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SUCCESS STORY:
ACCELERATED INFORMATION SYSTEMS

Accelerated Information Systems, Inc. (AIS) is a solution provider dedicated to helping businesses implement Enterprise Content Management and workflow software. Founded by President Zaheer Master in 2005, AIS offers a stunning selection of software to their clients, most notably Laserfiche, an award-winning content management platform.

LEARN HOW AIS WAS ABLE TO CONTINUE WITH BUSINESS AS USUAL, EVEN IN THE FACE OF A NATURAL DISASTER

Challenge

As AIS grew, Master and his team formed strategic partnerships with dozens of other content management platforms — and with more variety came more customers. While the growth was great for business, it also placed additional pressure on their homegrown PBX, and Master found that he was constantly spending time on maintenance. "We had outgrown the system, and I was the only one who knew how to fix it," said Master. "If we lost power or if the server went down, I would need to drop what I was doing and fix it. If I was out traveling, we'd be stuck until I could get back to the office." Additionally, as AIS gained prestige, Master realized they would need to obtain a richer feature set, one that would allow them to present the best possible image to their customers. "We needed to obtain the virtual presence of a larger company," Master said, "We also didn't want a single point of failure. So, we started looking for something that would solve these joint problems."

Solution

GoToConnect, formerly Jive Communications, soon emerged as a key contender in the Hosted VoIP arena. "We work primarily with cloud-based systems, so the fact that GoToConnect was also cloud-based was a huge bonus for us," said Master. "We were also wary of the other providers who were nickel and diming us at every point during the consultation stage." The low initial cost of entry and extensive feature set were major selling points for Master and his team, who wanted to keep expenses low while still getting the enterprise-style presence they needed.

With the help of GoToConnect, not even Hurricane Sandy, which hit New York the same night that AIS installed GoToConnect, could disrupt business or prevent a stellar customer experience. Hurricane Sandy tore through the tristate area, and many local customers had to relocate their information from data centers or change in-house to backup sites. To top it off, most phone and internet services in New York City went down.

This could have resulted in catastrophe for AIS, but thanks to GoToConnect, they were able to assist all of their customers with ease and professionalism. According to Master, "Everything south of 34th street was a mess, but throughout all of that, our customers were able to get to our phones with GoToConnect's cell phone forwarding feature. It was pretty much business as usual!"

Results

AIS relied on GoToConnect to enable them to continue with business as usual and project a world-class image despite the emergency situation that Hurricane Sandy brought. GoToConnect's sophisticated call forwarding feature was a necessity, and GoToConnect's Find Me/Follow Me system allowed AIS to set up an automatic failback, so that when internet service was down, they could forward all customer calls to a predetermined number.

AIS was able to save valuable time and effort with GoToConnect's visual Dial Plan Editor. This key feature enables them to manage multi-point call routing with ease.

Best of all, GoToConnect helped AIS exude professionalism, something so critical for small businesses just starting out. "The thing we really enjoy about GoToConnect is that it makes us look like a more professional organization. For small businesses, you want to create the impression that you're bigger than you are. A lot of people will ask about the size of our company, and they'll be shocked to hear we only have eight people on staff. That's largely because of GoToConnect."

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>
> **Zaheer Master, President**
> **Accelerated Information Systems**

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Visit www.goto.com for more information or call us at 1 888 646 0014.