

*“Providing total solutions since 1976”*

## “EXTREMELY TIGHT BUDGET” IS NO MATCH FOR SWITCHVOX

Dirxion L.L.C is a leading provider of digital publishing solutions. They transform your printed materials into identical digital editions, while enhancing them with interactivity, enabling you to leverage and optimize your materials both online and off. Dirxion’s solutions are trusted by publishers from all over the world; publishing giants, independents, directories, magazines, catalogs, journals, books and guides.

### THE CHALLENGE

With customer service at the forefront, Dirxion valued the importance of a reliable, innovative, and easy-to-use turn-key communications platform. Having utilized a server based phone system since 2000, Dirxion gradually faced increased demand for more IT administration time to manage the aging system. In addition, end users were becoming increasingly frustrated with restoring phone service after problems arose. Robert Holden, IT Manager, Chris Moreland, Sr. Network Engineer, and Josh Manchester, Network Engineer, at Dirxion, decided to proactively seek a new communications solution.

“Over a year’s time and on a very limited budget, we proactively reviewed all of the big name brands in the telecommunications industry. Unfortunately, we discovered that virtually none of them could provide us the feature set we were seeking at our price point,” said Holden.

### THE DECISION



After diligent research, Dirxion partnered with Primary Systems and the feature-rich Digium Switchvox platform. The complete solution includes a Switchvox AA305, an on site AA305 spare system and gigabit snom 821 VoIP telephones. Primary Systems and Digium’s Switchvox became the winning solution to provide features and benefits key to Dirxion’s telephony needs including:



- Switchvox Appliances & Switchboard





- Lower Total Cost of Ownership with simplified licensing and reduced annual fees.
  - Unlike traditional system pricing models, all Digium Switchvox features are available to all users with no additional licensing costs. Examples include IVRs/ Call Trees, Call Queues and browser applications – all included for all users.
- Unified Communications including voicemail and fax integration to email:
  - Voicemail and faxes automatically delivered as email attachments.
  - Inbound and outbound fax capability for every extension
- Powerful, browser-based Switchboard phone management suitable for all users & included for every extension
- Self-provisioned end user features such as “find-me / follow-me” or “simultaneous ring” functions, time of day call handling
- Salesforce integration out of the box with ability to easily and completely customize via the provided API
- Intuitive management capabilities – Point & Click with context-sensitive help
- Built in Conference Bridge, eliminating third party conference service costs
- iPhone & Blackberry Mobile Applications
- Customizable HTML/XML API integrations

## RESULTS

“Even though we had a very limited budget, the Switchvox met all our needs and exceeded our expectations. Installation was extremely smooth. The system was as close to plug and play as we could have hoped, and Primary Systems’ staff were experts and efficient. We couldn’t be happier with our decision,” said Holden.

Dirxion found that, during the installation, minimal networking infrastructure changes were needed to integrate the Switchvox into the company’s existing environment. Furthermore, with training, transition to the new Digium Switchvox platform was easy for end users, with very little “lost time” for users or IT support staff.

“Day-to-day operations and management of the system is a breeze compared to our old legacy system. I find myself reviewing reports, call logs, and call volume on a regular basis which is something I never did with our old system because it was so tedious,” said Manchester. “I actually enjoy administering the Switchvox.”

Primary Systems with Digium’s Switchvox solution reduced overall costs, eliminated phone support headaches, and simplified communications throughout Dirxion. An easy user transition and minimal day-to-day IT staff management made the Digium Switchvox platform a perfect fit for Dirxion.

If you would like to consult with Dirxion about their experience contact Primary Systems at 314.880.9977 and we will arrange your one on one conversation!