

## Leading Global Supplier of Bulk Material Handling Systems Scales Up With Zultys

If there's one thing Martin Engineering knows, it's how to make the handling of bulk materials like coal and grain cleaner, safer and more productive. Since its founding in 1944, Martin Engineering has grown from a small local business in Illinois into the leading global supplier of bulk materials handling systems and processes. Martin Engineering products (conveyor systems, flow aid systems, and training and support services) are in use at many major coal, grain and other bulk materials handling and shipment facilities, from seaports to power plants.



*Photo courtesy of Martin Engineering*

### Challenge

- Replacement solution for ShoreTel communications products
- Easy scalability and reduced operating costs
- More UC features and services
- Great remote and mobile worker support across a global operations base

### Solution

- Adopted Zultys Unified Communications solution after exhaustive search for replacement system, focusing on native SIP solutions that provided more features and reliability at a competitive price point

### Benefits

- An immediate ROI through easy migration to SIP trunking
- Fifty percent cost reduction in system maintenance and operating costs
- Seamless integration of employees across multiple sites, as well as remote and mobile workers, resulting in an increase in productivity and customer responsiveness, and a boost to company competitiveness

### The Challenge

With more than 65 years of experience under its belt, the Illinois-based company knows that timely, quality communications are key to efficient operations and customer satisfaction. However, with hundreds of employees at offices scattered across 11 countries, and facilities ranging from headquarters offices to manufacturing centers, Martin Engineering faced a growing cost and quality-of-service challenge with its ShoreTel phone system.

"We're a company that has embraced advanced technology — including 3D design and systems modeling — to improve our products and processes," said Wayne Roesner, Information Technology Manager, Martin Engineering. "So we're very aware of the benefits we could achieve through VoIP and Unified Communications. We just weren't seeing that materialize with the ShoreTel phone system we had implemented."

Not only did Martin Engineering experience significant support costs for its ShoreTel system, it was also finding it difficult to scale its system to meet operational needs.

"The ShoreTel system had a significantly higher total cost of ownership and maintenance than we'd expected, and it was also very difficult to scale cost-effectively across our business units and operations," Roesner said. "We knew we needed to find another solution that could better meet our business needs."

### The Solution

Midland Communications, a leading Zultys partner with more than 30 years of telecommunications experience, fully audited Martin Engineering's business communications needs to craft a Zultys solution that resulted in an immediate return on investment. The Zultys solution allowed Martin Engineering to migrate all of its phone services to SIP trunking to realize immediate cost savings, and cut its support and maintenance costs by 50 percent. The solution met current business needs, fully supported remote and mobile workers worldwide, and laid a clear path for seamless expansion of the system.

"We quickly realized that the Zultys solution was an ideal fit for Martin Engineering's needs, given its multi-site and remote worker requirements and desire to cut costs while expanding communications tools for the company," said Jason Smith, VP of Midland Communications, a Zultys reseller. "Zultys' native SIP solution is efficient, powerful and flexible. Furthermore, Zultys has a true partner-centric world view. We know we can count on Zultys' support, and the fact that they view our success as being equal to their own is refreshing."



"We couldn't be happier with Zultys. The Zultys solution provided a clear ROI and a superior communications solution. Thanks to its all-in-one approach, ease of installation and scalability, and support for real-time mobile Unified Communications and remote workers, Zultys provides us with all the tools we need to be competitive, reduce costs and meet our customers' needs worldwide."

**Wayne Roesner,**  
Information Technology Manager,  
Martin Engineering



Photo courtesy of Martin Engineering

Midland Communications implemented a Zultys solution that completely replaced Martin Engineering's inefficient ShoreTel system. The initial phase of the Zultys solution covered 500 employees through the implementation of a redundant cluster of MX-250 IP PBXs installed at their Neoponset, Illinois headquarters campus, with MX30 IP PBXs located at facilities in Peoria, Illinois; Denver; Aspen, Colorado; Ozarks, Missouri; and a site in Mexico. The company also installed Zultys IP phones at each site.

The Zultys MX250 and MX30 all-in-one solutions combine a wide range of Unified Communications features — including voice, high-definition video calling, presence, IM/chat, powerful call handling and UC mobility — into a single 2U rack-mountable or shelf-top appliance. The company secured licenses for MXIE™ (the Zultys Unified Communications Client), UC mobility, Fax, Call Record and other features. The Zultys IP PBXs were grouped together into an MXgroup configuration, providing completely seamless company-wide Unified Communications, including extension dialing, presence and chat services.

## The Benefit

"The Zultys solution paid for itself on day one," said Wayne Roesner, Information Technology Manager, Martin Engineering. "Our transition to the solution was near-seamless, including a full migration to SIP trunking that immediately paid for the entire cost of the system installation by eliminating expensive PSTN services. Also, because of the simplified system architecture Zultys' 'all in one' solution provides, we were also able to cut our maintenance and support costs in half. We are also realizing significant productivity gains and improvements in customer service through great tools like presence, chat and mobility."

Martin Engineering has also been able to weave its global workforce into a single team through Zultys' fully integrated Unified Communications solution.

"Now all of our staff have the same access and connectivity to the corporate communications system, no matter where they are located," Roesner said. "Zultys does a great job with seamless, painless remote worker support, and their UC mobility applications for BlackBerry and the iPhone mean even our mobile workers are fully integrated and accessible. An employee can be on their mobile phone at a customer site and collaborate with colleagues around the world to troubleshoot in real-time."

"Happy customers, more opportunities and great support? I couldn't ask for more from a Unified Communications solution provider like Zultys," added Midland's Smith.

"The Zultys solution paid for itself on day one. I don't think that anybody in the market can compete with the features, redundancy and price point of Zultys. We're so impressed, we're going to roll out Zultys across all of our global operating units!"

**Wayne Roesner,**  
Information Technology Manager,  
Martin Engineering



Zultys is a premier provider of innovative unified communications solutions that empower businesses to collaborate effectively. It is the only company to provide an all-in-one IP business phone system that integrates voice, video, data and mobility. Zultys is reliable and scalable, delivering an immediate ROI by fully integrating business communications. Zultys is headquartered in the Silicon Valley with offices around the world.

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