

## CASE STUDY

James G. Elliott

“Our services work reliably for us. It’s sort of ‘set it and forget it,’ and that’s exactly what we need.”

Jim Elliott, President and CEO, James G. Elliott

### The Challenge

- Frequent Internet and Voice system outages caused fast-busy signals and loss of call routing, impacting the ad sales company’s ability to answer inbound sales calls. Working with separate providers for Internet and phone created difficulty with vendor management, especially in the event of a service issue.

### The Solution

- SD-WAN Enterprise ensures calls and other priority, real-time application traffic are routed over the cleanest WAN connection to eliminate dropped calls, choppy sound quality and echoes.
- Hosted Voice delivers uninterrupted calls and HD voice for outstanding conversation quality.
- Voice features such as Advanced Call Forwarding, Visual Voicemail and Voice Manager enable traveling executives and sales staff to be available anywhere.

### The Result

- James G. Elliott receives a 100% uptime guarantee and 24/7 priority tech support. Missed sales calls and lengthy outages are a thing of the past.
- Employees are always available, seamlessly working at the office or remote locations, leveraging their mobile devices like office phones.
- Connecting three locations on one nationwide, enterprise-grade phone system helps the company serve its clients and their customers with a high degree of efficiency and professionalism.



With offices in Los Angeles, Chicago, and New York, The James G. Elliott Co., Inc. is the nation’s largest national outsourced media ad sales company for print and digital publishers and organizations. The Elliott Co. also provides consulting services for midsize to Fortune 500 companies seeking to explore new revenue opportunities through advertising sales.

For more information, visit:  
[www.jamesgelliott.com](http://www.jamesgelliott.com)

### Reliability Done Right

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Voice system or Internet access outages – frequent in New York, and sometimes lasting days – could result in loss of voicemail and call routing capability, or even a fast busy signal. “We act on behalf of our Fortune 500 clients in media sales, so when phones or connectivity were down, it reflected poorly on us and on our clients,” explains Jim Elliott, President, James G. Elliott Company. “Missed calls also meant lost sales.” The Elliott Company sought an affordable yet reliable solution that would ensure business continuity.

Working with Fusion Connect partner The Lab Information Services, James G. Elliott selected SD-WAN Enterprise with business Internet access and Hosted Voice. Now, outages and Voice system issues are a thing of the past. “The number one concern of a business owner is having business services that work,” says Elliott. “Our services work reliably for us. It’s sort of ‘set it and forget it,’ and that’s exactly what we need.”

### Guaranteed Network Performance

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“By selecting SD-WAN Enterprise, we trust that we will be able to serve our customers with maximum quality and without any downtime,” says Elliott. “[Fusion Connect] helped us design a solution that fits our business goals as well as our budget. And now, with the 100% uptime guarantee, you can’t go wrong.”

### Phenomenal Calling Experience

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Desk phones, including touch screen Polycom VVX 500 models used by executives, offer High-Definition (HD) Voice. “Our New York office gets a lot of street noise, but callers don’t hear it, because the handsets suppress the background noise,” says Elliott. “We can’t quite say that the new phones have quieted New York City, but the calling experience is phenomenal.”

### A Professional Presence, Simply, Anywhere

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Hosted Voice supports The Elliott Company’s mobile work style. Everyone can manage preferences for call behavior by logging into Voice Manager, an easy-to-use self-service voice management portal. For example, they can set their business line calls to automatically forward to a home phone or Smartphone.

Elliott, an L.A. native who spends one week a month in the New York

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office, says, “My phone is set up so that changing just one setting in Voice Manager forwards my calls to me at my New York desk phone, on my mobile phone, or anyplace in between. That’s the kind of ease of use I like. Hosted Voice is an incredibly efficient and convenient way to work.”

## Ease of Self-Service Mobility

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While other providers’ Voice systems require users to memorize codes or access a complicated interface to set up call forwarding, users of Voice Manager simply answer a few simple questions.

Users can also set preferences for voicemail with a few clicks or taps in Voice Manager. They can reset their own voicemail PIN and manage how voicemail is delivered – as an audio file or transcribed into text – both of which can be accessed in Voice Manager or delivered to an email Inbox, or both.

## Easy to do Business With, Nationwide

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James G. Elliott prides itself on being easy to do business with, and the company expects the same of its vendors. In the past, working with separate local providers in its three locations complicated vendor management.

“In the largest metro areas, service providers treated us like small fish in a big pond,” says Elliott. “However, [Fusion Connect] values our business and treats us like we matter. [Fusion Connect] is big enough to serve all of our locations nationwide, yet small enough to deliver personal, highly responsive service.”

## NEXT STEPS

Visit [www.fusionconnect.com](http://www.fusionconnect.com) to learn more.

Or, contact a Fusion Connect Business Consultant today at 888-301-1721.

### THE FUSION CONNECT ADVANTAGE

#### **SINGLE SOURCE FOR THE CLOUD**

Fusion Connect offers a full range of cloud communications, cloud connectivity and cloud computing solutions nationwide.

#### **SUPERIOR VOICE QUALITY**

Fusion Connect’s voice network achieves 99.999% availability, providing customers with the highest level of availability in the industry.

#### **PROVEN EXPERTISE**

We’ve been serving businesses with innovative communications services for over two decades.

#### **EXPERIENCED CUSTOMER SUPPORT**

Our U.S.-based technical experts respond quickly and efficiently, 24/7/365.