



CASE STUDY

MAGNETO POWER

INDUSTRY: Warehouse Distribution

CUSTOMER PROFILE:

Magneto Power provides sales support, customer service, training, education and service replacement parts and engines to Servicing Dealers, Manufacturers, Mass Merchants, and Trade Accounts. Magneto also represents the world's largest manufacturer of air-cooled engine, Briggs and Stratton to distribute air-cooled engines and service parts. For more information, please visit www.magnetopower.com.

NEEDS:

- ⊙ Unified Messaging system to store email and voice messages in one system
- ⊙ Reliable with minimal problems in the future

APPLICATION: Telephony Office-LinX™ UC Platform

- ⊙ Enterprise Platform
- ⊙ Unified Messaging
- ⊙ UC Client Manager
- ⊙ Voice Recognition
- ⊙ Text-to-Speech
- ⊙ 2 Languages

KEY BENEFITS:

- ⊙ Each user receives email and voice mail through a single email address
- ⊙ Customer service can instantly message each other and collaborate quickly
- ⊙ Quick and easy to transfer calls

With the Telephony Office-LinX™ UC Enterprise Platform integrated, Magneto is able to increase productivity and overall customer satisfaction. Telephony Office-LinX is designed to integrate all communication systems in four different office locations. When a customer makes a call, the call is transferred to a local dealer. If the local dealer is unavailable, the call will then be transferred to another dealer location. This call forwarding feature ensures that more calls are answered. Within the office, the customer service department is able to communicate via instant messaging to keep in touch and collaborate. Telephony Office-LinX is further integrated with Microsoft® Outlook, so each user can check email and voice mail from a single email account, resulting in more time allocated to answering calls. When a call is received, a screen pop appears identifying the caller. This advanced screen pop allows the customer service representative to prepare for the call prior to answering it.



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SOLUTION PROVIDER: Krueger Communications
Krueger Communications, Inc. was founded by Allen H. Krueger Sr. in 1959, and has remained a highly respected technology organization in Wisconsin. Krueger has grown from an advanced wiring/cabling and paging system installation company. Today, our team of specialists is chosen to provide some of the most advanced Telecommunications and Data networking solutions for organizations across the country. With our organization's deep knowledge and experience with advanced multi-site VoIP solutions, unified messaging and advanced switching/routing, our team has no boundaries. For more information, please visit www.kcitem.com

ABOUT TELEPHONY OFFICE-LINX

Telephony Office-LinX is a Unified Communications platform that integrates Messaging, Presence, Mobility, and Mass event notification into a single integrated solution. It is already tightly integrated with RIM Blackberry, Apple iPhone, & Symbian devices as well as, Microsoft Windows, Apple Mac, Pocket PC, Mobile PC, Exchange, Office, Terminal Services and Outlook. It can be administered directly from an organization's Microsoft Management Console or through Terminal Services over the web. Users can be managed through Active Directory and Group Policy.

ABOUT ESNATECH

Founded in 1989, Esnatech has been committed to developing advanced Unified Communication solutions that deliver core value growing organizations. Our mission remains to develop and provide industry leading communication solutions that integrate seamlessly with existing infrastructure and optimize the way businesses communicate. Esnatech communication solutions are designed for "real-time users" providing advanced features, investment protection, and platform upgrade capability without the planned obsolescence prominent in the communications industry. Esna Technologies powers over 40% of the telephony providers in the SMB market with its messaging, mobility, and presence platforms. Esnatech markets and distributes their products through global OEM and VAR partners in over 28 countries worldwide. For more information please visit www.esnatech.com.