

Riverside Auto Group

Client realizes significant productivity gains and rapid ROI after linking offices and dealerships with Zultys VoIP solution.

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Riverside Auto Sales

Overview

Riverside Auto Group, based in Escanaba, MI, is a network of auto dealerships with seven locations in four cities throughout the Upper Peninsula region of Michigan. With corporate headquarters located in the southern part of the region and dealership locations spanning the northernmost points as well as into Wisconsin, the company was looking for solution that would allow efficient and cost-effective inter-office communication.

The owners of Riverside Auto Group turned to DSTECH, the reseller handling all of their computer and network support for guidance. After a short discussion, it was apparent to DSTECH that Voice over IP (VoIP) was the answer to Riverside Auto Group's communications needs.

Riverside Auto Group looked at a number of VoIP solutions. DSTECH's President Joe Knauf and VP of Operations Peter Denman decided to present a powerful demonstration of the Zultys solution, focusing on multiple MX systems linked together in a peer-to-peer fashion. DSTECH installed a demonstration MX250 on Riverside Auto Group's network and linked it back to their in-house production MX250 using a virtual private network (VPN) connection. They turned the solution up in minutes and showed how easy it was to make calls between sites and administer the systems from a single interface. They also demonstrated Zultys' PC client MXIE, which allows users to see the presence and availability of all co-workers, even at remote dealerships. The demo ran over a two-week period. At the end of the trial, DSTECH challenged Riverside Auto Group to request the same capabilities from competing IP PBX vendors. The client solicited demos from Avaya, Fidelity, and ShoreTel. None of those demos even came close to what Riverside Auto experienced with the Zultys solution, so they elected to go with Zultys.



Installation

DSTECH chose to deploy Zultys MX250 Media Exchange Systems to connect 125 operators, salespeople, financing, service, and other employees in seven locations together into one communications network. Utilizing their existing corporate WAN infrastructure, DSTECH helped the client replace POTS (analog) lines with T1 connections to save money at each location. Employees can now communicate at no charge between dealerships

Zultys Technologies
771 Vaqueros Avenue
Sunnyvale, California 94085
USA
Tel: (408) 328-0450
Fax: (408) 328-0451
www.zultys.com

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since inter-office calls no longer have to go out over the traditional telephone network to reach another location.

DSTECH was able to deploy the systems in each location in a matter of hours. After linking the systems together, the client was able to familiarize operators, salespeople and other personnel with the use and administration of the systems from the intuitive graphical user interface.

Benefits

By deploying an IP telephony solution from Zultys, Riverside Auto Group solved its business communications issues between their dealerships. As a result of the cost savings, the client projects the Zultys solution will pay for itself **within the first 36 months**. The MXIE interface on the PC enables operators and co-workers to view the presence and availability of salespeople regardless of their location. Salespeople can set up rules governing how their calls are handled, allowing the Zultys system to locate them for important phone calls even if they are on their mobile phone out on the lot.

Riverside has also benefited from the architecture of the Zultys solution and the robust feature set of the MX250. Additionally, if they have a problem with their wide area network between dealership sites, they still have access to all system features locally – not just a reduced emergency feature set, which is all that competitors provided during the client's initial evaluation.

DSTECH also demonstrated to Riverside Auto Group the lower total cost of ownership of the Zultys solution. The ability of the MX systems to connect back to the Zultys Support Server enables Zultys' Sunnyvale, CA, headquarters to help monitor the health of their MX systems and notify them when updates are needed.

“We are thoroughly pleased with our investment in the Zultys solution,” said Chuck Briggs, Controller, Riverside Auto Group. “It breaks down the barriers of distance between our many dealerships and allows us to operate as one efficient organization.”



