



# Allworx systems deliver virtual office for overnight shipping franchise



Kylie Belcher answering a call on the Allworx 9112 phone.

*“At its price point and with its functionality, Allworx could give us features and benefits that we couldn’t get any other way.”*

*Bob Katz, Worldwide Express franchisee*

WHEN A WORLDWIDE EXPRESS franchise was expanding its number of locations, it wanted a telephone system that would enhance connectivity between the offices. Since selecting the Allworx 6x system, the franchise has experienced outstanding results.

Worldwide Express is a global air and ground shipping company that focuses on small- to medium-sized businesses, delivering the special attention and service often reserved for Fortune 500 companies.

Through its unique partnership with DHL — the largest air express carrier in the world — Worldwide Express provides its customers local attention with worldwide reach. With more than

\$300 million in annual system-wide sales, the company is DHL’s leading North American partner.

A franchise-based company, Worldwide Express’ franchisees are locally owned and operated. Franchisee Bob Katz has three locations: two sales offices in Rockville, MD and Manhattan, and executive offices in Englewood Cliffs, NJ.

Katz’ sales employees spend much of their time on the telephone. They employ telemarketing skills to try to schedule appointments with potential business-to-business shipping customers. Other staff members rely on phone equipment to provide customer service, accounts receivable, sales support and other functions.

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## The Challenge

A Worldwide Express franchise was expanding its locations, and it wanted a telephone system that would enhance connectivity between the offices. The franchise had a makeshift phone system, patching four phones through Verizon.

## The Solution

- Allworx 6x system (3)
- Allworx 9112 phones

## The Benefits

- Multiple site connectivity
- Virtual office
- Cost savings

**Company:** Worldwide Express franchise  
**Industry:** Shipping  
**Size:** 16 employees  
**Locations:** 3

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Prior to having the Allworx system, Katz' franchise had a makeshift phone system, patching four phones through Verizon. All incoming telephone calls went to Englewood Cliffs. When the franchisee was looking to build its Rockville office, he received a recommendation for an IT company from an office furniture supplier.

That connection led to a relationship with Gregg Davis and Digital Telecom of Waldorf, MD. Digital Telecom's ([www.digital-telecom.com](http://www.digital-telecom.com)) highly qualified consultants offer more than 60 years of experience in telecommunications, data cabling, systems development, financial management and human resource management. The Authorized Allworx Reseller meets the ever-changing technological requirements of small businesses, corporate enterprises and government agencies through customized services that provide personalized, state-of-the-art systems.

### **Connectivity and cost savings**

When Bob Katz and Gregg Davis began exploring a new telephone system, Allworx wasn't part of the

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*Bob Katz, Worldwide Express franchisee*

initial conversation — but that quickly changed. “Once we really talked through what we were looking for, we realized that we needed greater connectivity between the three locations,” Katz said. “Gregg and the Digital Telecom team suggested that an Allworx solution could meet our needs.”

“At its price point and with its functionality, Allworx could give us features and benefits that we simply couldn't get any other way,” Katz added.

Three Allworx 6x systems and 9112 phones were installed in the three Worldwide Express offices in stages — the first in January 2007, the others in spring and summer.

According to Katz, the Allworx installation saved approximately \$1,000 per location. The Allworx system didn't require him to double-wire every workstation in every office; he could simply use the existing cabling.

### **A virtual office**

Prior to installation of a Voice over Internet Protocol (VoIP) solution, Bob Katz needed to make sure his offices had the bandwidth to handle it. Digital Telecom helped him switch his carrier from Verizon to XO Communications. This switch to XO delivered faster Internet speed for less money than he was paying previously.

In addition to XO boxes for VoIP and a T1 line, Worldwide Express offices also installed Dell switches and servers and Cisco firewalls. Each office employs an Allworx 6x system that communicates through the T1 line, resulting in a virtual office.

