



Personal Workspace Empowered at Profitect

Company Profile

Headquarters: Waltham, MA, with offices in Leamington Spa, UK and Tel Aviv, Israel

Profitect, Inc. enables retailers to quickly discover and actualize untapped growth and profit opportunities across the entire value chain. Margin expansion, through increased revenue and reduced costs.

www.profitect.com

Problem: As a growing company establishing a new headquarters in the U.S., Profitect needed a powerful, expandable office phone system. Such a system would enable employees to put down their cell phones, help unify the company, and provide consistent voice communications to their customers worldwide.

Solution: The Synapse® Business Phone System from AT&T. The system was able to expand as the company grew, and helped Profitect realize significant savings on telephone service costs. New employees found the system easy to learn, while everyone enjoyed the full suite of business features on their desksets.

System Profile:

- 38 Users
- SB67030 Desksets
- AT&T Cordless Headsets
- PSTN, T1 & SIP Gateways

Synapse Business System

Adam Haight, Global Channel Director at Profitect, Inc., knows that investing wisely in your own business is the key to growth. When that investment results in happier employees and better-served clients, that's the best-case scenario.

From its headquarters in Waltham, Massachusetts, Profitect provides software solutions that enable retailers to increase their profit margins. Their Profit Amplification Suite tracks trends and identifies opportunities to reduce costs through the retail value chain, which includes procurement, logistics & warehouse, delivery & receiving, inventory and point of sale.

When Cell Phones Are Not Enough

In business, there are always opportunities for improvement. When it came to Profitect's phone system, Haight has seen a continuous improvement since they opened their U.S. office in 2010. "We were a traditional startup. We all used cell phones to run the business," Haight says. "But we needed business functionality like transfer, conference and voicemail."

That functionality arrived when the company added the Synapse® Business Phone System from AT&T. Synapse provided a unified phone system for Profitect, along with all the PBX features its employees wanted. After installing a Synapse PSTN Gateway and SB67030 desksets for their few office staff, Profitect immediately felt like a larger organization, ready and able to serve clients worldwide.

In the two years since it was deployed, the system has grown along with the company. A Synapse T1 Gateway, capable of handling 23 voice channels, was added next, along with more desksets and cordless handsets and headset accessories. "It's easy to use, easy to get going," says Haight. "It's simple to add users, and they have no issues using their phones right away. It's very intuitive."

Connecting new phones is simple using the existing office Local Area Network (LAN). The fact that each work station at Profitect has one data drop has not been a problem, because the Synapse deskset has a pass-through PC port. The deskset and the employee's PC can share the same LAN connection.

A Phone You Can Call Your Own

Profitect's present 38-member staff appreciates that they can customize their phone however they want it. Each Synapse deskset has a browser-based user interface (Web UI), where users can easily enter quick-dial





numbers, call-forwarding settings, personal phone directory entries and more. Haight has a term for it: PWE, or **"Personal Workspace Empowered."**

Because Profitect has a lot of international employees visiting the office, the company was able to use the Web UI to modify call routing options for international calls. Synapse has a configurable dial plan that enables calls to be routed through any line on any gateway. For instance, at Profitect, callers dial 9 for an outside line to make a local call, and they dial 8 for an outside line to make an international call.

The cordless accessories provide mobility for employees who don't like to be tied to their desks. The DECT 6.0 radio inside each SB67030 deskset gives excellent "talk and walk" range. In particular, the sales team at Profitect feels empowered to roam around the office with their AT&T cordless headsets. The deskset speakerphone also provides hands-free operation for meetings and conference calls.

A Gateway to Savings

Always looking for ways to improve their own bottom line, Profitect has recently added the newest Synapse gateway model, the SB67070 SIP Gateway, to their system. The SIP gateway supports up to 16 simultaneous SIP sessions (calls) and can register with up to ten different service providers at the same time. It also enables remote sites to communicate with each other on a virtual private network (VPN). By teaming up with a SIP voice provider (Bandtel) and using the SIP gateway, the company has reduced their monthly telephone bill by 80 percent.

Profitect is aware that there are purely Web-based "virtual PBX" systems on the market. However, they feel that investing in Synapse hardware up front has paid dividends in terms of reducing their ongoing telecommunications costs. Unlike virtual PBX services, Synapse has no monthly fees and licenses, and so the return on investment has been rapid. Once Synapse is installed, costs depend solely on your service provider, and as Profitect has found with the SIP gateway and Bandtel, the savings can be enormous.

As a company that helps other companies improve profit and maximize revenue, Profitect has realized their own mission statement with the Synapse business phone system. The system has grown with the company while simultaneously saving them money. For a small business taking its product worldwide, Synapse has proven to be a flexible, popular PBX solution.

