

Allworx is improving international communication and eliminating service calls.



Apex TGI employee answering a call on the Allworx 9112 phone.

“Allworx is saving us a lot of time and a lot of money in international calls.”

Sarvesh Kumar Dharayan, President, Apex TGI

EVERY TIME SARVESH KUMAR DHARAYAN needed to add a telephone line or close out an extension at Apex Technology Group Inc., it required a service call for the company’s Panasonic phone system. These service calls were costing hundreds of dollars each, and they caused delays because the company had to wait for a service technician to make a visit.

For a growing company that is constantly adding employees and phone extensions, these charges — and the waiting — had to end. “We are in a growth phase and need additional phone lines all the time,” said Sarvesh Kumar Dharayan,

Apex TGI’s President. “We could not afford to keep waiting for telephone service personnel to come in, causing delays.”

Apex TGI is an IT software consulting and development firm offering project-based application developments and implementation, consultancy

and solutions to software services, system integration, client/server information systems, ERP solutions, product development, network design and deployment, Internet/Intranet development, quality assurance, e-commerce and management services.

Continued on next page

Company: Apex Technology Group Inc.
Industry: IT Software Consulting and Development
Size: 125 employees
Locations: 4

The Challenge

Apex Technology Group Inc. employed a Panasonic phone system that required service calls to add or change extensions or phone lines. The growing IT software consulting and development firm with four locations wanted a phone system that it could manage itself, that would not cause delays due to waiting for a service technician, and that would enhance communication between its U.S. and India offices.

The Solution

- Allworx 10x system
- Allworx 9112 phones (47)

The Benefits

- System control
- Improved international communication
- Cost savings

Continued from previous page

Working in close partnership with its clients' internal teams, Apex TGI focuses on key deliverables within any project during the full development process — from planning, requirement gathering and design, through construction, conversion and implementation. Its clients include AIG Insurance, Blue Cross Blue Shield, CapitalOne, Cingular Wireless, Citigroup, Coopervision, Dow Jones, JP Morgan, The Hartford, MetLife, Nationwide Insurance, the New York Stock Exchange, Pfizer, Sun Microsystems and Verizon Wireless.

Apex TGI recently moved its headquarters from South Plainfield, N.J. to Edison, N.J., about two miles away. In addition to the main office, the company has another location in Edison and two offices in India.

Apex TGI's motto is "work harder, work smarter and be innovative." The company took its motto to heart when it

"The Allworx 10x is a good system, and it's very simple to use and to configure."

Sarvesh Kumar Dharayan, President, Apex TGI

added an innovative, easy-to-use phone system from Allworx Corp.

Choosing a new system

When looking for another telephone system, Apex TGI had very few requirements. Because of the service charges — and since the company is extremely tech savvy — it wanted a system that it could manage internally. Plus, it was imperative that the system enhance communications between the four U.S. and India locations.

Apex TGI contacted Advantage Voice & Data LLC — an Authorized Allworx Reseller located in nearby Princeton, N.J., that Apex had worked with before to obtain a T1 line.

Advantage suggested an Allworx solution, which fit the bill because of its ease of use and simple manageability.

The company made the decision to move forward with an Allworx system because of those factors, along with the additional benefits of not demanding costly service calls and requiring a low, one-time investment.

"With our Panasonic solution, we were not able to add extensions or change employee names without calling in a service person," Dharayan said. "Allworx would allow us greater control to do these things ourselves."

In 2006, Apex TGI proceeded with the installation of an Allworx 10x phone system and 35 Allworx 9112 handsets. Then, in 2007, the company relocated its headquarters to Edison, N.J — which also required a complete reinstall of their Allworx system. This may have been cause for panic with their old phone system, but not with their Allworx — just like the first install, the reinstallation went off without a hitch.

"When we re-located, Allworx moved the 10x box for us, but everything else we did on our own — it was very smooth," Dharayan said.

Dharayan added, "We were able to configure the Allworx system simply by following the manual. It was very easy to install."

The Allworx 10x and VoIP Phone



Continued on next page



Alok Kumar answering a call on the Allworx 9112 phone.

Enhancing international calls

Not all of the company's 125 employees are benefiting from the Allworx solution. The phones are utilized only by the company's 35 back-office employees in the four locations. Apex TGI's IT field consultants continue to employ the Panasonic system as an analog system.

Where Allworx is really making a difference for the company is in international calls. Employees in India — who work on U.S. time — and the U.S. are much better connected as a result of the Allworx solution.

“With the Allworx handsets in India, our employees are easily plugged into the same system,” Dharayan said. “It is just another phone extension, and it doesn't make any difference where they are located — they are well-connected through the Intercom.”

Apex TGI is also saving money in long-distance charges. On average, U.S. employees are connected by phone with India approximately three hours per day. Without the Allworx VoIP solution, the company would be paying an average of 20 cents per minute for those calls.

“We were able to configure the Allworx system simply by following the manual. It was very easy to install.”

Sarvesh Kumar Dharayan, President, Apex TGI

“Allworx is saving us a lot of time and a lot of money in international calls,” according to Dharayan.

In addition to cost savings, employees are also benefiting from such features as three-way calling, call forwarding and voicemail.

