



CRAFT DISTON Case Study and Success Story *July 2003*

CUSTOMER PROFILE

Craft Diston Industries is a growing shower door, tub enclosure and mirror closet door manufacturer with five manufacturing plants and 3 distribution facilities located across the United States. They manufacture shower doors for glass shops, specialty bathroom suppliers, and installers that provide their products to the public. Striving for excellence and dedicated to top-quality workmanship, Craft Diston Industries takes pride in building "The Best Shower Doors in the Country" and is continually expanding and improving its product lines.

Over the past 40 years, millions of Craft Diston tub and shower doors have been produced and installed in homes across the United States, Canada and Latin America. In addition to the 8 Craft Diston locations, the company includes two subsidiaries: Architectural Art Manufacturing Inc., maker of expansion joint cover systems, and Superior Boiler Works Inc. an internationally known fire tube boiler maker, in operation since 1930.

TELEPHONY CHALLENGES

In recent years, Craft Diston has been so successful it has had to expand operations to include over eleven locations across the country. To improve the efficiency and enhance the communication within their business, Network Innovations, Inc. was able to implement a single converged network that linked all eleven office locations together. Craft Diston evaluated many different IP telephone systems in search of a solution that would leverage their existing WAN investment to unify all their office locations and support the needs of the entire organization. Initially, Craft Diston chose to purchase a 100% IP, enterprise telephony solution from a major networking equipment manufacturer, based on the promise that it would solve their multiple-site, telephony challenges.

In short, the implementation was a disaster. After eight months, only nine out of the eleven sites had been installed. The complex architecture used call-processing servers connected to Ethernet switches, which in turn were connected to external gateways, which were then connected to the IP phones. Additionally, the call processing servers were still dependant on more external servers to provide basic telephony applications like voicemail, auto attendants and contact centers. In their specific implementation, there were two master call processing systems that all other systems, servers, and users at the other office sites were dependent on. In this architecture, when the master systems crashed, as they did more than once a week, not only would it take down that one location, but would take down half their locations around the country as well. Ultimately, the system was pulled out and the manufacturer agreed to take the system back.

ALTI GEN SOLUTION

Almost seven months and several hundred thousands dollars later, Craft Diston Industries was essentially back to the drawing board, looking again for an IP telephony solution to meet the needs of their multi-site communication requirements. Now that Craft Diston felt more experienced in the phone system evaluation and purchasing processes, they added an additional requirement that the system be efficient in its architecture to facilitate a successful implementation.

Network Innovations, had been assisting Craft Diston with their network administration, and introduced Craft Diston to the AltiGen Solution with the Distributed Intelligent Networking Architecture (DINA). AltiGen's DINA provides an efficient, reliable, fault-tolerant solution for multi-site communications. In the end, Craft Diston would be able to network, integrate, and unify their entire organization.

While it took the competition over seven months to only partially install, Network Innovations, Inc. was able to install the AltiGen system in all of Craft Diston's eleven locations in less than a month! On-Site AltiGen telephone systems were installed in the eight primary locations and fully supported remote IP phones were installed at the other three sites. In less than a month, Craft Diston Industries had eleven locations around the country installed and working with rock solid AltiServ systems. The AltiGen system distributed architecture not only provided Craft Diston the reassurance that each system could operate independent of all other locations, it also provided the flexibility to integrate each location together via Voice over IP, to operate and to be managed as one single, integrated system.

Network Innovations, Inc. installed AltiWare OE 4.5 at each Craft Diston site and most are utilizing AltiGen's T1/PRI technology. All offices have been implemented and are networked together with AltiGen's award winning VoIP functionality. This has enabled Craft Diston to unify all interoffice calling, call routing functionality, voice mail distribution and system wide extension synchronization. For example, employees now need only to simply dial an extension to reach another co-worker anywhere in the country instead of having to remember the area code and number when dialing another office location.

Additionally, to improve overall customer service, Craft Diston has implemented a Customer Service center at their Hialeah, FL site. Network Innovations was able to provide this center with an efficient system that would enable them to effectively deliver calls to the appropriate customer service representative and improve the efficiency with which all calls are processed by utilizing AltiGen's integrated Contact Advantage Software. Finally, Craft Diston installed AltiGen's AltiView desktop client software application for each user to improve the productivity of staff members. For each live receptionist, AltiGen's AltiConsole operator attendant supports the efficient handling of all incoming or overflow calls to each location within the system.

BENEFITS, FEEDBACK AND RESULTS

The primary goal Craft Diston Industries was looking to achieve with the purchase of a new phone system was to link all eleven locations together over one existing frame network. With AltiServ IP-PBXs installed, Craft Diston has benefited from improved productivity and a reduction in their overall communications costs. With all eleven sites utilizing Voice over IP, Craft Diston has drastically cut down their communication costs. **“Since our small distribution centers have only two telephones each, we installed IP phones at those locations to avoid the implementation cost of an entire phone system. AltiGen’s VoIP implementation was able to run over the existing frame relay WAN that we already has connected to each office. So not only did we save money by not having to upgrade out entire data infrastructure upgrade, we are now saving over \$20,000 a month on long distance as a result of implementing AltiGen’s VoIP technology at all 11 office locations,”** stated Jesse Santana, Craft Diston’s Director of IT. Craft Diston now leverages their current internal IT resources, allowing them to easily manage all locations remotely from the main office. Network Innovations provided training to allow them to have full control of the system internally, calling for technical assistance only when needed. According to Jesse Santana, **“ I can now manage all aspects of the system and can make the basic Moves, Adds, and Changes myself. Additionally, using AltiGen’s DINA multi site management tool, I can now conveniently and cost effectively manage all 11 sites from one centralized office location.”**

Craft Diston Industries also recognized the benefit of implementing advanced features such as Voice over IP and Contact Center functionality. Utilizing AltiGen’s productivity enhancing Contact Advantage product, they began their contact center with only a few agents, and are already looking to expand on the success. Jesse Santana emphasized that Craft Diston strives to, **“empower our employees through better communication tools. Our employees are now able to tune their own telephone extension settings directly to their needs.”** AltiGen supports voice mail synchronization between all locations, and the employees extensively utilize voicemail distribution lists, workgroups, virtual extensions, and AltiGen’s One Number access functionality. Jesse Santana concluded that, **“AltiGen has delivered on everything it promised. It has scaled with our business, it is very easy to manage and I have been able to quickly set up the system functionality needed to improve customer service while still cutting our overall communications costs.”**

DEALER VALUE

For over 14 years Network Innovations Inc. has been providing small to mid-sized businesses with innovative technology solutions. From evaluation and design through installation and maintenance of the system, they provide a complete solution. Network Innovations, Inc. has been an Authorized AltiGen Reseller since 1997, and through their participation in the industry association CT Pioneers, they have taken an active role in shaping the industry. Their dedication to AltiGen and commitment to excellence is the foundation for their tremendous success delivering comprehensive telecommunication solutions. They have been assisting Craft Diston Industries with their telecommunication and data networking requirements for over three years. Craft Diston’s Director of IT, Jesse

Santana, indicated that, “**Network Innovations is very knowledgeable about the AltiGen product. They gave us the flexibility, freedom, and training to effectively make our own Moves, Adds, and Changes (MACs). This saves Craft Diston both time and money.**” Jesse Santana concluded, “**Network Innovations is extremely responsive and efficient. What took the competition over a year to try and install, only took Network Innovations less than three weeks to implement in our company with the AltiGen solution.**”

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