



Tatum

**CASE STUDY: Disaster
Recovery**

“In a real-life, unanticipated, interrupted event, the NextPBX worked like clockwork and kept our client up and running.”

— Joe Ford / Partner, Tatum, LLC

The Business Challenge

Tatum is the largest and fastest-growing executive services firm in the United States, comprising of more than 700 professionals who assist companies in transition. The organization currently services a client that provides independent reviews of research testing for the pharmaceutical and medical industries—a field where inbound calls and faxes from physicians and other organizations must be received and acted upon in a timely fashion. Joe Ford, a Tatum Partner and acting CIO for this client, knew this better than anyone. “My initial assessment of their business continuity plan indicated a serious gap for their phone and fax systems, which I knew would not be acceptable,” said Ford. “I engaged VoiceNation as the solution for the client because of the ease of implementation, their proven service in high call volume environments, and the very robust web administrator capabilities. Combine this with unlimited scalability and solid service and support, and I knew I had what I needed to protect our client’s important communications.”

The VoiceNation Complete Solution

VoiceNation deployed their NextPBX and had the system up and running approximately 24 hrs after the contract was signed. This business continuity version of VoiceNation’s NextPBX offering emulated the regular office PBX that was in use, including all functionality and keystroke commands. And it is designed to switch over immediately in any emergency, from a full-blown hurricane to a simple equipment failure.

This business continuity technology passed its first test when all wires were pulled from the client’s PBX to simulate an interruption in phone service. The NextPBX engaged and inbound calls were immediately diverted to VoiceNation’s servers. But the real test came 4 weeks later.

“A local service carrier was performing some work in our office park and inadvertently brought down a substation in the neighborhood,” shared Ford. “The NextPBX kicked in and everyone started getting emails with audio files containing their important voice messages. And they kept receiving essential fax

documents in the form of PDF attachments. In a real-life, unanticipated, interrupted event, the NextPBX worked like clockwork and kept our client up and running.”

Mr. Ford demonstrated the value of maintaining communications for the client in real, tangible terms. “In this government regulated industry, it is mandated that research testing reviews must be completed in a certain timeframe. If deadlines are missed, heavy fines can result,” related Ford. He estimated that in the 24-hour period that the phones were down, the client was facing approximately \$7,500 in fines if it were not for VoiceNation. “The result is that our client now appreciates the dividends that NextPBX pays in the event of a disaster or outage, and they now appreciate Tatum’s foresight and due diligence in the disaster recovery arena.”

The Results

- ✓ Tatum’s client had their vital communications protected within 24 hours of signing the contract.
- ✓ Tatum’s client saved \$7,500 in potential fines due to the robust capabilities of NextPBX.
- ✓ Tatum reinforced client loyalty by recommending the deployment of NextPBX as part of their plan to protect a client from thousands in potential fines due to catastrophic loss of communication.

About VoiceNation

VoiceNation defines itself as what’s next voice communications, enabling businesses of all sizes to compete in the marketplace as a Fortune 500 organization. The company’s hosted platform offers all the features of a corporate PBX at a fraction of the cost or complexity of traditional technology. VoiceNation offers companies a reliable outsourced voice platform, local number availability, voicemail and live answering services, as well as robust disaster recovery services. VoiceNation is proud to serve well-respected clients throughout the United States, including Blue Cross/Blue Shield, Dell and AIG.