



Polycom® VoIP Solutions, TMC, and Adaption Technologies Drive Down Retail Costs for Incredible Pizza

Retail

Daily Use

- Employee Communications
- Customer Service

Solution

- Polycom® SoundPoint® IP 330 Desktop Phones
- TMC KOR-IP including SIP Advantage services with Office Stations, Common Area Stations, and customer provided broadband connectivity

Results and Benefits

- Cuts phone system deployment costs by 25-50%
- Reduces ongoing expenses by replacing seven commercial phone lines with one DSL line
- Rapid, three-day deployment
- Streamlined employee training via intuitive phone interface
- Simplified administration and phone system management
- Longer phone life due to durable, reliable equipment design
- Flexible and easy feature upgrades

Partners

- TMC Communications
www.tmccomm.com
- Adaption Technologies
www.sipadvantage.com

Today's "grow or perish" marketplace is prompting many retailers, entertainment centers, and other customer-facing businesses to reach a larger market by opening new locations. But in a challenging economy, companies are looking for ways to lower start-up and operating costs—without sacrificing the customer experience.

One such business is America's Incredible Pizza Company. Headquartered in Springfield, Missouri, the company operates 17 family entertainment centers in five U.S. states and Mexico. The all-indoor, smoke- and alcohol-free facilities operate seven days a week serving buffet-style pizza, pasta, salad, soup, and desserts, while offering activities such as go-karts, mini-golf, bumper cars and video games. Some locations even feature bowling alleys.

With stores ranging in size from 22,000 to 90,000 square feet, opening a new Incredible Pizza Company location represents a significant investment. To reduce its costs—and to help offset the expense of a new call center hired to more efficiently staff most incoming calls—Incredible Pizza Company recently explored the idea of swapping its traditional premises-based PBX phone systems with a Polycom® Voice Over Internet Protocol (VoIP) solution.

"With the call center handling most incoming calls, we really had no need for a full PBX system anymore," says Scott Boardman, Incredible Pizza Company's vice president of IT. "VoIP had never been a serious option for us before. But my experience with it was several years old, so I was open to seeing what VoIP had to offer today."

For guidance, Boardman turned to TMC, a provider of automated VoIP solutions and a Polycom voice solutions reseller. TMC showed Boardman how Incredible Pizza Company could take advantage of the power and flexibility of VoIP while cutting both start-up and ongoing telephony costs.

TMC demonstrated how every Incredible Pizza Company store could cost-effectively and reliably handle incoming traffic using a VoIP phone system. And when it came to which solution to rely on, the choice was easy.

"We're getting exactly what we need from Polycom: durability, ease of use, and a VoIP system that saves us money now and in the future."

Scott Boardman, Vice President of IT, America's Incredible Pizza Company



Making the Polycom Choice

"Polycom is the only VoIP system we'll deploy," says Tim Sisneros, whose firm, Adaption Technologies, installed Polycom SoundPoint® IP 330 desktop phones in two new Incredible Pizza Company stores in the Midwest. Each new location is equipped with seven of the enterprise-class phones, which feature a dual-port 10/100 Ethernet switch for LAN and PC connections.

For Adaption Technologies, TMC, and its client, call quality was key. "We're very picky about our customer experience," says Sisneros. "Polycom is known for call quality, and that makes a big difference in a successful VoIP implementation."

Polycom SoundPoint IP 330 phones feature a full-duplex IEEE 1329 Type 1-compliant speakerphone with the legendary Polycom Acoustic Clarity™ technology that delivers excellent sound quality and enables noise-free and echo-free conversations that are as natural as being there.

Standing Up to Retail Environments

Sisneros says there are other reasons he recommends Polycom phones for retail environments.

- **Durability.** "Polycom phones are as durable as any traditional phone built for commercial use," says Sisneros. "That's essential, because these phones will be able to withstand people using them every day."
- **Full feature set.** "Polycom VoIP phones have all the bells and whistles of traditional phones," says Sisneros. Through an intuitive interface, users access typical business telephony features such as call hold, park, pick-up, transfer, and three-way local conferencing. But they also offer more advanced capabilities, including a shared call/bridged line appearance, a built-in XML microbrowser, and distinctive call treatment.
- **Ease of use.** From the start, Boardman insisted that the VoIP system must be simple to operate. "Our employees are teenagers and young adults, and we don't want to give them something they're scared to use," he says. That's precisely why Sisneros recommended Polycom phones. "They're easy for people to use, and easy for managers to administer," says Sisneros. "You don't have to be a telephony expert to own this system. It's very intuitive. You simply put this in front of someone and they know how to use it."
- **Rapid deployment.** "From the time of purchase to the point where the Polycom phones were installed and operating, it took just three business days," says Sisneros. A key reason: SoundPoint IP phones are engineered to make

installation, configuration, and upgrades as simple and efficient as possible. For instance, the standard base stand can be reversed to become a wall mount, something that Incredible Pizza Company required in its new locations.

- **Expandable.** The open, standards-based Polycom SoundPoint IP solutions allow companies like Incredible Pizza Company to upgrade quickly and easily as their needs evolve. All Polycom voice endpoints are completely interchangeable, making it easy for the company to scale its voice communications infrastructure in the future. Eventually, Boardman hopes to also deploy Polycom wireless telephone systems for maximum on-premises mobility.

Realizing Cost Savings—Now and Later

Cost savings were immediate. By going with Polycom VoIP phones, the company trimmed deployment costs by nearly 25 percent.

And long-term savings will be even greater: Instead of seven commercial lines – the standard number of phone lines required to serve the company's premises-based PBX systems – Incredible Pizza Company now can manage all call traffic via a single DSL line.

Those bottom-line benefits will only multiply as Incredible Pizza Company continues to expand. The company plans to open up to 10 new stores in the next year, and all will be equipped with Polycom VoIP phone systems. Eventually, Boardman would like to convert all five existing company-owned stores and 10 franchise locations to VoIP. "We tend to try out new things at our company-owned stores and then later transition them to the franchise locations," Boardman says.

For now, Incredible Pizza Company is focused on ensuring that when a call comes into one of its 17 locations, customers will hear a clear, friendly voice on the other end.

"We're getting exactly what we need from Polycom: durability, ease of use, and a VoIP system that saves us money now and in the future," says Boardman. "This was the right solution for us."

Learn More

Visit polycom.com to find out more about Polycom solutions and services.

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