

CASE STUDY

Amerisure Dials Up CX-E from AVST



AVST announced that its flagship Unified Communications solution, CX-E, has been selected by Amerisure Insurance as its new communications platform.

In business for more than 100 years, Amerisure Mutual Insurance Company is one of the nation's leading regional property and casualty insurance companies. When the Avaya® INTUITY™ Audix® equipment being used by Amerisure was reaching end of life, the company turned to its trusted communications partner Techmode for guidance. With Amerisure's 675 employees spread out across the country in 11 Core Service Centers, the company required a centralized solution that was easy to manage and maintain – while at the same time meeting the mission critical business needs of a large workforce that needed to stay connected on the go.

Lori Wodrich, Voice Communication Analyst for Amerisure, noted that, "Amerisure differentiates itself on our exceptional customer service; in order to maintain this level of service our employees must be able to respond to anything, from anywhere and at a moment's notice. CX-E has greatly increased the mobility and efficiency of our workforce through unified messaging. Our employees rapidly embraced the unified messaging functionality in CX-E and reported they hope to never go back to the old way of conducting business. Unified messaging has spoiled them!"

Another key factor in Amerisure's selection of CX-E was the flexible unified messaging storage options it provides. According to Techmode's President Matt Look, "The flexibility provided by CX-E was a great fit for Amerisure. In a typical unified messaging scenario, a company chooses in advance where messages will be stored – either on the voicemail server or email server. To change that designation in the future would incur a huge expense - and disrupt service as well. Unified messaging from CX-E provides a choice of message store on a user by user basis, and gives the IT administrator the opportunity to easily change this designation in the future."



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Lori Wodrich, Voice Communication Analyst for Amerisure

Today, the Amerisure AVST network consists of a main site in Farmington Hills, Michigan and 4 remote facilities located across the United States. CX-E handles more than 16,000 calls per month across the 5 sites. "CX-E provides us with the perfect private cloud architecture, including survivability," continued Wodrich. "The ability to have a centralized server at our main site and remote survivable Call Servers across four of our other offices provides us with a highly resilient communications platform. Because this architecture has been so successful, our intent is to migrate other locations as well." With the CX-E platform, Amerisure has deployed a highly survivable messaging solution within their private cloud that assures security and disaster recovery. Additionally, Amerisure now has the ability to implement virtualization through VMware® vSphere™ 4 - which CX-E supports.

CX-E provides what companies need to keep up-to-date with the ever-changing world of the communications market by delivering best-of-breed UC applications that include unified messaging, call processing, voicemail, speech and personal assistant – all on a highly survivable and interoperable platform. CX-E helps IT organizations maintain maximum flexibility to respond to evolving communications requirements while maximizing productivity and minimizing investment.

“CX-E was designed to interoperate with the existing infrastructure of any business in any industry,” said Denny Michael, AVST Vice President of Marketing. “In CX-E, Amerisure has found the perfect answer to seamlessly replacing their aging legacy message system, while enabling high mobility for its workforce and a centralized private cloud deployment to provide cost savings.”

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Industry's Most Interoperable, Unified Communications Platform

Ideal for Midsize Business to Multi-Site Global Enterprises

CX-E is the industry's most interoperable UC platform on the market. The extensive interoperability of the CX-E platform was developed specifically to support enterprises seeking to deploy UC in a rapidly evolving IT landscape – telephony, email and/or corporate databases – on-premise, in a private or the public cloud and/or a hybrid configuration. By deploying AVST's CX-E UC platform as part of an overall UC solution portfolio, an enterprise can avoid single vendor lock-in, achieve their high availability objectives and centralize their UC infrastructure into a data center/private cloud configuration. CX-E delivers best of breed UC mobile, voice and business process applications including: Atom's native mobile client for iPhone and Android; speech-enabled automated attendant and Atom; unified messaging; single number reach with intelligent call routing; mobile number protection; location based services; federated presence and identity; voicemail; fax; notification; and other business process integration capabilities.



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