600 per month, which was a drastic increase from their old system.

Avaya® – Slow to Bat and Nothing Out of the Ordinary

Avaya® came back with a quote that ranged from $24.95 to $39.95 per extension depending on the type of features required for each. When all added up this was in line with that of 8×8®. Likewise, the DID cost was consistent at $5 a number, per month. After waiting for the quote it really didn't bring anything extra to the table. To get the video conferencing and DIDs they required Video West had to pay an extra $350 per month. All together, this brought their monthly fixed costs to a minimum of $2,371.50.

Locked into Price and Locked Out of Competition

To add insult to injury, all three companies required a 36 month contract, which gave free access to IP Phones, which were quoted at inflated prices and are really built into the monthly costs. These free phones seem like a great added value, until it comes time to renew contracts. What is not stated in the offer is that each of these phones is proprietary and will only function with their corresponding operating systems, meaning that after 36 months there is no availability to move to another provider with the current hardware.

Furthermore, all data would be stored in the cloud outside of Video West's control, with no import or export possibilities. An on-premise option, which is attractive for cost and bandwidth reasons, was not available.

3CX – Full Control, Open Standards

Unlimited extensions are standard with 3CX, whereby per Sim. Call rates mean a drastically lower fixed cost. Requiring 70 extensions meant roughly 32 Sim. Call licences at $3.44 each. The 3CX feature set was far greater too, with softphones, video conferencing and call queues included in the price. This, with the $1 per DID cost, meant that Video West's monthly fixed cost with 3CX came to $140. This was a meager 6% of even the lowest quote from 3CX's competitors.

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"Cost wasn't the main drive for selection, but the significant difference in price between 3CX and the other suppliers we spoke with definitely helped our decision making process. Comparing the other major options out there – we got a lot for our money without being nickel and dimed for every little feature. For most changes to the system, I can easily manage them myself without calling a 3CX partner and scheduling an appointment. All of these systems would cost us $1,000+ per month. We are currently spending about $90 a month + our maintenance fee. Aside from saving over $25,000 this year alone by going with 3CX instead of the other options our employees have enjoyed the new features the system has provided. They mostly appreciate the call forwarding functionality and built-in caller ID."

Craig Reilly, IT Admin, Video West

One Year On Video West Pays Up to 80% Less Per Year

Offering both an on-premise and cloud option. Video West could self-host or have a managed PBX. Best of all, 3CX offered complete control and choice. Choice as to where to run 3CX, with one of the leading cloud providers such as Google or Azure. Choice of which IP Phones and SIP Trunks to use.

3CX has templates with leading SIP Trunk providers and the monthly cost in terms of minutes is a fraction compared to the cost of the minutes that users are forced to buy from other Virtual PBX vendors. Furthermore, Video West has the capability to import, export and keep full control of their confidential data

Video West has now been running 3CX for more than a year. The difference between it and the old Intertel system is drastic. No longer does Video West require a technician to be on call for any upgrade or change to the system. They have complete control over their own phone system.

The increased productivity of Video West employees has been noticeable, particularly when it comes to web conferencing and the integration with the custom CRM. Staff have been able to stay mobile and work on the road, no matter where they end up. Most opt to have their calls forwarded to their cell phones, especially when working from home.

Cost savings in the tens of thousands, increased mobility and productivity, the freedom to choose a SIP Trunk that best suits their needs, and a voicemail that actually works all bundled together have made for a happy team at Video West, and continued happy customers.

The Customer

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Video West is an Arizona-based provider of broadcast and professional quality audio-visual equipment for a number of marketplaces. Since 1982, Video West has been at the forefront of live event technology, and has grown to offer full solutions that encompass audio, video, lighting and staging. They provide the tools, support and staff to enable businesses to hold events for tens to tens of thousands, and works to elevate the audience experience across all aspects.

3CX Steps Up to Transform Ariase Group’s Telecommunications

Despite the significant role that Ariase Group plays in the daily lives of so many French citizens, an internal audit revealed that the company’s own communications systems were not customized to meet their unique needs. With the high cost of maintenance and lack of features, Ariase Group knew that they were in need of a more modern solution. With concerns about downtime being a deciding factor, the company decided that 3CX would be the right choice, and proceeded with a pain-free deployment.

The Challenge

With a workforce of 75 people spread across over 20 locations, Ariase Group found its previous system to be too fragmented for optimal communications. After first switching from AASTRA to an Asterisk®*-based phone system, Ariase Group’s Director of Call Center and Infrastructure, Damien Geffray, realized their needs were still not being met.

With an Asterisk® phone system in place, Ariase Group was spending over $1,200 in an average month for maintenance. Out-of-service devices had to be replaced with costly brand models. And given the cost, Geffray could no longer justify the lack of Unified Communications (UC) features and technical constraints of the system.

3CX Offers a Solution

After briefly considering solutions from TelServer and Avencall, Geffray realized that 3CX was the clear favorite. By the nature of their work, Ariase Group cannot afford any downtime. With four call centers servicing customers 24/7, downtime would have had dire consequences for both Ariase Group and its customers.

Fortunately, 3CX is designed for simple integration. In this case, installation and deployment took just a few hours, during which Ariase Group suffered no downtime. Additionally, because 3CX software runs on standard operating systems, using the new system required no additional

employee training.

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“The telephone system is very simple, user-friendly, secure, and available on any of the old and new generation equipment and hardware. 3CX, although less efficient in terms of Call Center features than TelServer, was chosen for the global features provided, and the unbeatable price-performance. We are delighted with the integration of the 3CX solution, which since its installation with Ariase Group has been very effective on our multi-site activities and internationally.”

Damien Geffray, Director of Call Center and Infrastructure, Ariase Group

The Results

After installation, 3CX took control of Ariase Group’s 50 Snom deskphones, three conference phones, 30 softphones and ten 3CX phones for mobile users. Geffray notes that the results were recognizable immediately. The Company has seen a significant number of benefits including a productivity increase of 15 percent in call center agents, boosted collaboration with video conferencing and screen sharing, as well as the possibility to offer telework, all while greatly reducing maintenance costs.

The Customer

Headquartered in Chantepie, France, Ariase Group is one of the nation’s leaders in digital network mapping, Internet eligibility testing, mobile package comparators and boxes, and more. As such, the organization plays a pivotal role in providing the highest quality connectivity to businesses and consumers.