

IDEACOM MID-AMERICA

www.idea-ma.com | support@idea-ma.com

{ a **bicom systems** case study }

OVERVIEW

IdeaCom Mid-America is a Minneapolis-based communications company specializing in healthcare and commercial markets. With nearly 60 years of experience, IdeaCom Mid-America is an industry leader in the Midwest.

IdeaCom Mid-America decided to open a new sector dealing strictly with open-source solutions in 2008. After shopping around and weighing the competition, IdeaCom Mid-America chose to use Bicom Systems' **PBXware** as their flagship product.

CHALLENGE

One of IdeaCom Mid-America's customers is the **Goodwill Easter-Seals** organization based in St. Paul, Minnesota. Goodwill is a non-profit community outreach program that sustains itself through a number of second-hand clothing stores throughout the region. For years, IdeaCom Mid-America had provided communication systems to these stores. Recently, Goodwill decided to upgrade the telephone system in their corporate offices and turned to IdeaCom Mid-America for help.

Goodwill knew that they wanted a cost-effective enterprise solution that would provide them with far more flexibility than before. Their organization is growing rapidly and the old telephone system can not keep up. They also wanted something that could branch out to each store location. Goodwill stores change locations often and frequently require a new system after each move. Accordingly, they needed a solution that could grow and move with the company. Ultimately, Goodwill wanted to move their communication system into the 21st century and take advantage of modern features and technologies.

SOLUTION

In order to meet the requests of their client, IdeaCom Mid-America turned to Bicom Systems who provided **PBXware**, meeting all of the expectations of the client at an affordable price.

With **PBXware**, all stores and offices will eventually be networked together. At the corporate office, most of the desktop phones will be upgraded to softphones to keep their office flexible.

IMPLEMENTATION

One of IdeaCom Mid-America's greatest strengths is their professional implementation team which handles each project from planning through completion and training. Training was especially important with Goodwill, who previously had over 200 traditional desk phones in use. That number has been cut to only 70, and the majority of users are now equipped with soft phones.

Additionally, Goodwill is excited to begin using all of the features that come with their new communication system. IdeaCom Mid-America has trained employees on using voicemail to email, fax to email, and end user portal, among other features.

provides the flexibility and features that Goodwill requested. They now have a unified communication system that can be accessed virtually anywhere and is easily expanded. This means that their growth and moves will no longer be hindered by their communication technology, and working remotely will be an easy and real possibility.

Goodwill is specifically excited to have an End User Portal, Predictive Dialer for fundraising campaigns, and are looking forward to the new **GloCOM**. They are thrilled with the idea of upgrading their system without having to change the hardware.

The new communication system for Goodwill Easter-Seals corporate offices signifies not only growth and advancement for Goodwill, but also for IdeaCom Mid-America and even Bicom Systems.

RESULTS

IdeaCom Mid-America's **PBXware** solution



IDEACOM MID-AMERICA

VISION STATEMENT:

The Mission of Ideacom Mid-America is to provide long-range planning, development, implementation and support of integrated communication technologies to promote our customer's objectives. We are committed to revolutionizing voice, data, and wireless communications. We believe Systems are made of hardware, software, and people. Ideacom employees are dedicated to providing the best customer care and end-user experience.

CONTACT:

Website: www.idea-ma.com
Email: support@idea-ma.com

Telephone: 800-433-6208
Fax: 651-292-0144

