

CASE STUDY

ChemPoint Inc.

deliver and support telecommunications

Outsourcing Telecommunications Support Succeeds with a Servicer that Delivers Strategic and Tactical Excellence

ChemPoint, Inc., located in Bellevue, Washington, is an e-commerce chemical supplier to other manufacturing facilities around the world.

ChemPoint processes over 100,000 calls per month through its U.S. and European call centers. Telephony and e-commerce form the backbone of ChemPoint's business, and the company's 200+ employees rely on dependable telephony solutions and service to keep the business fluidly running on a day to day basis.

Finding the Right Telecommunications Solution

"The telephony portion of our business didn't always run so smoothly," said Edward Lux, ChemPoint's Vice President of Technology. "When the company first started operations in 2000, we had a single telephony server with 50 ports. We were running ISA (industry standard architecture) cards. Knowing that our business was rapidly expanding, we needed a telephony solution—and service support—that operated in both the analog and SIP (session initiation protocol) worlds. We also wanted to bring on newer telephony features like unified messaging."

ChemPoint issued a request for proposal and met with a number of vendors before choosing Interactive Intelligence as its system and KRP Communications as its telecommunications service provider.

"We are in a very dynamic business, and we quickly realized that for internal IT to participate in and respond to strategic business initiatives, we needed to recognize our core strengths and to find other business partners with core strengths in complementary areas of technology," said Lux. "Primarily, we were looking for a telecommunications service organization that came fully equipped with all of the knowledge and skills that would have taken our own staff concerted time and effort to learn."

Challenge

To provide and support a new state-of-the-art telecommunications solution that will support 200+ employees and reduce the amount internal support needed.

Solution

Use KRP Communications as a telecommunications support partner to install and support an Interactive Intelligence telephony solution.

Outsourcing for Service Excellence

In choosing to outsource its telecommunications servicing, ChemPoint wanted a business partner that could administer its end to end telecommunications, deliver quality maintenance and support on a routine and an emergency response basis, and provide strategic direction for the company's future telecommunications.

Lux said that ChemPoint looked at several telecommunications service providers before selecting KRP. "We were impressed with KRP's knowledge and experience in key technologies that we wanted to implement, like unified messaging," said Lux. "KRP also brought skills and experience in

telecommunications, and really excelled in areas that fit well with our IT initiatives and business direction. KRP has excellent price points for their service agreements, total familiarity with our strategic needs in telecommunications and the technology itself—and they also provide a local presence....It didn't take us long to see that KRP provided a premium solution for our telecommunications service and support."

Delivering Service and Strategic Results to the Business

Lux said that ChemPoint's day to day working arrangement with KRP has delivered benefits in several key

areas of the business.

"In the area of maintenance and support, it frequently comes down to making sure that you're running the latest patches—or ensuring that a server comes back online if it is down," said Lux. "But we got a real demonstration of KRP's responsiveness when a server failed in our Maarstricht, Netherlands office. Within ten minutes of our request for help, KRP had someone on the problem. KRP stuck with the project all night, taking control of the system, logging in from the office or remotely—and reporting to us hourly throughout the crisis. We had experienced a physical server failure in Europe and once the crisis was resolved, KRP scheduled a

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full debriefing with us. Their debriefing was not just a description of the problem and how it was solved. The debriefing session also presented ways for us to “bullet proof” our operations in the future, so we would never again experience a similar situation.”

KRP has also played an integral role in assisting ChemPoint on the strategic side of IT with a technology roadmap for telecommunications. “KRP has helped us see the most likely points for capital investments and business investments in telecommunications,” said Lux. “Having KRP as a service and support partner gives us access to KRP’s extensive expertise in the field of telecommunications—and where telecommunications and telephony are headed. With KRP’s technology insights, we are able to realistically project the investment cycles and deployment times to the next “new generation” telephony platform, and stay on top of the game.”

Has ChemPoint met its objectives from its decision to outsource telecommunications service and support?

“By outsourcing our telecommunications service and support to KRP Communications, we quickly realized that providing and supporting state of the art telecommunications for our core business was not going to require many hours of learning, servicing and troubleshooting from our own internal IT staff,” said Edward Lux. “KRP already has the “firepower” to service our systems and to position us for optimal performance in telecommunications. When problems with hardware or software do occur, KRP has the expertise and responsiveness on staff to quickly solve them—and they are very good at it.”

Benefits

- Aided direction in capital investments and business investments in telecommunications.
- Save valuable employee time by reduced learning, servicing and troubleshooting from IT staff.
- Quickly solve telecommunication issues by partnering with KRP who has the expertise and responsiveness.

“Having KRP as a service and support partner gives us access to KRP’s extensive expertise in the field of telecommunications.”



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KRP Communications

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