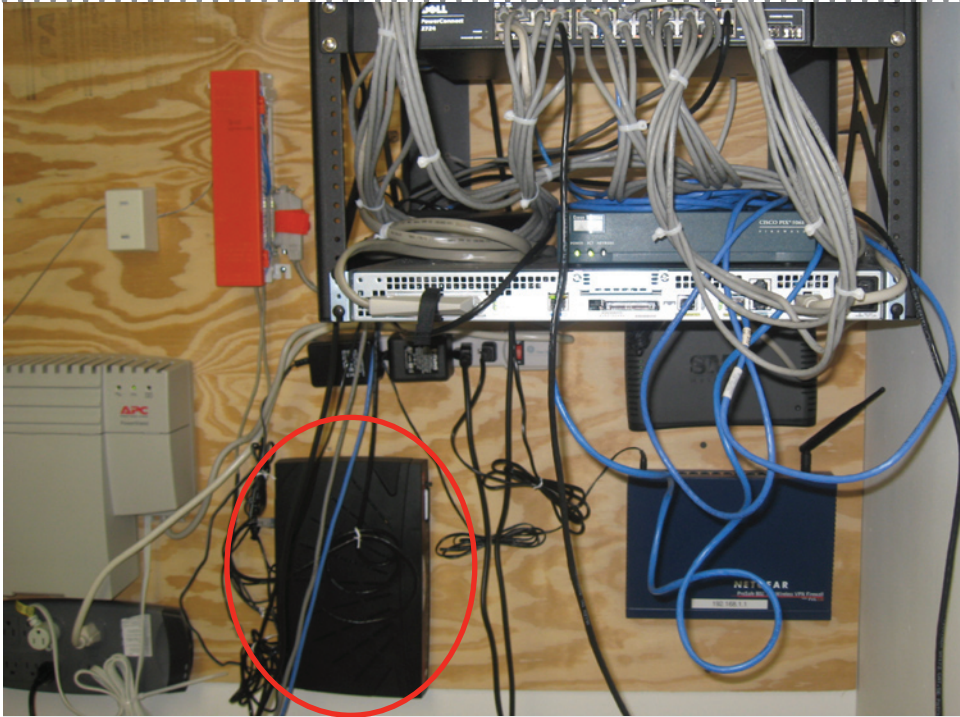
“Once we dealt with XO, we were able to move forward with the Allworx system Digital Telecom recommended to us,” Katz said. “With Allworx, we now have a simple virtual office simply by touching an extension, and our customers do not even know that we have multiple locations.”

Features that are used most often by the Worldwide Express franchise staff include transferring calls from one location to another and using the Intercom feature from one office to another. “We can simply dial an extension and it rings anywhere — even to a cell phone,” Katz added.

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## The Allworx 6x, and VoIP Phone





◀ The Allworx 6x is shown to the left connecting to a T-1 Line, PoE switch, router, and the Internet to create the hub for Worldwide Express' communication system.

### Company Profile

Worldwide Express is a global air and ground shipping company that focuses on small- and medium-sized businesses. Through its unique partnership with DHL, the company provides local attention with worldwide reach. Worldwide Express franchisee Bob Katz has three locations in Rockville, MD, Manhattan and Englewood Cliffs, NJ.



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Katz also likes the usability of the Allworx system and the ability to add an extension or move a phone without needing assistance. In fact, the franchisee re-installed one of the Allworx systems after moving one of the offices. "At first it was a nightmare because we couldn't get the system to work," Katz said. "Working with Digital Telecom, we tried new switches and other things, but nothing worked. In the end, we discovered that we had plugged the Allworx system into the wrong power supply — it was not any issue with Allworx."

### A solution for small businesses

Katz said that he and the staff haven't fully tapped into the Allworx system's capabilities. According to Katz, he will likely add soft phones down the road and look into taking advantage of the system's remote capability. As he expands in the future, he will most likely install Allworx systems in the additional locations as well.

He suggests that other small business owners should consider the Allworx solution. "I recommend Allworx for similar businesses and for other franchises," Katz said. "It's easy to use, affordable, and you can take it anywhere you need it in an office." ■

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*Bob Katz, Worldwide Express franchisee*

## Allworx in action

The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx resellers work with you to create a configuration that suits your needs and prepares for

