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2014 CHANNEL PARTNERS 360° AWARDS  
A SPECIAL ALL-DIGITAL, GREEN ISSUE



# 360°

CHANNEL PARTNERS   
BUSINESS VALUE  
AWARDS  
2014 WINNER SHOWCASE



Advanced Technology Consulting

# ADVANCED TECHNOLOGY CONSULTING (ATC)

WEB  
4ATC.COM

CEO/PRESIDENT:  
DAVID GOODWIN

YEAR ESTABLISHED:  
1999

**Advanced Technology Consulting (ATC), an independent telecom agency and consulting firm, helps clients navigate the complexities of telecommunications and network solutions by facilitating needs assessments and solutions design and implementation.**

## PRODUCTS & SERVICES PORTFOLIO

ATC offers professional consultation expertise packaged around cloud technologies (migration and services), voice and data networks, contract negotiation and business continuity. Technical expertise includes VoIP business phone systems, unified communications, cloud computing and structured cabling. Services include strategic consulting, contract renegotiation, project management, business-needs analysis, and ongoing maintenance and support.

## COMPANY EXPERIENCE

ATC's team of Certified Telecom Professionals (CTP) leverages an extensive network of technology providers to deliver unbiased insight and tactical proficiency. Their customer support earns them high marks from their clients which include Cincinnati Bell, Eastern Connecticut Health

Network, Northwestern Mutual and Jeff Wyler Automotive Family.

## COMPANY SUCCESS [CASE STUDY]

**CUSTOMER/INDUSTRY:** St. Elizabeth Physicians (SEP)/Health Care

**CUSTOMER'S BUSINESS NEED:** SEP, a multi-specialty physician group, had grown to its current size of 82 locations with 1,200 employees through mergers and acquisitions. As a result, disparate telecom systems throughout the network made communications between offices and with patients expensive and inefficient.

**RECOMMENDED TECHNOLOGY SOLUTION:** ATC performed an extensive audit of SEP's corporate phone network, then conducted a thorough business needs analysis for a new VoIP phone system. ATC and SEP then put forth an RFP and after a review of potential providers that included demos and site visits, West IP was selected

for their cloud-based, hosted communications services. The fully hosted and managed unified VoIP system with IP handsets is a \$4 million investment over the course of the next five years.

**RECOMMENDED SUPPLIERS:** West IP, Cincinnati Bell

**BUSINESS VALUE CREATED FOR THE CUSTOMER:** West IP's cloud-based communication services have allowed SEP to transform and shape their use of communications technology with a suite of on-demand services including full PBX functionality, advanced call management tools and leading-edge communications features. SEP can expand to new locations easily and cost effectively. In addition, West IP handles all the ongoing maintenance and support for the entire system. This relieves SEP's IT department significantly, allowing resources to focus on other mission-critical initiatives.

- **COST SAVINGS:** 17%
- **PRODUCTIVITY GAINS:** 18%
- **REVENUE GAINS:** 13-15%
- **TIME TO ROI:** 18 months



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