



Leading auto group selects CPI and Cisco for network and telecom overhaul

Customer Profile

With approximately 600 employees, Pasadena, California-headquartered RUSNAK Auto Group is one of the nation's leading high-end automotive sales and service dealers, offering nine premier car brands in its 14 locations throughout Southern California.



Situation

Offering brands such as Porsche, Rolls-Royce, Mercedes-Benz, and Bentley, RUSNAK Auto Group's communication systems fell short of its prestigious reputation. Its failing PBX and aging network infrastructure had no unified dial plan, was growing increasingly expensive, and threatened to erode the customer service for which the company is known.

When Lynne Rogers, RUSNAK director of IT, was hired in 2006, her top priority was to integrate the company's infrastructure to improve communications and reduce costs.

"Our communication systems were disparate islands," says Rogers. "Beyond paying for multiple telecom providers and system maintenance, we faced serious communication barriers. Our phones would continually crash, voicemail was frequently inaccessible, and customers were unable to reach us. We needed an integrated, seamless communication platform that could support our growing needs and deliver measurable ROI."

RUSNAK selected Camarillo, California-based CPI Solutions to implement an integrated Cisco communications solution. Founded in 1981, the company with additional offices in Los Angeles and Santa Barbara, California, employs more than 50 employees and is one of Southern California's premier technology consulting, solutions, and services company.

Solution

After working with Rogers and her team to clarify goals and objectives, the Cisco Silver Certified Partner began the 11-month implementation in July 2007.

For a reliable network core, CPI implemented Cisco 2800 and 3700 Series Integrated Services Routers, and Cisco Power over Ethernet (PoE) Catalyst 3500 Series switches.

CPI then installed Cisco Unified Communications, which brings voice, video, data, and mobile applications to help RUSNAK employees communicate effectively anywhere, using virtually any device.

Building on this reliable, scalable platform, CPI implemented Cisco Unified Communications Manager, the powerful IP call-processing

component of the Cisco Unified Communications. CPI also added Cisco Unity, a full-featured voice and unified messaging platform.

Finally, CPI installed a Cisco wireless solution to provide customers in dealership waiting areas reliable, secure Internet access to further enhance the RUSNAK customer experience.

Results

Following a successful deployment, RUSNAK is enjoying the many advantages of its CPI-implemented Cisco Unified Communications solution.

"We've gone from paying and maintaining over 300 analog lines – 200 of which were vacant – to a VoIP solution that has cut overall communication costs companywide by about 50 percent," says Rogers. "And, to date, we've achieved an ROI of nearly \$250,000."

"We now have a flexible, reliable communications solution that improves collaboration and helps ensure we maintain our high standards of customer service. Salespersons route calls to their mobile phones so even if they're on the lot, they can answer customer calls as if they were at their desk. And we're now receiving significantly more customer calls that just weren't getting through with our previous system."

"From an IT perspective we can easily handle call loads, change messages in seconds, and set up customized voicemail greetings for each dealership with brand-specific messages. Its ease of use allows us to focus on tasks that can further help the business grow."

Rogers says she and RUSNAK are happy with the solution and that CPI and Cisco delivered on their expectations.

"From planning through implementation, both CPI and Cisco have been great," says Rogers. "Cisco has always delivered leading products and solutions, and CPI remains a trusted partner we'll continue to turn to as we build on our solution."

CPI Solutions Inc.
5999A RidgeView St.
Camarillo, CA 93012

info@cpisolutions.com
1.805.987.2222