

Electronic Recyclers International™

Converged IP Communications Customer Case Study

"A converged IP communication solution is a great alternative; it helps not only with cost-effectiveness and reliability, but helps ultimately with productivity, and that's the only way you get to create a business that grows a 100% every year!"

John Shegerian
Chairman & CEO, Electronic Recyclers International™

COMM PARTNERS
CONNECT®

Company Background

Electronic Recyclers International™ (ERI) is the number one electronic waste recycler in the State of California and is the leading national brand in the electronic recycling market. ERI specializes in the environmentally safe and socially responsible dismantling of Cathode Ray Tubes (CRTs), laptops, cell phones and anything electronic that needs to be recycled.

With two locations (California and Massachusetts) and approximately 275 employees, ERI generates \$30 million in annual revenue and projects that it will generate \$60 million in revenue in 2008, and to double that again in 2009. The company expects to grow to 15 locations over the next three years.

Business Need

ERI's top customers include Waste Management, Best Buy, FedEx, Sony, Mercedes Benz, BMW, and the City of Los Angeles. "They're all important to us; we have to do a great job with all of them, and communicating comes first," explained John Shegerian, Chairman and CEO of ERI. "If we don't communicate and show transparency, our customers won't believe in us. So communications is critical to our success."

With customers located nationwide, ERI needs to grow the company in terms of people and in terms of locations. Realizing that the company had maximized their communication platform they currently had in place, ERI asked their local communications consultant, BCT Consulting, to recommend a solution.

CommPartners Connect's Voice/Voice Solution for Business

BCT Consulting is a CommPartners Connect "Select" wholesale partner. The company presented ERI a number of communications alternatives, and after extensive evaluation, ERI chose a Hosted PBX VoIP communications solution powered by the CommPartners Connect network and applications platform to provide ERI with:

- a highly reliable but affordable communications platform
- an IP communications solution that will easily scale as the company grows and expands to other locations across the United States

The CommPartners Connect Hosted PBX application is a feature-rich set of hosted IP PBX services that delivers VoIP cost and productivity benefits including a bundle of unified communications features without the risk of obsolescence and heavy investment in capital equipment. "CommPartners Connect's Hosted PBX solution was the best choice for us," Mr. Shegerian said. "It is best in terms of cost effectiveness, in terms of efficiency, and also in terms of speed of growth. When we choose a new location, we could have our communications solution in place with just two days notice! That's highly important to us when we have to remain in constant communication with our customers."



Company:
Electronic Recyclers International
Location:
Fresno, CA, U.S.A.
Industry:
Covered Electronic Waste Recycler
Website:
www.electronicrecyclers.com

With fully-redundant nationwide network complete with Quality of Service (QoS) management, CommPartners Connect Hosted VoIP delivers reliable and high-quality IP voice services to its customers protecting them from the call quality issues common with other providers. "Reliability is number one," declared Mr. Shegerian. "We cannot afford to lose one hour or a day of service due to our phone service being down!"

Mr. Shegerian also cited the importance of seamless and transparent integration nationwide. CommPartners Connect has earned CLEC (Competitive Local Exchange Carrier) in 49 states and the District of Columbia providing service availability across the nation. "Seamless integration and the availability of a fully-redundant service across the United States are critical because as we scale, we can't have better service in California than in Texas or Florida, explains Mr. Shegerian. "They all have to be the same. It has to be seamless. Our customers need and demand that, and the people who work for us also need to stay highly interconnected. That's the only way we move the company forward – communications and also transparency."

The CommPartners Connect IP PBX service is feature-rich and offers the cost and productivity advantages of hosted VoIP services. "The fact that you could get all these features at one price point was very important to us because we had maximum features and minimized cost," Mr. Shegerian affirms. "That was a great thing; it's a menu that we can choose from and we can continually expand or contract based on what we feel our needs are at any given time."

When ERI was making the decision whether to transition to a Hosted VoIP solution, Mr. Shegerian's main concern was how smooth the transition would be. Would ERI be out of phone service for any period of time? Could ERI keep their current phone numbers?

"Our service activation experience was truly amazing because it was easy, and that's what I want when I get a new service or bring in a new provider. I literally went home at night and came back the next morning and we were up and running - and that's all that I could ask for as a CEO," exclaims Mr. Shegerian. "Our phone numbers were ported to the new service; we never missed a call, we never missed a client, and our employees had full service at all times, which was to me the most critical aspect of the transferring of technology - never being down - a seamless integration!"

Transitioning to converged IP communications enabled ERI to not only realize economic returns but also productivity returns. When compared to their previous phone and data service, ERI was able to gain significant monthly savings on their phone and data services by transitioning to a feature-rich IP communications solution, which consolidates their phone and data bills into one to save money on per feature charges and long distance per minute charges. ERI's sales team has also gained higher productivity in their ability to communicate with customers and the corporate office while on the road, which is a critical aspect of their jobs – selling. "That's why converged IP communication solution is a great system," said Mr. Shegerian. "It helps not only with cost-effectiveness and reliability, but it helps ultimately with productivity, and that's the only way you get to create a business that grows a 100% every year!"

When asked if he would recommend hosted VoIP services to other companies, Mr. Shegerian replied with confidence, "I would highly recommend the VoIP system from CommPartners Connect at all times to other business leaders in the United States. It's a one-stop business solution for their communications, and that can't be beat." Mr. Shegerian added, "As a CEO or as a manager, you need to have different issues looked at and taken care of. I don't worry anymore about our communication ability here at ERI. I can focus on more pressing matters, bigger matters that are going to grow our company, not hinder our growth. Our communications are critical to our success, as well as the ability to scale very easily as we grow and expand to other locations across the U.S. How we communicate our message to the media, how we communicate our message to our clients, and how they communicate with us is critical to our success. And that's what the CommPartners Connect VoIP solution has provided us – peace of mind that our communications are best taken care of at all times."

About CommPartners Connect

CommPartners Connect is a nationwide IP-based network operator providing wholesale VoIP and enhanced IP applications to carriers, strategic partners and VARs. The CommPartners Connect IP network has been engineered to provide business-grade, IP-based voice and other value-added services. CommPartners Connect has obtained Competitive Local Exchange Carrier (CLEC) certifications in 49 states and the District of Columbia and certifications in Alaska are pending. With nationwide IP network coverage, CommPartners Connect delivers reliable, high quality, and competitively priced carrier and wholesale hosted IP services for business. CommPartners Connect's wholesale services are supported by a scalable and automated OSS platform for billing and account management. For more information, call 877-677-5485 or visit CommPartners Connect's website at www.commpartnersconnect.com.

COMM PARTNERS
CONNECT®

CommPartners Connect
3291 N. Buffalo Drive, Suite 150
Las Vegas, NV 89129
Phone: (877) 677-5485
Fax: (702) 365-8647
CommPartnersConnect.com