

## SureTrunk Enables New IP Services

### SUMMARY

When Circuit City chose Great American Group to take care of its high-profile going-out-of-business sale, the auction and liquidation specialist decided to take on an additional 500 or so retail consultants in the field to properly manage inventory disposal, markdowns, financing and other promotional campaigns. And to communicate and coordinate those campaigns effectively, Great American officials relied heavily on outbound voicemail notification to get the word out to its total workforce of 3,000 retail consultants across the country.



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But with a small number of trunks on only two PRI circuits dedicated toward outgoing campaigns, company officials grew very wary of flooding their primary call paths.

### CHALLENGE

For Great American, the ability to conduct outbound voicemail notification campaigns served as one of the underlying reasons in their decision to purchase a ShoreTel® PBX system in the first place from Archer Technology Group, an authorized ShoreTel reseller based in Bakersfield, Calif.

“That’s one of the reasons we purchased it is because the system has the ability to do that,” explains Scott Tasem, IT manager at Los Angeles-based Great American. “You would have thought that email is the best way to get the word out but ironically voicemail has proven to be more effective.” That’s because in-store professionals might not have the time or the ability to view their emails throughout the day as opposed to simply reviewing voicemails sent to their cell phones.

But with only 4 trunk lines dispersed along 2 PRI circuits dedicated toward outbound voicemail notification, Great American officials were forced to limit the number outgoing notices made each day to the retail consultants in the field. Even then, the messages (which varied from 15 seconds to 5 minutes in length) took upwards of 2 hours to completely deliver.

### SOLUTION

Determined to help the customers with their dilemma, EtherSpeak Communications, developer of the SureTrunk™ native SIP trunking solution for ShoreTel, led Great American and Archer officials to a new, companion service bundle enabling customers to automatically tailor the service according to their needs. Known as **BurstaTrunk™**, the solution offers customers the flexibility to right-size their telecommunications expenses by adding the necessary capacity during peak traffic yet still only paying for what is utilized during a lull in volume – in essence, avoiding to have to oversubscribe to PRI/BRI lines ever again. Best of all, customers aren’t locked into any long-term commitments typically associated with PRI/BRI/analog circuits.



Within hours, EtherSpeak provisioned Great American with the six (6) SureTrunk lines that are required to enable the BurstaTrunk option. With the service bundle in place, Great American’s ShoreTel-based communications platform was able to support as many concurrent calls as the bandwidth allowed. Literally

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overnight, trunking capacity catapulted from a handful of lines to as much as 100 concurrent calls at any given moment. And despite early concern about reliability of service, the solution has worked flawlessly and was 99% transparent to the end-user, except for a new toll-free (888) number that retail consultants now used in the field to retrieve their voicemail messages.

*With BurstaTrunk providing SureTrunk customers the cost-competitive advantages of on-demand scalability, Great American was able to increase capacity to as much as 100 concurrent calls at any given moment.*

### RESULTS

Aided by the expanded capacity of the ShoreTel-based voicemail messaging platform, Great American officials were able to complete the liquidation transaction ahead of schedule, directly impacting its bottom line. And while EtherSpeak's native SIP trunking solution does yield significant cost savings, Tasem admits those benefits were actually ancillary. Rather Great American views SureTrunk more as a service-enabler providing the technology platform for expanding services. Only now, upon completion of the high-profile transaction, are Archer representatives helping the client to explore other cost-cutting measures such as expanding its conference bridge services.



The ShoreTel platform currently serves Great American at only two (New York and Los Angeles) of its six sites across the country. And with the conference bridge now going out the PRI circuits, the only way to support the targeted goal of 60 total channels is the migrate the platform over to SIP, explains Chris Burgy, Managing Director, Southwest, at Archer Technology Group.

"I don't think they would have went up to 60 channels otherwise. It's just too cost-prohibitive to do it with PRIs," Burgy says.

### About Archer Technology Group

Archer Technology Group, Inc. is an Information Technology solutions provider, specializing in assisting organizations maximize performance through the use of IP telephony, network technologies, and enterprise applications. For more information, visit <http://www.archertechgroup.com/>.

### About Great American Group

Successfully managing assets is essential in any business environment. For more than 35 years, Great American Group has partnered with businesses across the globe in effectively appraising and divesting assets with one main objective: to maximize value. For more details, visit <http://www.greatamerican.com>.

### 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.suretrunk.com](http://www.suretrunk.com).