

Evolve IP makes Tasty Baking's headquarters move a piece of cake.

Location
Philadelphia, PA

Industry
Food & Beverage

Tasty Baking Company Customer Profile

Tasty Baking Company (NASDAQ:TSTY) is one of the country's leading bakers of snack cakes, pies, cookies and donuts. Tasty Baking Company offers more than 100 products under the Tastykake brand name.

An overview

Tasty Baking Company, about to relocate to a new facility, was looking to replace its premise-based Alcatel PBX, which was nearing the end of its life.

Business Situation

The Tasty Baking Company wanted a system that could maximize employees' flexibility, integrate with Microsoft Outlook, and utilize Power over Ethernet (PoE) to keep the cabling infrastructure of their new facility clean, among other requirements.

Situation

In early 2008, with a relocation of its corporate headquarters pending and its current phone system—a premise-based Alcatel PBX—nearing the end of its life, Tasty Baking Company began looking for a replacement phone system. Executives wanted a system that could maximize employees' flexibility, integrate with Microsoft Outlook, and utilize Power over Ethernet (PoE) to keep the cabling infrastructure of their new facility clean. Most importantly, the new system had to be installed and live prior to the relocation to ensure a seamless transition and maintain superior levels of customer service.

With these needs in mind, Tasty Baking issued a Request for Proposal (RFP) to eight vendors. Tasty Baking challenged them to design a solution that would link to their current phone system during the office transition; provide 911 services that could distinguish calling location in an emergency; offer voice messaging with unified messaging (i.e. voicemail to e-mail and faxing from Outlook); include extensions to

mobile devices, an intercom, and customizable on-hold music; provide an ACD solution to enable one call center across multiple locations; allow for multiple auto attendants; and include employee training prior to the final switchover.

After reviewing the proposed solutions, Tasty Baking selected Evolve IP to implement The Evolved Office, its enterprise-class hosted IP-PBX phone system, at the company's three locations (its Philadelphia headquarters, Oxford, Pa. bakery, and Philadelphia, Pa. bakery.) In addition, Tasty Baking commissioned Evolve IP to host and manage the company's network services and Wide Area Network (WAN) infrastructure.

Solution & Benefits >

Products

- The Evolved Office HPBX
- Managed WAN
- The Evolved Call Center

Solution

The Evolved Office with virtual extensions, receptionist and conferencing capabilities across three locations and 289 seats; WAN Management; and The Evolved Call Center.

Solution

Evolve IP assessed Tasty Baking's existing communications infrastructure, and developed a network design to address their needs. The proposed solution included the implementation of The Evolved Office with virtual extensions, receptionist and conferencing capabilities across three locations and 289 seats; WAN Management; and The Evolved Call Center.

While Evolve IP was implementing the new communications infrastructure at Tasty Baking's new facility, they also temporarily

phone system was seamlessly transitioned to the new equipment, and Tasty Baking's communications with employees, customers and suppliers didn't skip a beat.

"Our goal was to have everybody come in that Monday talking about their new commute, not complaining about their phones, network or PC not being connected," says Greg Plover, Infrastructure Manager for Tasty Baking.

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Greg Plover, IT Director

implemented the system over the company's old Alcatel equipment at the smaller facility in Oxford, Pa.

Within four months, Evolve IP had fully trained all company employees on the system's new functionality, including remote office capabilities, so they were familiar and comfortable with its capabilities prior to the company move. When Tasty Baking opened the doors to its new headquarters in South Philadelphia the following April, their

Benefits >

Benefits

- With its new solution, Tasty Baking reduced the number of vendors it coordinates with from five to one.
- By deploying a hosted PBX, Tasty Baking eliminated the costs associated with powering and cooling an on-site system.
- By keeping a watchful eye over the company's connectivity, Evolve IP saves Tasty Baking's internal IT staff an average 30-40 hours per month.
- Using OSSmosis, Evolve IP's self-service customer portal, Tasty Baking makes its own moves, adds or changes, and avoids the administrative fees that would be incurred with other vendors.
- Tasty Baking has saved over \$19,000.



Benefits

By selecting a hosted PBX from Evolve IP, Tasty Baking eliminated the costs associated with powering and cooling an in-house PBX system, and instead concentrates its resources on its on-site servers.

The company also reduced the number of providers it was coordinating with from five, to just one. By managing those existing vendor relationships on Tasty Baking's behalf, Evolve IP saves Tasty Baking both time and money. For example, Tasty Baking had been trying to negotiate with one of its vendors to connect the company headquarters to its disaster recovery (DR) site in Reading, Pa., but had been unsuccessful. Once engaged, Evolve IP negotiated with the provider and was able to double the company's bandwidth for a fraction of the cost.

"We typically try to look at costs from the standpoint of, how many cakes do we have to sell to cover it? In this case, Evolve IP helped reduce that number greatly," adds Plover.

What's more, with Evolve IP keeping an eye on Tasty Baking's connectivity and resolving any issues that might arise, Tasty Baking's IT staff can concentrate on critical, day-to-day business activities instead of spending time managing their hardware. Plover estimates that this benefit alone saves his staff an average of 30-40 hours per month.



About Evolve IP

Evolve IP is The Cloud Services Company™. Built from the ground-up to provide organizations with a unified option for cloud services, Evolve IP enables businesses to migrate all or select IT technologies to its award-winning virtual private cloud. Evolve IP's combination of security, stability and lower total cost of ownership is far superior to premise-based legacy systems and other cloud alternatives. Today, tens of thousands of customers across the globe depend daily on Evolve IP for cloud services like: virtual servers, virtual desktops, disaster recovery, unified communications, contact centers and more.