

Case Study for Filmetrics

Company Profile

Filmetrics, the world's sales leader in thin-film thickness measurement, was founded in 1995, and more of their systems are being used in thin-film thickness measurement applications than any other. With six offices around the globe, their support team provides 24-hour thin-film measurement assistance.

Filmetrics at a Glance:

- Headquarters in Southern California
- 35 Full-time employees
- Office locations in the United States (3), Germany, Taiwan, Korea

Business situation

Prior to switching to Broadcore, Filmetrics had an on-premises traditional PBX system. One of their biggest complaints was poor customer service by the company they had contracted with to supply and support the system. When service issues arose, they could not count on their service provider to help fix the problems. And when the service provider would respond, the trip charges, hourly fees and other costs added up very quickly.

When it was time to add another channel to their PBX system due to company growth, the service technician who was deployed for the installation discovered there were no open slots in the PBX. This was cause for alarm since that provider had sold them the system, and should have been aware of its capacity.

Beyond that, Filmetrics experienced frequent quality issues, especially during international calls. Every 3-4 days, they were dealing with echoes and drops. One of their internal staff was handling maintenance, since their provider was unreliable, taking up an extraneous amount of work time. Lastly, Filmetrics also had no private network and no security.

Solution

Broadcore offered a fully-hosted, integrated voice and data solution to Filmetrics. With a Global Presence solution allowing for international inbound calling, Filmetrics now enjoys high quality signals. Previously Filmetrics experienced latency from across the ocean, but by Broadcore implementing local DIDs, they eliminated a number of POPs, reduced latency, and enabled free inbound calling. As they continue to expand, Filmetrics will easily be able to add more cities and locations with local DIDs.

This solution completely eliminated the need for the old on-site equipment, and all service and support was included in the monthly service fee. They also transitioned to a completely private, secure network.

Unified Communications features such as voicemail-to-email, voicemail to text, call parking and more were incorporated.

The solution included an HD VoIP phone for each employee, which can be transported to any location, plugged in and used just as if in the office.

Filmetrics (cont.)

Benefits

Cost Savings: With the implementation of Broadcore's Global Presence solution, Filmetrics now places free calls to their international locations, resulting in huge saving on long distance fees. In addition, all service, maintenance, upgrades and license fees are now included in their monthly service fee, not billed hourly as their previous provider had done.

Time Savings: Filmetrics no longer carries the burden of support for their phone system - they now shift that responsibility to Broadcore, saving their internal staff hundreds of hours. During installation and set up of call routing, Broadcore took full responsibility and relieved Filmetrics employees of those duties.

Unification: Thanks to Unified Communications features such as Call Presence and Instant Messaging, Filmetrics' workflow is much more efficient, saving their employees many hours of work time. They also enjoy the conferencing capabilities, which are very easy to use.

Tracking: Broadcore provides very detailed tracking of all support issues. When tickets are assigned, emails are generated with dates and times of each action taken, resulting in digital trails of how solutions were achieved. This ensures better troubleshooting, since Filmetrics employees can search through previous records of support.

From Filmetrics Software Engineer, Aaron Glabman:

"We have been extremely impressed with the service and support we have received from Broadcore. Their knowledge and expertise, coupled with their desire to really understand our business and build a solution specific to our needs has made their service invaluable.

They really listened to our problems surrounding international calling and brought a solution that impacts our business and bottom line in a big way. It's night and day compared to our previous provider, and the features and functionality we now enjoy makes our lives so much easier and efficient."

Products and Services Implemented with Filmetrics

- Fully hosted PBX features and services
- Global Presence
- Unified Communications
- Broadsoft Platform with Secure Web Portal Administration
- Polycom HD SIP Phones
- Onsite installation and training