

CANADA WIDE MEDIA LIMITED TURNS TO ALLSTREAM FOR AN IP TELEPHONY SOLUTION

SUMMARY

COMPANY

With 31 major titles, Canada Wide Media Limited is the largest independent publisher in Western Canada.

CHALLENGE

An antiquated phone system and office reconstruction required Canada Wide to update its telecommunications infrastructure.

SOLUTION

Canada Wide turned to Allstream and Delphi Solutions to install and project manage a new IP telephony system.

OUTCOMES

- Reduced monthly line charges by 33%
- Eliminated costs of roughly \$3,000/year for Moves, Adds & Changes
- Improved customer service by equipping remote workers with IP phones

BUSINESS CHALLENGE

When Canada Wide Media Limited decided to reconstruct its office space in Burnaby, B.C., it knew it was time for a change. With an antiquated telecommunications infrastructure, the costs of maintenance and MACs (Moves,

Adds & Changes) were steadily increasing. Add in the fact that the company's server room was scheduled for demolition, and it became clear Canada Wide needed a new data network and phone system.

SOLUTION

As Canada Wide began to rebuild its network facilities, the company knew it wanted a small and compact telecommunications solution. However, it wasn't convinced IP telephony could deliver the quality it needed.

"I had attended a VoIP seminar a year before moving forward, and the technology still seemed to have some latency issues," admits Carsten Arnold, IT Manager. "That said, we knew IP telephony was future-ready. So we did some research and had another look at VoIP and realized the IP system based on Mitel technology could deliver the functionality we needed at a very reasonable cost."

After further exploring IP telephony with representatives from Allstream and Delphi Solutions, Canada Wide was convinced. In addition to deploying over 100 IP phones, the company invested in a virtual office to support its reporters and editors while they are on the road.

The company was also pleased to obtain this solution from Allstream, its existing local service provider. "If you're a busy and small IT department, you need to standardize your vendors as much as possible," Carsten Arnold says. "Now I have one point of contact for a range of services, which lets me improve both costing and service."

"Thanks to the relationship we've built up with Allstream, it almost feels like they're an extension of our team."

– Carsten Arnold,
IT Manager,
Canada Wide Media Limited

BUSINESS OUTCOMES

By deploying IP telephony, Canada Wide:

- Reduced its monthly line charges by 33%
- Eliminated its MAC costs (approximately \$3,000/year)
- Improved customer service by equipping its remote workers with IP phones

Even better, working with Delphi Solutions, Allstream's delivery arm, Canada Wide made the

transition to IP almost seamlessly. "The project management was excellent," Carsten Arnold says. "All the equipment was pre-configured prior to installation. On the date of the cutover, our phones were down for only 10 minutes. By the next day, trainers and technicians made sure phones were on people's desks and everyone had their questions answered. It gave us a warm, fuzzy feeling that everything was being taken care of."

ABOUT ALLSTREAM AND DELPHI SOLUTIONS



A division of MTS Allstream, Allstream Enterprise Solutions provides national business customers with a world-class portfolio of IP-based connectivity, managed network services, and professional services. MTS Allstream's extensive national broadband fibre-optic network spans more than 24,300 kilometres, and provides international connections through strategic partnerships and interconnection agreements with other international service providers. For more information, please visit: www.mtsallstream.com.

Delphi Solutions Corp, an MTS Allstream Company, is one of the largest providers of IP and TDM Telephony solutions and associated services in North America. For over 26 years, the company has provided innovative solutions to more than 20,000 customers. Key partners include Mitel, Nortel Networks, Panasonic and Toshiba.