

CASE STUDY

Integrated Enterprise Solutions



For Integrated Enterprise Solutions, Inc. (IES), staying connected is crucial. An in-demand supplier of information technology services, IES provides consulting and handles system integration projects, remote connectivity solutions, online offsite backup solutions, email hosting, VoIP solutions, network installation and support, and desktop support for domestic and global businesses. The thriving 10-year-old company has 14 full-time and several part-time employees, and is based in Wappingers Falls, New York.

Key challenges.

IES employees travel frequently, often for extended periods of time. As providers of information technology services, the last thing they can afford is to fall out of touch. But that's exactly what used to happen when they left the office.

"Our previous carrier had spotty coverage even in our home area," says Eric D. Gorman, cofounder and executive vice president. "That loss of service while traveling within the local area and across the United States made us seem unresponsive to customers, and hindered communication with staff to resolve customer issues."

Things got even more complicated when Gorman and his employees had to travel overseas. Since their carrier did not support overseas voice or network connections, IES's global workforce had to rent cell phones when traveling and depend on Internet cafes for connection to the Web.

"Our inability to get online was affecting both internal communications with our staff and external communication with our clients," he said. "Whenever we traveled, which was often for up to two weeks at a time, we became effectively 'unavailable.' And that's not something we can afford to be in our business."

Solution.

Gorman initially met with a Verizon Wireless sales representative to discuss local coverage. "I was impressed with the company's reputation for reliability and their extensive coverage in North America," he said. "That's what initially drew us in." After gaining a clear understanding of IES' needs, their sales representative presented a solution that solved not only the company's local coverage issues, but also addressed their needs for international communication as well.

"We were sold when we discovered that they had phones with technology that allows them to integrate with overseas cellular towers and networks," says Gorman. "The variety of phones and services that was presented really helped us make the decision to go with Verizon Wireless."

INTEGRATED ENTERPRISE SOLUTIONS

Company description:

Integrated Enterprise Solutions, Inc., located in Wappingers Falls, New York, offers consulting and handles system integration projects, remote connectivity solutions, online offsite backup solutions, email hosting, VoIP solutions, network installation and support, and desktop support nationally and globally. The company is 10 years old and has 14 full-time employees and several part-time employees.

Challenge:

- Needed reliable voice and data coverage in the United States.
- Needed reliable voice and data coverage overseas.
- Wanted service and devices that could be used both in the United States and overseas.

Solution:

Employees now carry globally capable BlackBerry smartphones, which provide quick, convenient access to email, contacts, calendars, organizers, and the Web. The smartphones can also be used as modems for their notebooks, eliminating the need for PC Cards or Wi-Fi hotspots.

Results:

- Increased customer satisfaction by 20%.
- Increased market share by 5%.
- Increased productivity. Increased employee morale.
- Cost savings of thousands of dollars a year.



Gorman and his staff now carry globally capable BlackBerry® smartphones, which provide quick, convenient access to email, contacts, calendars, organizers, and the Web. They have mobile voice and data coverage throughout much of the world, without having to change smartphones, phone numbers, or email addresses. The smartphones can also be used as modems for their notebooks, eliminating the need for PC Cards or Wi-Fi hotspots.

Results.

Gorman is enthusiastic about the services and devices he gets from Verizon Wireless, and very clear about the benefits they provide his company. "I am absolutely satisfied with Verizon Wireless," he said. "Customer satisfaction has increased by 20%, which has helped us to achieve a 5% increase in market share. We're saving time and thousands of dollars a year by not having to search for places to connect to foreign networks. And employee morale has increased—everyone is happier now that they have cell phones that don't cut out while they're talking to clients."

Gorman is also pleased with the customer service provided by Verizon Wireless. "Our sales representative works really well with our staff," he said. "He is very attentive and solved problems quickly. He was even willing to adjust plans and rates after we had used the service for several months to make sure we were getting the best benefits possible."

Gorman also appreciates the My Business Account Web interface. "I can make changes to my account, phones, and plans whenever it's convenient for me, as opposed to being restricted to traditional telephone customer service hours. It's a huge leap in account management over our previous carrier," he said.

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with Verizon Wireless."**

**ERIC D. GORMAN,
COFOUNDER AND
EXECUTIVE VICE PRESIDENT OF IES**