“The Allworx 10x is a good system, and it's very simple to use and to configure,” Dharayan concluded. “It allows us to do a lot of things.” ■

Company Profile

Founded in 2001, Apex Technology Group Inc. provides a wide range of information technology solutions and services. Apex TGI USA is based in New Jersey with its main office in Edison. The company is led by experienced professionals and backed by a software professional group. Highly skilled and experienced management of Apex TGI constitutes a strong team of qualified, experienced and dedicated personnel for various projects.



To learn more contact:

Apex Technology Group Inc.

2 Kilmer Rd, Suite C
Edison, NJ 08817

Phone: (732) 572-1800

Fax: (732) 572-7900

www.apextgi.com

Allworx in action

The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx resellers work with you to create a configuration that suits your needs and prepares for

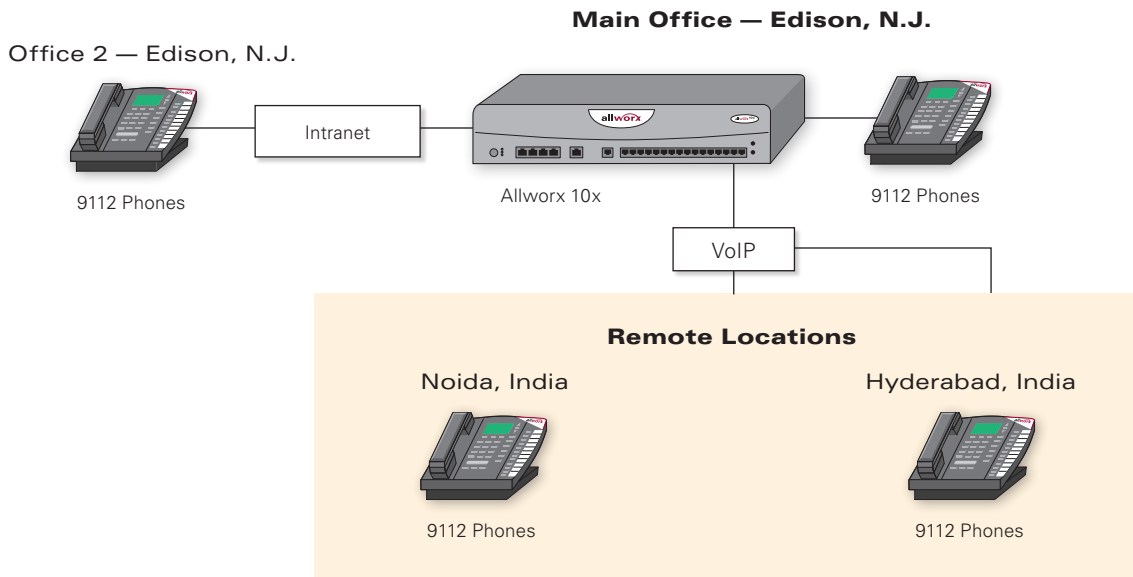
business growth. The configuration shown here was designed especially for Apex Technology, satisfying their current needs and building a solid platform for tomorrow's expansion.

Apex Technology – system components

Phone system	Network server	Advanced features	Options
<input checked="" type="checkbox"/> Analog phones*	<input type="checkbox"/> Automated backup	<input checked="" type="checkbox"/> Allworx Call Assistant™	<input type="checkbox"/> Analog station gateways
<input checked="" type="checkbox"/> Auto attendants	<input type="checkbox"/> Email server	<input type="checkbox"/> Allworx Call Queuing™	<input type="checkbox"/> CO line expansion units
<input checked="" type="checkbox"/> Customer call routing	<input type="checkbox"/> Fax support	<input type="checkbox"/> Allworx Conference Center™	<input type="checkbox"/> Mirrored disk/USB
<input checked="" type="checkbox"/> Multi-site calling	<input type="checkbox"/> File server	<input type="checkbox"/> Allworx Group Calendaring	<input checked="" type="checkbox"/> Music on hold*
<input checked="" type="checkbox"/> Presence Management	<input type="checkbox"/> Firewall SPI security	<input checked="" type="checkbox"/> Allworx Internet Call Access	<input checked="" type="checkbox"/> Switches*
<input type="checkbox"/> PBX & Key phone system	<input type="checkbox"/> LAN — PC network router	<input type="checkbox"/> Allworx Virtual Private Network	<input type="checkbox"/> T1/PRI gateway
<input checked="" type="checkbox"/> Remote users	<input type="checkbox"/> MS Outlook Compatibility		<input checked="" type="checkbox"/> Uninterruptible power source*
<input checked="" type="checkbox"/> Unified messaging	<input type="checkbox"/> Multi-site: _____		
<input checked="" type="checkbox"/> Voice over Internet	<input type="checkbox"/> One Inbox (unified messaging)		
<input checked="" type="checkbox"/> Voicemail	<input type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> VoIP phones	<input type="checkbox"/> Web server		

* Integrated from previous non-Allworx communication systems.

Apex Technology Group Inc. — Allworx 10x Configuration



Allworx is a state-of-the-art communication system that integrates a sophisticated phone system, a robust data network and software tools, all working together to increase employee productivity and business revenues. Designed for companies of up to 100 employees per site, Allworx improves communications while simultaneously reducing cost.

Supported by an Authorized Allworx Reseller.



Advantage Voice & Data LLC
 4390 Route 1, Suite 211
 Princeton, NJ 08540
 Phone: 732-438-8888

www.advantagetel.com