



CASE STUDY

The Small Business

Scenario

Bill and Marjorie Flag are the owners of a successful art supply company in Edentown, Colorado. Once a quarter they publish a supply catalog that is distributed to over 5,000 artists through the Western half of the U.S. This catalog showcases a variety of hard-to-find brushes, paints and other supplies used by discriminating amateur and professional artists.

The Flags were interested in expanding their business by establishing a presence on the World Wide Web. This would allow them to expand their customer base beyond the Western portion of the U.S., and they could then distribute catalog information on a realtime basis to interested customers. Additionally, the Flags have decided to add two additional telephone lines to their business since the current two lines used for calls were often both busy.



The AirWay Solution

After researching various options from numerous vendors, the Flags decided on AirWay integrated communications system, which would give them previously unheard of flexibility and a powerful new voice and Internet service.

The system allows the Flags to access up to four telephone lines for voice communications. The large LCD display on each wireless HandSet shows Bill and Marjorie the Caller ID information for each incoming caller. It also allows them to easily manage each call with sophisticated calling features such as conferencing and call transfer built into the system.

The wireless aspects of the voice network allow Bill and Marjorie to move about their store. They can even go in the warehouse without ever having to place callers on hold or place the HandSet down. This ability to talk to the customers as they research supply requests or check invoices dramatically improves their level of customer service. It even provided them an opportunity to talk about new sales items and promotions.

The wireless data aspects of the system allows the Flags to deploy a Local Area Network in their office without installing Ethernet wiring or complicated data networking equipment. With the wireless LAN, Bill and Marjorie can access the Internet server to reply to email inquiries or receive order requests from their laptops.

With the new wireless network, the Flags are tied in, without being tied down, and their business is rising to new heights.

Hassle-free.