

Roncelli Inc.

Real People

A construction firm with customers in the Fortune 500 and with many of metropolitan Detroit's leading businesses undergoing steady growth,

Roncelli Inc., needed a flexible unified communications solution to meet customer expectations for service.

Real Networks

Deploy NetVanta® UC Server in combination with an AVAYA® IP Office to replace an aging Nortel® system.

Real Value

Increased customer service with direct inward dialing and call-routing using NetVanta UC Server's unified communications capabilities. With NetVanta UC Server, employees can take customers' calls whether at the head office or in the field at a construction site.



Smart
Solutions
for a
Connected
World.

Real People. Real Networks. Real Value.

Leading midwest construction firm builds on track record for customer service with NetVanta UC Server.



Real People

Roncelli Inc., a leading construction firm in the metropolitan Detroit area, Michigan, expertly builds massive structures such as automotive, industrial, hospitals, schools and cinemas. When Roncelli tripled the size of its head office two years ago, they decided to upgrade their phone system at the same time. However, as a family-owned and operated business, they needed a solution that they could implement easily and economically over a twelve-month period. With forty years of project management experience, Roncelli understood the importance of planning not only for their immediate phone system needs, but for their future needs as well.

Real Networks

In 2006, Roncelli planned a 20,000-square foot extension onto their 10,000-square foot head office. The increased real estate meant their existing phone system would need to scale to meet their needs, but their existing Nortel PBX couldn't meet this challenge easily and couldn't deliver the unified communications features Roncelli needed to meet their customer's expectations for service.

"We have one IT manager, who reports to me, and I dabble a bit in technology," explains Tom Wickersham, chief financial officer, Roncelli Inc. "We'd read about Voice over Internet Protocol (VoIP) and while we weren't ready to fully adopt VoIP technology, we agreed that we needed a VoIP-ready solution so that we weren't limited in the future. We turned to the experts at Teoma Systems to help us with the many technology choices that lay ahead."

"NetVanta UC Server®'s unified messaging blew me away. Email, voice mail and fax messaging were all-in-one. We wouldn't have to add an adjunct system later and it was all from one software vendor. I was hooked."

Tom Wickersham
Chief Financial Officer
Roncelli Inc.

Teoma Systems met with Wickersham to gain an appreciation for Roncelli's phone system requirements, as well as learn about their existing infrastructure. The firm needed a phone system for their expanded new office space, and within a year after moving in, they would enable desktop productivity tools for their employees. "Talking with Tom, we learned that their project managers work out of trailers scattered across construction sites in the Midwest," recalls Nicole Deleon, project manager, Teoma Systems. "Tom wanted mobile employees to be as productive at the construction site as they were in the office. He envisioned giving employees the tools to receive and send fax messages directly from their PCs."

Teoma Systems looked at Roncelli's existing infrastructure. Roncelli's aging Nortel PBX wouldn't achieve the company's overall vision. There was no VoIP capability and no integration to the desktop — key for a firm that eventually wanted to provide employees with state-of-the-art, productivity enhancing tools from their PCs. And while Roncelli was using Microsoft Outlook®, they hadn't deployed Microsoft Exchange® Server and didn't plan to deploy Exchange simultaneously with a new phone system. "It was clear that, while Roncelli wasn't ready to implement all technology straight away, they did have a very strong desire to ensure the solution they chose would easily and affordably make way for twenty-first century technology as they were ready," says Deleon. "Bottom line: we needed a solution that could be implemented in stages to achieve Tom's overall vision cost-effectively."

Real Solutions

Teoma Systems narrowed the options to only those that would achieve Roncelli's goals. "I considered an AVAYA IP system and a Toshiba system at length," recalls Wickersham. "There were quite a few voice mail applications that worked with AVAYA, including AVAYA's own Voicemail Pro® application. Then Deleon demonstrated NetVanta UC Server. She told us, 'You can install this product now, and when you're ready to put in Exchange, you can integrate NetVanta UC Server to Exchange. Until that time, you can use the NetVanta UC Server client and it does all these wonderful things.' NetVanta UC Server's unified messaging blew me away. Email, voice mail and fax messaging were all-in-one. We wouldn't have to add an adjunct system later and it was all from one software vendor. I was hooked."

NetVanta UC Server Builds on an AVAYA® System to Deliver a Modern Phone System for Roncelli

As Roncelli completed the 20,000-square foot expansion, Teoma Systems took out the old Nortel system and installed the AVAYA system, AVAYA handsets and NetVanta UC Server. All of Roncelli's 90 head-office employees were setup with NetVanta UC Client. "The installation was smoothly and professionally done by Teoma Systems," says Wickersham. "They trained our IT manager, who, today, easily and quickly performs our day-to-day administration. NetVanta UC Server doesn't need much maintenance. The interface is quite intuitive for a non-technical person to find his or her way around. In fact, I log in to NetVanta UC Server from time-to-time just to see what's going on and to double-check on things. It's so convenient — I log in right from my desktop."

Unified Messaging and Unified Communications Build Better Customer Service

"Unified messaging was the big selling point for me," says Wickersham. "We manage many customer relationships here. I immediately saw how we could improve customer service while at the same time increasing employee productivity. Unified messaging has definitely improved customer service. I respond much more quickly to the voice mails and faxes that I receive. The ability to have messages come to me automatically on one device saves so much time. I can scroll through, say, the 35 voice mails I see on the screen to find just the one I'm looking for and play it. I no longer forward voice mails from my phone because the keypad inputting takes too long. It's far easier and faster to attach the .wav file to an email and send it," adds Wickersham.

Roncelli's employees reiterate Wickersham's sentiments. Because of the tight integration to Microsoft Outlook®, employees combine Outlook's contacts capabilities with NetVanta UC Server's Personal Auto-Attendant to route the flow of calls to their extensions. "We use direct inward dialing (DID) so employees easily and quickly create personalized greetings and messages based on the phone number that calls their direct number," says Wickersham. "It gives us a professional image and the feature saves time for employees and their customers."

NetVanta UC Server Lays a Solid Foundation for Growth

When Roncelli is ready to implement Microsoft® Exchange Server®, NetVanta UC Server will integrate to Exchange, delivering unified messaging with no additional investment. "Our next priority is to roll out unified messaging to the entire company. In fact," says Wickersham, "because they see how I'm managing my messages, a day doesn't go by without someone asking me when they'll be set up with unified messaging."

"A year ago we developed our unified communications vision for the firm; yet, we knew realistically that we couldn't do it all at once," concludes Wickersham. "With the flexibility of NetVanta UC Server, and Teoma Systems' expert guidance, we are able to implement our vision in a timeframe that suits our unique needs. We'll achieve our end goal in the coming months when everyone is using NetVanta UC Server unified messaging. We are satisfied NetVanta UC Server will meet our needs for years to come."

Roncelli, Teoma and ADTRAN built a solution to last.

- Employees use NetVanta UC Server's capabilities to improve customer service and deliver a professional image of Roncelli Inc.
- A single IT manager easily supports and maintains NetVanta UC Server for 90 employees.
- Long-term, Roncelli's system delivers unified messaging, unified communications, communications-enabled business process, text-to-speech, and more, to deliver on unexpected communications challenges and to protect Roncelli's investment as the company grows.

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