



SOS builds decade-long partnership with renowned building products firm Pacific Coast Companies, nails 318% ROI

"Because of SOS's Citrix expertise and their competitive rates, we achieve an annual cost savings of roughly 318% for our Citrix farm. Add that to their expertise and support of our VoIP system -- that's a winning combination."

-- Mike O'Dell, chief information officer for Pacific Coast Companies, Inc.

Overview

Recently voted one of the 10 best places to work by Sacramento Magazine, Pacific Coast Companies, Inc. completed its 53rd year of service to the building industry in February 2006. The enterprise has 3,200 employees in 75 business locations and sales of \$760 million.

Challenge

After migrating 150 office workers at its headquarters in Rancho Cordova, California to Voice over IP (VoIP), Pacific Coast Companies, Inc. (PCCI) encountered a problem: one day, the phones didn't work and PCCI's VoIP installation service provider couldn't be reached. Business at this \$760 million company practically ground to a halt as staff scrambled to operate without a properly functioning phone system.

Later on, PCCI needed to implement an application that required the flexibility and reliability of a Citrix server – but lacked the skills in-house to make it happen. Good Citrix experts are hard to find – and pricey. (Annual salaries for Citrix experts are about \$70K a year.)

PCCI set out to find a local, responsive vendor who could support their VoIP and Citrix server and application needs. They called SOS.

Solution

"Over the years, we've developed a good partnership with SOS," said Greg Bonelli, senior manager of IT for Pacific Coast Companies, Inc.. According to Bonelli, "SOS has been, and continues to be, our valued partner. Whenever we've had an issue, they were never more than a phone call away." Bonelli noted that with today's growing up-tick of corporate failures in the telecommunications sector, PCCI wanted to know that their investment with a particular communications vendor was protected. SOS's solid track record indicated to the PCCI team that they would be there for the long-haul.

Bonelli added, "They always meet – and usually exceed -- our expectations. And, because of SOS's Citrix expertise and their competitive rates, we achieve an annual cost savings of roughly 318% for our Citrix farm."

After analyzing the client's VoIP phone system problem, SOS was able to integrate the system's call forwarding, voicemail and Microsoft mail. The integration streamlined communications channels at the PCCI headquarters.

Next, SOS brought in Citrix professionals to deploy the server and application in less than two months, including the pilot phase. "Everything went very smoothly," said Bonelli. "And to tell you the truth, the Citrix project came in at about half the cost we expected."

Bonelli estimated that most of the savings they are receiving from SOS is because of their expertise in VoIP implementation. "It is a huge savings for us. We are getting a 12-month pay back on the VoIP deployment," said Bonelli.

According to Bonelli, PCCI executives were so impressed with the results of migrating to VoIP at PCCI headquarters that they decided to work with SOS to plan an enterprise-wide roll-out of VoIP. Implementation of that plan will begin in the second half of 2006. "I guess VoIP was more popular than we expected!" Bonelli said.

Since PCCI does not have the resources to deploy VoIP in its 73 locations, they will rely on SOS's network of resources to get the job done. SOS's integrity and responsiveness also figure prominently in PCCI's loyalty to SOS.

"SOS always treats us fairly and with respect," Bonelli added. "That's a rare combination in today's business world."



About SOS

SOS, the leading provider of integrated advanced communications solutions for midsize and small businesses, supplies voice, data, and telephony management services that enable organizations to simplify communications, enhance productivity, and leverage real-time business intelligence. Often deployed over a single Internet Protocol platform, SOS's solutions bridge the gap between legacy phone/data services and sophisticated telephony systems.

SOS's ability to execute flexible and dynamic solutions around a common management process and to address the complete communications business challenge, which enable organizations to positively impact the bottom line of each of their business units, reduce costs, and deliver improved service to their end users.

SOS is headquartered in Rocklin, California with sales offices in the northwest. For more information, visit the Company's website at www.team-sos.com or call 1.888-336-7671.

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