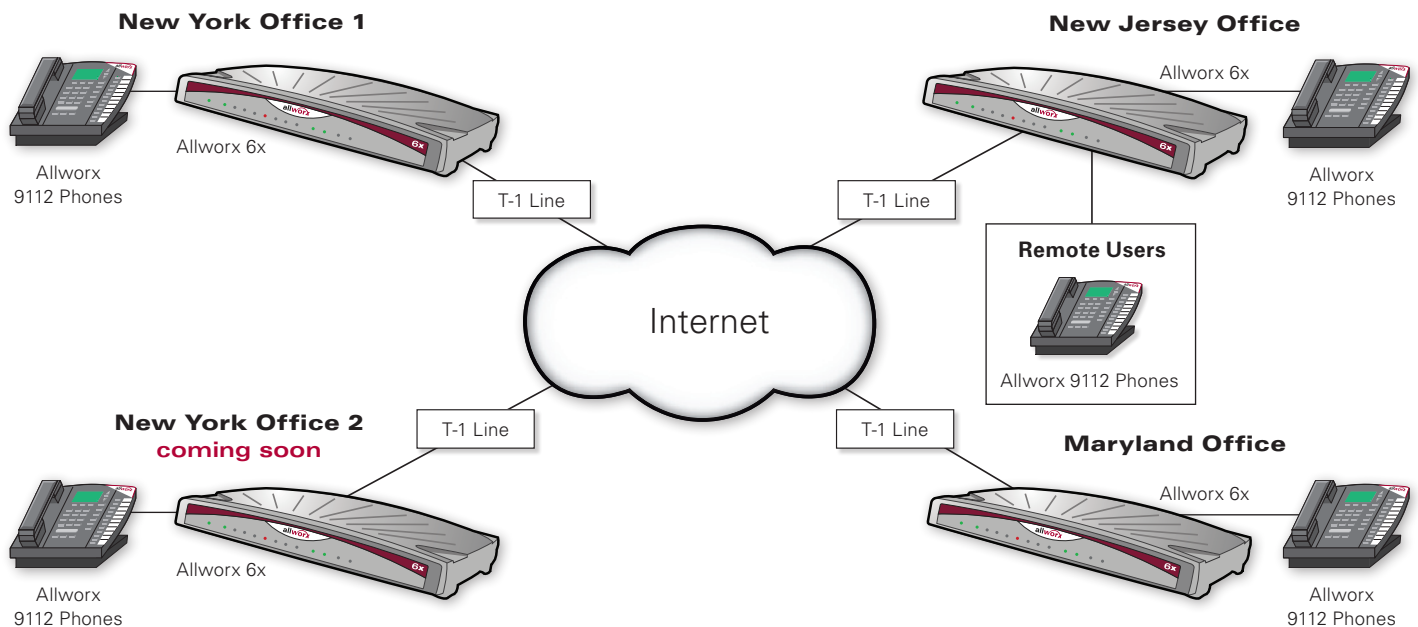
business growth. The configuration shown here was designed especially for Worldwide Express, satisfying their current needs and building a solid platform for tomorrow's expansion.

## Worldwide Express - system components

Phone system	Network server	Advanced features	Options
<input type="checkbox"/> Analog phones*	<input type="checkbox"/> Automated backup	<input type="checkbox"/> Allworx Call Assistant™	<input type="checkbox"/> Analog station gateways
<input checked="" type="checkbox"/> Auto attendants	<input type="checkbox"/> Email server	<input type="checkbox"/> Allworx Call Queuing™	<input type="checkbox"/> CO line expansion units
<input type="checkbox"/> Customer call routing	<input type="checkbox"/> Fax support	<input type="checkbox"/> Allworx Conference Center™	<input type="checkbox"/> Mirrored disk/USB
<input checked="" type="checkbox"/> Multi-site calling	<input type="checkbox"/> File server	<input type="checkbox"/> Allworx Group Calendaring	<input type="checkbox"/> Music on hold*
<input type="checkbox"/> Presence Management	<input type="checkbox"/> Firewall SPI security	<input checked="" type="checkbox"/> Allworx Internet Call Access	<input type="checkbox"/> Switches*
<input type="checkbox"/> PBX & Key phone system	<input type="checkbox"/> LAN — PC network router	<input checked="" type="checkbox"/> Allworx Virtual Private Network	<input checked="" type="checkbox"/> T1/PRI gateway
<input checked="" type="checkbox"/> Remote users	<input type="checkbox"/> MS Outlook Compatibility		<input type="checkbox"/> Uninterruptible power source*
<input checked="" type="checkbox"/> Unified messaging	<input type="checkbox"/> Multi-site: _____		
<input checked="" type="checkbox"/> Voice over Internet	<input type="checkbox"/> One Inbox (unified messaging)		
<input checked="" type="checkbox"/> Voicemail	<input type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> VoIP phones	<input type="checkbox"/> Web server		

\* Integrated from previous non-Allworx communication systems.

## Worldwide Express - Allworx 6x configuration



*Installed and supported by an Authorized Allworx Reseller.*

Allworx is a state-of-the-art communication system that integrates a sophisticated phone system, a robust data network and software tools, all working together to increase employee productivity and business revenues. Designed for companies of up to 100 employees per site, Allworx improves communications while simultaneously reducing cost.



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