



Allworx seamlessly integrates with personnel firm's POTS lines



Elizabeth Ybarra answering a call on the Allworx 9112 phone.

“Dollar for dollar, Allworx delivered more features and functionality than the competition.”

Jack Huff, InStaff

INSTAFF FACED THE DILEMMA OF having a telephone system that outlasted its telephones. Employees' handsets were either experiencing poor line reception — sometimes to the point of disconnecting — or had buttons that were no longer functioning.

When the staffing and employment firm based in Plano, Texas, a suburb of Dallas, looked for replacement phones that would work with its outdated Starplus EX phone system, it quickly discovered that new phones were not compatible. The time had come to invest in a new system.

For InStaff, the main concern in considering a new phone system was not cost savings; the more important factor was finding a system that would take advantage of new technology.

InStaff turned to Shawn Massey and his company, Massey Telecommunications LLC, its long-time, trusted adviser on

and provider of technology solutions. Massey, which had recently become a reseller of Allworx Corp. products, suggested Allworx as the perfect fit.

Following Allworx lunch and learn about the Allworx system with Shawn Massey, InStaff became strongly interested in the Allworx solution.

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The Challenge

InStaff previously had phones that were worn out or broken and replacements couldn't be found for its old phone system. Some employees' phones had poor line quality that resulted in disconnections, as well as buttons that didn't work.

The Solution

- Allworx 6x system
- Allworx 9112 phones (4)

The Benefits

- POTS line integration
- Individual voicemail
- Remote administration
- Flexibility

Industry: Staffing, employment and personal services
Size: 70-80 employees
Locations: 28

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According to Jack Huff, Technology Director at InStaff, the company quickly determined that “for the value, there wasn’t anything better than Allworx.”

First and foremost, Allworx provided InStaff the ability to continue using its standard Plain Old Telephone System (POTS) lines. Allworx also offered the flexibility to allow InStaff to migrate to digital technology when it was ready down the road.

“Dollar for dollar, Allworx delivered more features and functionality than the competition,” Jack said. “Sometimes Allworx was less expensive, sometimes it wasn’t. But the less expensive systems offered less functionality than Allworx, and they required add-ons that would have ended up making the system more expensive anyway.”

“We could have gone for a cheaper system, but it would have been at the expense of functionality,” he added.

“Based on the success we are having, Allworx is currently the standard we will look to as our company’s other Key systems reach the end of their lives.”

Jack Huff, InStaff

Service after the sale

Massey Telecommunications installed the Allworx 6x system and four Allworx 9112 office phones in October 2006. Shortly after the installation was completed, InStaff employees began experiencing difficulty dialing long-distance calls.

Jack Huff contacted Shawn Massey to see if his company could determine the cause of the problem, but Massey couldn’t find a solution. The next step was placing a call to Allworx. After three days of troubleshooting without finding a cause for the problem, Allworx offered to ship InStaff a brand-new unit at no additional charge.

In a last-ditch attempt, Jack Huff contacted his long-distance phone

company, and it was finally determined that the carrier had allowed InStaff to be “slammed” by another carrier (slamming is when a carrier changes a customer’s pick code to take the long-distance service without permission). The trouble was that while the new carrier took InStaff’s long-distance service, it didn’t set up the billing correctly so InStaff was being denied access.

“Based on our long relationship, I knew that I could count on Massey to stay for the duration until the problem was solved,” Jack said. “When Allworx showed the same kind of diligence and stood up for us, I knew that it was a solid company with the kind of principles we look for in a vendor.”

“Being a one-man IT department, I greatly depend on our vendors,” Jack added. “Massey Telecommunications and Allworx were both true to the test and our experience with both of them and with the products have been outstanding.”

The envy of the company

InStaff currently has 28 locations, including the corporate headquarters, along with 15 branches and 12 on-site locations in Texas and in Oklahoma. From the basics of now having phones that work and buttons that do what they are supposed to do, to offering more advanced functionality, the Allworx system is proving its value at the

The Allworx 6x and VoIP Phone



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Nicole Alexander using the Allworx 9112 phone.



Jack Huff with the Allworx 9112 phone.

Dallas branch office — and making the office the envy of the rest of the company.

- The Dallas branch is the first InStaff location to provide employees their own individual voicemail boxes. The office is also more efficient because there's no need for manually taking messages.
- Call logging enables management to monitor how long associates are on the phone — which helps with labor-staffing decisions — and ensures that employees aren't misusing the phones for personal use.
- Remote access and administration makes managing the system easy for Jack Huff.

- InStaff has taken the cost savings associated with the Allworx system and enhanced its phone features. For example, the money it used to spend on a phone-company voicemail feature, which it now doesn't need because it is offered with Allworx, has been replaced with caller ID.

Huff added that when it makes business sense to switch phone system at the company's other locations, Allworx will be at the top of the list.

“Based on the success we are having, Allworx is currently the standard we will look to as our other Key systems reach the end of their lives. Eventually, we hope to bring in a larger Allworx system and to add voice-to-voice Internet communication.” ■

Company Profile

InStaff, based in a suburb of Dallas, delivers innovative workforce solutions to maximize the value of its customers' human capital. Founded in 1984, the company serves as a strategic partner with its customers by helping them manage their human capital from recruiting and staffing to on-site management to human resources consulting.



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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

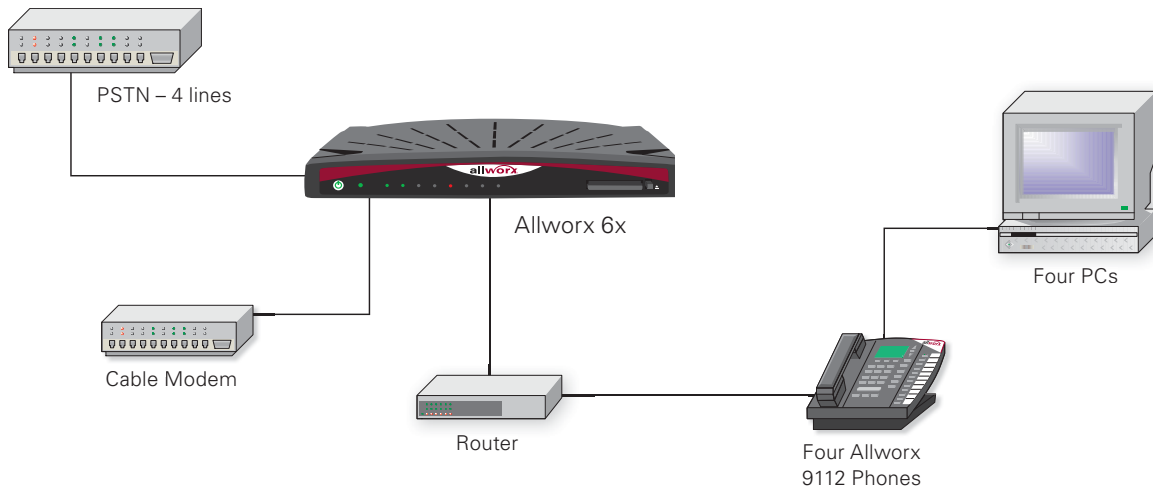
business growth. The configuration shown here was designed especially for InStaff, satisfying their current needs and building a solid platform for tomorrow's expansion.

InStaff - system components

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

* Integrated from previous non-Allworx communication systems.

InStaff - Allworx 6x 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.

Installed and supported by an Authorized Allworx Reseller.



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