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USA

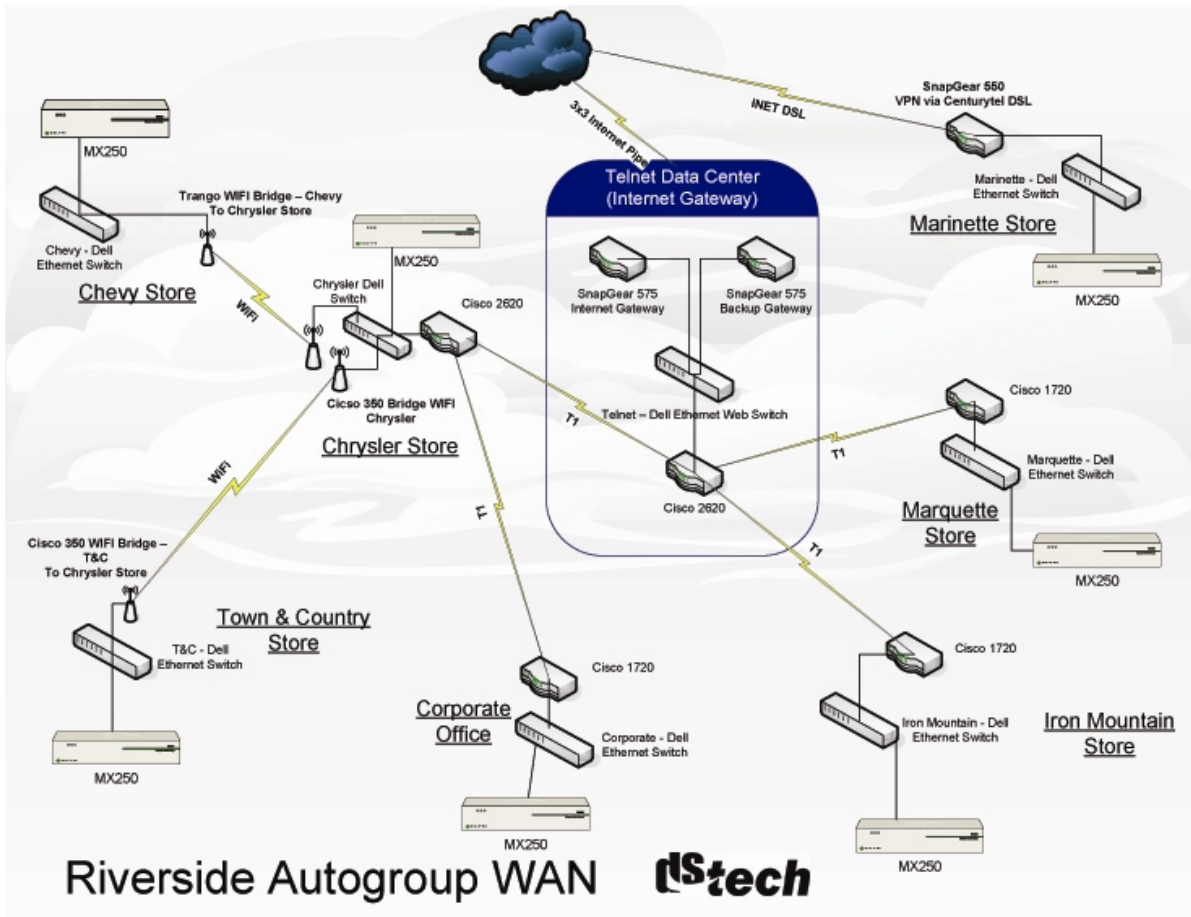
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About Riverside Auto Group

Riverside Auto Group is devoted to helping and serving our customer to the best of our ability. Our goal is to offer the most modern and convenient access for up-to-date and accurate information, which our customers have come to expect and rely on for their entire auto needs. With offices conveniently in four cities in two states, dealerships specialize in the sales, servicing and financing of the car of your dreams.

<http://www.riversidehasit.com/>

About DSTECH

DSTECH formerly Delcomp/SOFTEK, was founded in 1976 in Escanaba, Michigan. For over 30 years, Delcomp/SOFTEK has served customers in the Upper Peninsula and northeast Wisconsin with computer services, hardware, software and network support. Over this period, we have earned a consistent reputation for providing the highest quality in our products and technology-based service offerings.

<http://www.dstech.us/>

About Zultys Technologies

Zultys Technologies delivers smart communication solutions that are easy to use, deploy and manage. The Zultys family of award-winning SIP-based products and software provide an 'All-in-One' unified communication solution for enterprise, SMB, educational, government and military organizations. Headquartered in Sunnyvale, California, with operations in Europe, Asia and Australia, Zultys leverages the experience and resources of its sister company, Telrad Connegy, an organization with a 50-year heritage as one of the most successful telecommunications companies to emerge from Israel. For more information on Zultys as well as our products and solutions, please visit:

<http://www.zultys.com>



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