



3Com voice and data network drives digital publishing for AlphaGraphics

CASE STUDY

AlphaGraphics (USA)

Customer: AlphaGraphics, Inc.

Location: Salt Lake City, UT

Sites: 1

Founded: 1970

Employees: 75

Vertical Industry: Digital Publishing

Value Added Reseller: Telennium Technologies, Westlake Village, CA

The Challenge

The world-leading franchiser of print and digital publishing services, AlphaGraphics, today anchors 350 franchise stores in 24 countries. To sustain these stores, the fast-growing company operates a technical support hotline and customizes Web sites and intranets for its franchises' customers.

Last year, while planning to move its headquarters from Tucson, AZ to Salt Lake City, AlphaGraphics recognized that its previous PBX phone system and Fast Ethernet network were inadequate to deliver the call center and revenue-generating services its stores require.

AlphaGraphics sought a scalable and affordable voice and data network solution that would improve its call center capabilities and enable it to more rapidly deliver its Web and intranet services to its franchises' customers.

The Solution

After examining products from Cisco, Lucent and 3Com®, AlphaGraphics chose the following 3Com solution to satisfy its networking needs:

- **3Com SuperStack® 3 NBX® Networked Telephony Solution** delivers premium quality, feature-rich voice communications over a single wire infrastructure.
- **3Com SuperStack 3 Switch 4900** offers scalable Gigabit Ethernet switching over both fiber and Cat 5 copper cabling on a simple, affordable platform.
- **3Com SuperStack 3 Switch 4400** automatically identifies and prioritizes real-time or critical traffic such as voice and video.
- **3Com Ethernet Power Source (EPS)** connects and powers NBX telephones and 3Com wireless access points from a single location using LAN cabling.

The Benefits

Driven by powerful 3Com voice and data networking systems, AlphaGraphics today enjoys seamless, reliable business communications at an exceptionally low cost of ownership.

Using the plug-and-play voice solution's browser-based NetSet™ administration utility, AlphaGraphics easily manages its 100 NBX phones in-house, saving up to \$1,100 per month

in service-contract fees charged by competing vendors. System software upgrades make it easy for the franchiser to extend the latest capabilities to end-users at the desktop without the need for additional hardware, saving another \$750 per month in upgrade fees that other vendors charge.

Using 3Com's NBX Call Center, AlphaGraphics has improved its technical support for its 350 stores. The Call Center solution's comprehensive call history reports also enable the digital publisher to obtain more accurate performance metrics, enabling it to more effectively and economically staff its support hotline.

AlphaGraphics' data network is based on two SuperStack 3 Switch 4900s, which provide a low-cost, Gigabit

Ethernet backbone over copper wire. Six SuperStack 3 Switch 4400s deliver AlphaGraphics' premium-quality voice traffic to 75 headquarters users. Another 13 SuperStack 3 Switch 4400s distribute the company's business-critical intranet and Web site design applications at Fast Ethernet speeds to servers and via 10/100 Mbps links to desktops.

"The superior performance and low cost of 3Com's voice and data solutions are unbeatable," said Jeff Thompson, IT manager, AlphaGraphics. "The 3Com NBX Call Center is now the centerpiece of our store-support infrastructure. We're staking the growth of our franchising business on 3Com—and we couldn't be happier with our decision."

Network Diagram

