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SHARED MARKETING SERVICES
LOCAL SOLUTIONS. GLOBAL RESULTS.

FAXCORE
WHEN EVERY FAX IS MISSION CRITICAL

ShoreTel

Case Study – VoIP & FoIP

Evolution from standalone PCs to automation to fully integrated voice/data network plus integration with web solutions

Shared Marketing Services, Inc.

Background

SMS specializes in the holistic management of Trade Fund Programs

Goal - Full automation of client response system

Requirements: Simplicity & integration with ShoreTel

FoIP -- Integration Is the Goal

Ignore PSTN & FoIP – Think Inside the Box

- Key values
  - Integration with VoIP
  - Integration with email
  - Improved workflow
  - Increased employee productivity and satisfaction
  - Scalability and future-proofing

Result

SMS does not look to simply buy and implement technology. The ultimate goal is improved efficiency and productivity. The FaxCore and ShoreTel solutions allowed SMS to eliminate redundant services through tight integration and brought us to the next level.

-- Jim Stack, Vice President, Shared Marketing Services, Inc.

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