

Concrete Results with SureTrunk™

Headquartered in St. Paul, Minn., Brock White Company LLC is a leading Midwest distributor of construction materials with approximately 300 employees.

Incorporated in 1954, this client provides specialty products to concrete and masonry construction markets in the U.S. and Canada. Brock White has 11 U.S. locations throughout the Upper Midwest spanning from Bismarck, N.D., to Green Bay, Wis., as well as 11 locations in Canada from Ontario to British Columbia.

With SureTrunk™ powering the ShoreTel® phone system, Brock White's IT director realizes native SIP trunking could have yielded significant cost savings from under-utilized PRI circuits.

Each of Brock White's 22 locations operates its own Local Area Network (LAN) independently behind its own firewall, linking into the Central Office and Warehouse at 2575 Kasota Avenue, St. Paul, via a Virtual Private Network (VPN) tunnel for corporate applications. In August 2008, IT Director Mike Somers implemented a ShoreTel-based telephone system to serve



approximately one-third of the total work force, primarily in its Eagan, Elk River and the St. Paul locations in Minnesota. Using PRI circuits, the company routed outbound voice traffic from the three locations through the ShoreTel system while inbound traffic came through a toll-free 800 number. But when Somers discovered that even the company's own Canadian employees called their U.S. colleagues through the 800 WATS line, he decided to explore more cost-effective ways of communications.

Somers, who previously implemented a ShoreTel solution at Banner Engineering (an electronics manufacturer of similar size also based in the Twin Cities area), had looked into the possibility of offloading some of the voice traffic via SIP trunks. But the hardware-based solution that, at the time, represented the only option for ShoreTel customers was determined to be capital-intensive, risky and too costly. Within a few weeks, though, Somers discovered SureTrunk™ - the world's first and only SIP trunking solution that connects natively to the ShoreTel platform.

Unlike the time-consuming process to set up and implement the PRI lines, Somers had his SureTrunk lines "up-and-going in a couple hours." That enabled his staff to quickly start troubleshooting test calls and working through many of their principal concerns (call quality, reliability, etc.) And because SureTrunk integrates easily into the ShoreTel platform directly without

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additional third-party hardware, the switchover caused no ripple effects or sweeping changes in processes or work flow.

“People didn’t even know the difference. That’s how well it was working,” Somers said.

With SureTrunk firmly in place, Somers predicts Brock White can now recoup some of the \$1,100-per-month costs on its PRIs, which he projects are only about 50% fully utilized. Plus, as a subscriber to the BurstaTrunk™ service bundle, Somers only needs to pay for the SureTrunk capacity that Brock White utilizes each month. In fact, even factoring in the cost of any additional bandwidth to enable native SIP trunking directly into the ShoreTel, the cost of SureTrunk is still more cost-competitive than analog lines, he said.



“If I would have discovered you guys six months ago when we originally did the project, it probably would have saved \$10,000 because we wouldn’t need the PRIs,” Somers concluded.

Since the initial switchover, Brock White has ordered additional trunk lines to build a fully redundant, back-up infrastructure for fail-safe voice communications. Somers has also budgeted for half of the 22 corporate locations to migrate onto a ShoreTel platform with SureTrunk SIP trunking.

About Transcend Communications

Transcend was established in 1985 and has over 3,000 customers. Transcend has a current customer satisfaction rating of 96.3%! By definition, Transcend Communications is a value-added Reseller and systems integrator that delivers the promise of technology - Nationwide.

Transcend: *trans.scend [verb]*

1. *to rise above or go beyond the limits of;*
2. *to outdo or exceed in excellence, degree, etc*
3. *to be transcendent or superior;*

About Etherspeak Communications, Inc.

EtherSpeak Communications is a leading provider of open standards communications solutions for customers from small business to the small enterprise. Headquartered in Northern Virginia, EtherSpeak enhances IP communications through its VoIEasy Service Platform by ensuring appropriate security, network connectivity, ease of use and thorough technical support. For more information, please visit www.etherspeak.us or www.suretrunk.com.