

# Lawn equipment supplier finds Allworx a cut above the rest



Diane Perry answers a call using her Allworx 9212 phone.

*“Allworx was the only Internet-based solution that was affordable — the others were piecemeal offerings.”*

*David Perry, Vice President, Ontrac Equipment*

AS A JOHN DEERE LAWN-CARE equipment supplier, Ontrac Equipment Corp. is accustomed to products that deliver the highest quality and reliability. It demands just as much from its phone system.

Ontrac Equipment is a premier, full-service, outdoor power equipment dealer with five locations in the Rochester, NY metropolitan area. Ontrac’s products include lawn trimmers, walk-behind push mowers, lawn tractors, utility vehicles and snow blowers, and it offers complete sales, service and parts support. Founded in 1981, the company has grown into one of the nation’s largest John Deere commercial and consumer equipment dealers.

In 2003, Ontrac employed three telephone systems in its then three locations — two Comdial solutions and one from Executone. The Key-based systems served the company well, but they had become a bit outdated (they only offered three lines) and Ontrac had simply outgrown them. Ontrac needed a new phone system to meet its growing business.

David Perry, Ontrac Equipment Vice President, heard about Allworx from one of his friends. Perry studied Allworx and a few options from other phone suppliers. In the end, “Allworx was the only Internet-based solution that was affordable — the others were piecemeal offerings,” Perry said.

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## The Challenge

Ontrac Equipment’s existing three-line phone systems had become outdated. The company was looking for an Internet-based solution that would combine voicemail and e-mail in one platform — and offer the Key-based features to which employees were accustomed.

## The Solution

- Allworx 10x system (2)
- Allworx 6x system (3)
- Allworx 9212 phones (4)
- Allworx 9112 phones (14)
- Allworx 9102 phone (1)

## The Benefits

- Combined voicemail & email
- Affordability
- Advantages of a key system
- Simple system management

**Organization:** Ontrac Equipment Corp.

**Industry:** John Deere lawn and grounds equipment

**Size:** 65 employees

**Locations:** 5

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After seeing a demonstration at Allworx's offices, Ontrac signed up with Allworx to become a pilot customer. "We piloted Allworx products for almost a year, so you could say we received a pretty thorough product demonstration," Perry added.

It was so easy to install that Ontrac handled the installation on its own, with some support from Allworx. According to Perry, the Allworx system really is a "plug and play" solution.

### **Combining voicemail and e-mail**

In addition to being able to touch and feel the products, a primary selling point was the capability to allow employees to check voicemail and e-mail at their desktops. This feature has greatly enhanced productivity and it is the most used aspect of the Allworx system.

According to Perry, the company previously had a voicemail feature that wasn't well-managed. With the Allworx system, employees now simply check their e-mail in-box to retrieve new voice or electronic messages. When it first

*"The 9212 phones really do everything our old Key system did, and much more."*

*David Perry, Vice President, Ontrac Equipment*

installed the Allworx system, Ontrac had only analog phones. So it hasn't been until recently that employees have enjoyed even richer benefits from Allworx's latest solutions.

Today, Ontrac employs the Allworx 10x system at three of its five stores, and Allworx 6x systems at each of its other two locations. In addition, the company has four Allworx 9212 phones and fourteen Allworx 9112 office phones that work alongside its twenty analog handsets.

Ontrac and its employees are now benefiting from a host of more advanced features:

- Ontrac sales and support staff often move around to the company's different stores in Brockport, North Chili, Henrietta, Fairport and Canandaigua, NY. Allworx's presence-management feature

enables them to take their calls with them, without the customer even being aware of it.

- Ontrac personnel answer calls live during the day, and the system automatically switches to auto-attendant mode at night, giving employees one less thing to worry about when they leave for the day.
- The employees who have them are enjoying the 9212 and 9112 phones, which give them similar features that they liked in their old Key-based system.

"Our initial Allworx solution didn't have a lot of the features we were accustomed to in our Key system," Perry said. "Now, the 9212 phones really do everything our Key system did, and much more. My hope is that we can add more 9212s, so that all of our employees can fully benefit from the Allworx features."

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*“Allworx is very responsive to our needs, and it has been rewarding to see suggestions we’ve made incorporated into next-generation solutions.”*

*David Perry, Vice President,  
Ontrac Equipment*



Ontrac currently uses a public address system in two of its five showrooms.

**System control at the desktop**

David Perry particularly likes having the ability to make changes to the system from his desktop, using a simple HTML interface.

“Whatever I need to do — whether update the auto attendant, change hours or add new users — I can do it all from my desktop,” Perry said. “The fact that I can manage the whole system for our five locations from my office without traveling site to site is a tremendous advantage. Quite simply, Allworx offers a tremendous phone system for small businesses. And now, with the 6x, there is simply nothing close to its performance in its price range.”

**The solution for small businesses**

“I would recommend Allworx to anyone,” Perry said. “We’ve been an Allworx customer for years, and I still don’t know all the features it offers us. Overall we’ve been extremely satisfied with Allworx.”

“It has been tremendous for us to see the progress Allworx has made during the years,” Perry added. “The company is very responsive to our needs, and it has been rewarding to see suggestions we’ve made incorporated into next-generation solutions.”

