

## Case Study

# Single-Vendor Solution to Deliver Voice and Data to Enhance Business Outcomes

### Client:

### Heyman Talent Agency

Heyman Talent Agency is a Cincinnati-based company that collaborates with clients to create powerful advertising and marketing campaigns. Heyman has offices in Cincinnati, Columbus, and Louisville, and its clients range from large enterprise organizations to startups. Heyman also maintains relationships with talented actors, voiceover artists, directors, models, and support personnel across the country.

Challenges	CBTS Solutions	Results
<ul style="list-style-type: none"> <li>Client needs voice application with tools to support 24/7/365 connectivity, and data solution to support bandwidth needs across three offices.</li> <li>Client traditionally has used separate vendors for its voice and data solutions, which is creating inefficiencies and increased costs.</li> <li>IT falls under the portfolios of Client's Operations Director, who wants more time to run the business and focus on strategic initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Hosted Unified Communications solution with intelligent call routing, and voice mail-to-e-mail and mobility call routing.</li> <li>Dedicated fiber Internet, which supports file sharing across Heyman's offices and with its clients and talent.</li> <li>Dedicated account representative with "one-number resolution" who can leverage the CBTS team of technical resources.</li> </ul>	<ul style="list-style-type: none"> <li>Single vendor solution allowed cost savings through combining voice and data applications, which provides 24/7/365 technical support.</li> <li>OpEx cost model for predictable monthly charge for equipment and support</li> <li>Increased personal bandwidth for operations director, allowing her to better support clients and talent, and oversee strategic initiatives.</li> <li>Flexible technology platform for easy scalability to support future growth.</li> </ul>

**Communications, covered.**

Hosted UC—Communications for Talent Agency

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## Background

Laura VonHolle is the Director of Operations. At a high level, VonHolle's job is to ensure the agency exceeds expectations with its customers and provides talent with the opportunity to meet career objectives.

On a day-to-day level, VonHolle has "a three-page to-do list." Her many responsibilities include:

- Meeting with current and prospective clients to understand their needs, negotiate opportunities, and ensure Heyman is delivering results.
- Sourcing and evaluating talent to put professionals in the best position to succeed and advance their careers.
- Ensuring that Heyman's locations are executing on the agency's business objectives and strategies while creating a work environment that helps attract and retain talent.
- Leveraging digital tools including a new web site and multiple social media accounts to generate positive PR for the agency and differentiate its brand in a competitive marketplace.

VonHolle also oversees Heyman's IT operations and is responsible for Internet and voice connectivity. Both applications, which traditionally have been supported by different vendors, are mission-critical for Heyman to achieve business outcomes.

## Business Challenges

VonHolle conducted an extensive review of Heyman's IT vendors and determined that hiring separate vendors to manage Heyman's voice and Internet applications was inefficient and created additional costs to the business. VonHolle wanted a single IT partner to provide both solutions so that she could lower costs and eliminate the inefficient process of working with multiple IT vendors.

VonHolle engaged CBTS to provide the voice and Internet connectivity, and to serve as an IT partner that understands why both applications are critical to the agency.

### *Voice*

VonHolle estimates that 75 percent of voice calls to the agency come from talent; while 25 percent come from current or potential clients. In both cases, Heyman views the phone calls as revenue opportunities – whether they are connecting with a talented actor, or engaging with a client who wants to discuss a project in flight or talk to Heyman about a new opportunity.

**"We keep doctor's hours at the agency; we are open 24/7," VonHolle says. "We are receiving phone calls from across the country and need to be available to confirm details and navigate challenges. I can't just depend on e-mail to communicate with our clients and talent."**

### *Internet*

Heyman depends on high-speed Internet to send and receive large video files that include auditions and rough cuts of projects. In addition, Heyman represents models, which entails ongoing downloading and uploading of photos.

**Communications, covered.**

## Business Challenges (continued)

"We may have three auditions a day at each of our sites. We're putting these actors on tape, editing the tape, and sending the auditions to our clients and to our various offices. We need high-speed Internet to share those files," she says. "We are also downloading and uploading a lot of media - photos, videos, voiceover work. We utilize the Internet constantly and are consuming a lot of bandwidth."

## CBTS Solution

CBTS recommended that Heyman use the cloud-enabled Hosted Unified Communications solution to meet its voice application needs. The CBTS Unified Communications solution supports approximately 20 end-points across Heyman's three locations and delivers the following business benefits:

- Intelligent call routing.
- Voicemail-to-email and mobility call routing.
- OpEx model for predictable monthly charge for equipment and support.
- Scales and deploys easily to support growth.

CBTS also installed dedicated fiber Internet at the client's Cincinnati and Columbus locations to support its bandwidth needs, allowing Heyman to transfer large video and audio files with their customers and clients.

In addition to providing voice and data solutions, CBTS serves as an extension of the Heyman team. VonHolle works with a dedicated account representative to manage the agency's voice and data needs. This "one-number" resolution gives VonHolle additional bandwidth availability to focus her energies on driving business innovations for the agency.

## Results

CBTS is delivering the following results to Heyman and VonHolle:

- Cloud-based Hosted Unified Communications solution supports Heyman's need for 24/7/365 connectivity with tools including voicemail-to-email and mobility call routing.
- Dedicated fiber Internet, which supports file sharing across Heyman's offices and with its clients and talent.
- Cost savings through combining voice and data applications under one vendor that provides 24/7/365 technical support.
- Increased personal bandwidth for VonHolle so that she can focus on supporting clients and talent; oversee strategic initiatives like the agency's new Web site; and ensure all offices are executing on the agency's business objectives.

**Communications, covered.**