

ATLANTA INTERNATIONAL AUTO SHOW CASE STUDY

Supporting MAADA with a Flexible Hosted PBX Solution

Every year the Metro Atlanta Automobile Dealers Association (MAADA) welcomes thousands of visitors to the annual Atlanta International Auto Show at the Georgia World Congress Center (GWCC). As one of the nation's great auto shows, many of the world's major automotive manufacturers bring their vehicles to this Atlanta staple. For five days, the 500,000+ square foot show floor acts as a temporary home for hundreds of new and pre-production vehicles.

As you can imagine, an event of this magnitude requires a great deal of preparation and planning. In the weeks leading up to the March event, MAADA's entire office team relocates to the GWCC leaving their northwest Atlanta location dormant.

"We needed a phone solution that would effectively help us work remotely leading up to, and during, the auto show," says Richard Stegall, MAADA's Director of IT. With a history of supporting MAADA's office location and large-scale training events with fixed wireless internet and voice services, One Ring Networks was pinpointed as a natural fit.

GETTING INTO FULL GEAR

After contacting the One Ring Networks team, the next step was to determine the number of phones needed, features required and how the hosted PBX system would integrate with the phones located at the office system. Senior Voice Engineer at One Ring Networks, Jason Fisher, worked closely with Stegall and MAADA to configure the devices correctly before having them installed at the GWCC site.

MAADA's main request was that all calls from their office location would forward on to the appropriate employee's phone at their temporary GWCC desk. This would allow daily office operations could continue alongside the extensive process of preparing the auto show floor.



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CHALLENGE

- Deploy a temporary phone solution without a fixed term contract
- Enable daily operations to function away from the office

SOLUTION

- One Ring Networks' hosted PBX solution

WHY ONE RING NETWORKS?

- Key features such as call forwarding
- On-hand with immediate customer service
- Customization of phone system to meet temporary needs

RESULTS

- Employees could continue receiving phone calls away from their permanent office.
- Temporary solution removed unnecessary costs associated with fixed term contracts

“The temporary hosted PBX solution from One Ring Networks made a real difference for our team at GWCC this year. There was no need to worry about missing calls as the call forwarding feature allowed us to answer calls as if we were in our permanent office. So while we were focused on setting up for the event, we could continue with our regular tasks thanks to the system provided.”

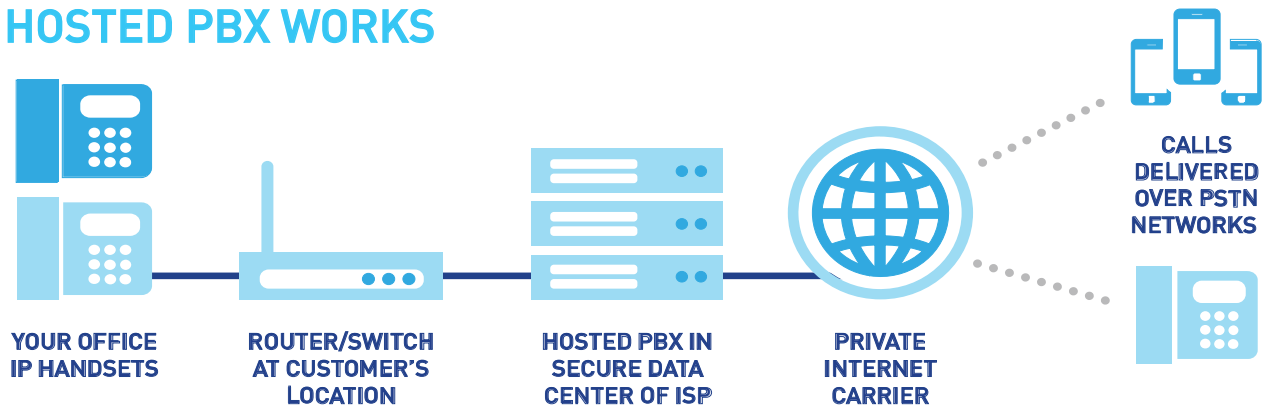
- Richard Stegall, IT Director, MAADA



While call forwarding is not a major task for a communications provider to handle, in the past MAADA had struggled to find any other providers willing to help out on a short-term basis. Previously, MAADA had chosen to go without phones at GWCC or had found themselves locked into fixed term contracts bringing additional and unnecessary costs.

With the help of One Ring Networks, MAADA's 36th Annual Atlanta International Auto Show went off without a hitch. In addition, Stegall and his team managed critical tasks remotely with the support of a flexible hosted PBX system. Now the stage is set for MAADA to continue the auto show tradition in the knowledge that their communication needs are under control.

HOW HOSTED PBX WORKS



DYNAMIC FEATURES OF HOSTED PBX [VOIP]

- System dashboard
- Call routing
- Auto attendant
- Fast installation
- Music on hold
- Call transfer
- Voicemail
- Ring group/ hunt group
- 3-way conferencing
- Call queue
- Call recording
- Message waiting
- Busy Lamp Field (BLF)
- Intercom/paging
- Remote extension dialing
- CDR search
- Remote management using web-user interface
- Unlimited local and long distance in U.S. [48 states] and Canada

WHO WE ARE

One Ring Networks is an industry-leading provider of voice and data services across Georgia and Texas. We offer fixed wireless, fiber, hosted PBX and unified communications solutions to businesses of all sizes. To find out more about our customizable options, please contact **1-855-ONE-RING** or email our team at sales@oneringnetworks.com.

