

ELITeXPO Cargo Systems



The Customer

ELITeXPO Cargo Systems Inc. was founded in 1987 and provides specialized tradeshow logistics and transportation for exhibit firms, companies and organizations. ELITeXPO has earned their reputation as the premier provider of critical transportation to market shaping materials, from highly specialized equipment serving the medical industry to highly prized Russian antelope. The firm is based in South Elgin, Illinois and services thousands of customers across North America. Rapid communication and effective collaboration is critical not only to get materials to their destination, but to do it in a way that grows customer satisfaction and overall market share.

The Challenge

ELITeXPO's rapid growth and expansion into offering exhibit products as well as services led to a constant demand to quickly train employees on new back-end business systems and new products and services. As the tempo of the expansion picked up, it was also critical that ELITeXPO was able to provide clients with visual demonstrations of new exhibit product lines. ELITeXPO realized it needed a system that could:

- Integrate geographically dispersed employees into a single, seamless team
- Enable ELITeXPO to rapidly train staff across multiple sites and address customer needs nationwide, while also cutting back on rising travel demands and costs.
- Boost Call Center effectiveness and operations to provide higher quality customer service in a highly competitive market.

"We had a number of operational needs that weren't being met by our aging Inter-Tel system, not to mention that as we grew we faced increasing demand for staff training and tools to address customer logistics and communications needs," said Heidi Maschmann, VP Information Systems/Inventory, ELITeXPO. "The tradeshow industry has a unique set of expectations. It requires that we have a service model that is 24x7x365, night and day. Our customers demand to know where their highly valued tradeshow equipment is at any point in time, often on very tight schedules. So not only do we need to be highly responsive, but our staff has to stay on top of new processes, tools and customer needs. For us, training is not a one-time event; we're all about a continuous learning cycle."

The Solution

ELITeXPO evaluated multiple vendors, and decided it didn't need just another phone system, but a Unified Communications solution that met all of its telephony, communications, collaboration, and distance learning needs.

"Zultys and Zultys' MXmeeting™ was the answer! We deployed a Zultys Unified Communications solution that included the MXmeeting platform. We deployed MXmeeting, and with minimal training we had a web conference engine that not only had webinar, interactive, remote support and remote access modes ... but it also had a free 150-port hosted conference bridge and now even allows for one-way video," said Maschmann.

Profile

- Headquarters and seven local and regional offices
- Nationwide operations and clients, shipping both domestic and international
- High demand for field training, trouble shooting and on-site support
- Requires connectivity between remote workers and field workers
- 24x7 Call Center operations
- Must support both PC and Mac workstations and laptops

"Not only did our costs drop by over 90% but our employee morale went up and our customers loved the result. Our logistic tool impacted on-time delivery by 2% and was installed and operational in less than 4 days. Thank you Zultys and MXmeeting!"

-Heidi Maschmann, VP Information Systems/Inventory, ELITeXPO-

The Solution (Continued)

"This offer builds on the Zultys solution we used to replace our Inter-Tel system," continued Maschmann. "Combined with MXmeeting this has changed the way we look at a communication system forever. Our on-site tradeshow staff can actually make and receive calls on our network as if they were in the office at their desk. Now we not only know your presence, can IM, can network up to 128 sites together ... we can also have an interactive web conference and see you as well."

ELITeXPO worked with its reseller to deploy the Zultys solution it needed. They migrated from a legacy Inter-Tel system to Zultys and installed an MX250 IP PBX in its South Elgin, Illinois HQ office. They also installed an MX30 in a satellite office and used the MXconnect™ feature to seamlessly connect employees at seven additional local offices into its overall corporate Zultys solution. The system serves over 40 core employees and more than 130 additional suppliers and talent on both PC and Mac computers.

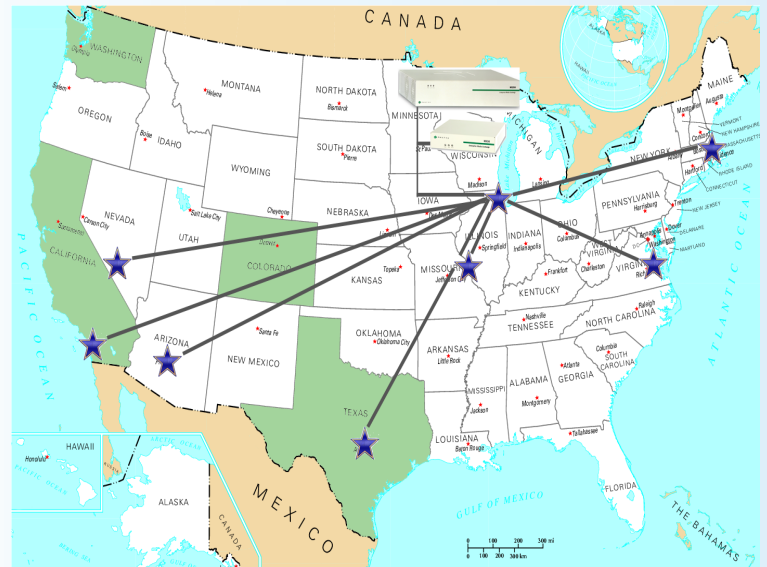
The company also purchased an M200 MXmeeting system with licenses for 4 rooms and 20 users to provide an interactive remote training and collaboration capability.

"Installation was easy and now it's in my own facility. I can use it every hour everyday and I don't pay any usage fees," said Maschmann. "When we rolled out our new training tool we anticipated user issues as people came up to speed, but we didn't experience any of that since the interface was so intuitive. Our staff loves it! They can see whoever's presenting. They can receive the presentation directly as a file share or as a physical file. They can chat with the presenter as they go along, which the presenter can deal with in the moment or at the end of the presentation. And we regularly use the remote support option to troubleshoot issues as well."

The Impact

The Zultys system allowed ELITeXPO to upgrade to a full end-to-end Unified Communications solution that connected all their headquarters and remote offices and staff into a single communications system, including a collaboration and remote learning solution provided via MXmeeting.

"We saw a dramatic reduction in travel and training costs and a huge boost in productivity and responsiveness," Maschmann explained. "Up until the deployment of MXmeeting all training was completed at our HQ with all of the associated costs and downtime that is driven by physical employee travel. The operational costs as well as the overhead for my training rollout dropped from my estimate of \$50K to less than \$4K, and all because of the Zultys integrated solution and the purchase of the MXmeeting that cost less than \$2K – not to mention we



Offices were connected together in a seamless Unified Communications system by using MXgroup and MXconnect to weave the South Elgin, IL (USA) headquarters, a satellite office and seven regional offices into a single seamless, highly survivable corporate network.

can now avoid the sales impact of having team members taken out of the field for training."

Not only did ELITeXPO's costs drop by over 90% but their employee morale went up and their customers loved the result. Their Zultys-enhanced logistic tool impacted on-time delivery by 2% and was installed and operational in less than 4 days.

"Productivity has also significantly improved," said Maschmann. "Tools like presence and IM let our people know when someone is available and how to reach them more easily, and MXmeeting has allowed our team to communicate more effectively with fewer chances for error. With the web-cam feature we get the added aspect of seeing the trainer in action, and can engage our customers more closely through the virtual whiteboard – we can even draw exhibit designs and layout details and schedules together. Zultys' systems, including MXmeeting, are so easy to use and do everything you need them to at a very affordable price."

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