In the outdoor power equipment market, Nothing Runs Like A Deere™. When it comes to Voice over Internet Protocol (VoIP) phone systems, nothing works like an Allworx. ■

**Company Profile**

Ontrac Equipment Corp. is a supplier of outdoor power equipment and one of the nation’s largest John Deere commercial and consumer equipment dealers. Nothing Runs Like A Deere™, and no company supports them like Ontrac Equipment. The company has five locations in the Rochester, NY metropolitan area.



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*David Perry, Vice President, Ontrac Equipment*

## 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

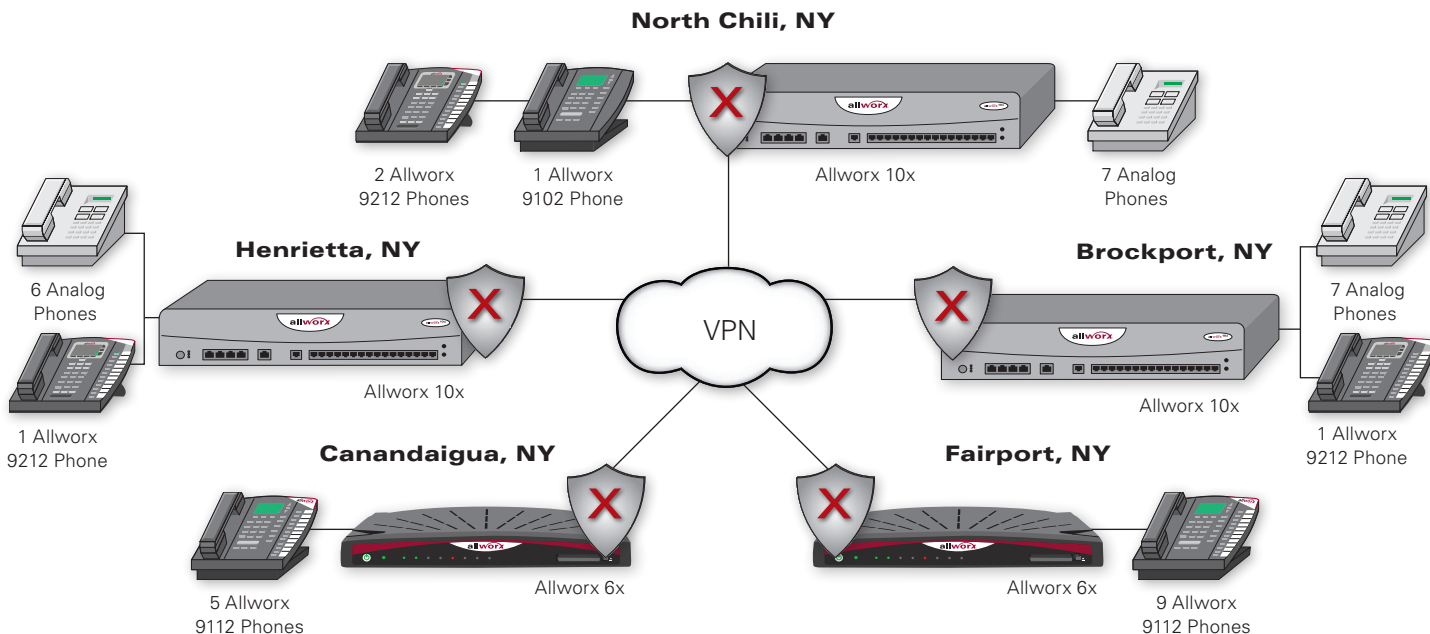
business growth. The configuration shown here was designed especially for Ontrac Equipment, satisfying their current needs and building a solid platform for tomorrow's expansion.

### Ontrac Equipment - system components

Phone system	Network server	Advanced features	Options
<input checked="" type="checkbox"/> Analog phones*	<input checked="" 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 type="checkbox"/> Allworx Call Queuing™	<input type="checkbox"/> CO line expansion units
<input checked="" type="checkbox"/> Customer call routing	<input checked="" type="checkbox"/> Fax support	<input type="checkbox"/> Allworx Conference Center™	<input checked="" 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 type="checkbox"/> Switches*
<input checked="" type="checkbox"/> Public Address 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"/> PBX & Key phone system	<input type="checkbox"/> MS Outlook Compatibility		<input checked="" type="checkbox"/> Uninterruptible power source*
<input type="checkbox"/> Remote users	<input type="checkbox"/> Multi-site: _____		
<input checked="" type="checkbox"/> Unified messaging	<input type="checkbox"/> One Inbox (unified messaging)		
<input checked="" type="checkbox"/> Voice over Internet	<input type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> Voicemail	<input type="checkbox"/> Web server		
<input checked="" type="checkbox"/> VoIP phones			

\* Integrated from previous non-Allworx communication systems.

### Ontrac Equipment - Allworx 6x and 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.



#### Phone system

- Full PBX & Key System
- Remote User
- Site-to-Site Access
- Unified Messaging
- Voice Over Internet



#### Network server

- Automated Back-up
- Email/Web Server
- Internet Security
- LAN Network
- WAN Access



#### Advanced features

- Call Assistant™
- Call Queuing™
- Conference Center™
- Group Calendaring™
- Internet Call Access™
- VPN