

Allworx provides a cutting-edge company a cutting-edge phone system



Tony Staples answering a call on his Allworx 9224 phone.

“I’m getting much better service, much better internet access, much better everything than we were before and I’m spending less per month.”

*Tony Staples, Director of Assembly and Test,
Transonic Combustion*

TRANSONIC COMBUSTION, INC. IS A clean-tech startup company based out of Camarillo, CA where they reside on a mini-campus environment consisting of three wholly separate buildings. Transonic is currently in transition from the R&D phase into the commercialization phase of their fuel injection system, which enables conventional automotive engines to run at ultra-high efficiency on both gasoline and bio-renewable fuels. Despite the fact that Transonic’s business focuses on creating cutting edge technology, they were way behind the times when it came to their phone system.

When Transonic was founded they had only a handful of employees, each of which had their own Verizon phone line. This was fine at first, but as the number of employees at Transonic grew so did the number of phone lines — so much so that Transonic was receiving 14 different Verizon phone bills totaling well over \$3,000 a month for their nearly 60 lines.

As Transonic continued to grow, they realized that simply adding new phone lines every time they hired new employees was no longer feasible. They decided it was time to make the move to an actual phone system, which would allow them to cut back on their monthly telecom spend and devote more of their resources towards R&D.

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Company: Transonic Combustion, Inc.
Industry: Clean-Tech
Size: 50 employees
Locations: 4

The Challenge

Transonic Combustion was growing at a rapid pace, and so was their monthly telecom spend. Each time Transonic would add a new employee they also added a new Verizon phone line until they were receiving 14 different Verizon phone bills every month totaling over \$3,000. Unfortunately, they were not getting what they paid for — they lacked even the most basic features, such as call routing, and had poor voice quality.

The Solution

- Allworx 24x system
- Allworx 6x system
- Allworx 9224 phones (7)
- Allworx 9212 phones (45)
- Allworx Call Assistant™
- Allworx Conference Center™

The Benefits

- Expandability and versatility
- Superb voice quality
- Remote capabilities
- Cost savings

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'It was amazing'

Tony Staples, Director of Assembly and Test at Transonic Combustion, was responsible for choosing Transonic's new phone system and was leaning heavily towards VoIP. "Most VoIP systems didn't look any more difficult to handle administratively than a PBX system," said Staples. "And cost-wise, VoIP looked like the way to go."

One VoIP system that caught Staples' eye during his research was Allworx. Staples' interest in Allworx was reaffirmed when he called one of his frequent contacts and, instead of the customary procedure of having the company's founder's wife answer and then redirect the call by yelling his contact's name and telling him to pick up his phone, Staples' call was answered by an automated attendant.

"The ability just to be able to do something as simple as route a call is wonderful. It's much more professional."

Tony Staples, Director of Assembly and Test, Transonic Combustion

When Staples entered his contact's extension and was automatically directed to his line, the first thing he asked was who administered the phone system, knowing that this company had no IT department. Upon learning that his less than technologically inclined contact actually administered the phone system himself, Staples then had to know what kind of phone system it was. It was, of course, an Allworx.

"That was really the tipping point to say Allworx looks pretty reasonable," said Staples. "It was very affordable, it apparently was super easy to set up and administer, the sound quality was

great, and the business came across as a professional enterprise at that point."

Transonic then contracted Jim Holmes and his team at MTG Consulting to supply and install their Allworx system, which consisted of an Allworx 24x system, seven Allworx 9224 phones, 45 Allworx 9212 phones, as well as the Allworx Call Assistant and Allworx Conference Center software features. Once installed, the system proved to be just as easy to administer as Staples thought it would be. "Jim did an initial, 'Here's how the system works,'" said Staples. "I watched it once and I pretty much picked it up and ran with it. It's really straightforward."

The routine, mundane, and beyond

As simple as it sounds, it's the little things that Transonic loves about their Allworx system. "Our old setup didn't do the routine and mundane well, forget the fancy stuff," said Staples. "The ability to be able to do something as simple as route a call is wonderful. It's much more professional."

"Just having a professional voicemail system is great," said Staples. "What we had before were individual phone lines and AT&T phones with 10 minutes of digital answering system, and when I got voice messages I'd have to listen to them five times trying to figure out what the person had said. We don't have any of those issues now. The phone system just works beautifully."

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The Allworx 24x and VoIP Phones





Transonic Combustion's Allworx 24x system on an equipment rack at their Camarillo location.

Of course, Transonic could have gained such basic abilities with just about any phone system, but with Allworx they get so much more. “We have a person sitting in Texas that was using a separate line, and again, you couldn’t transfer anything to him,” said Staples. “Now he looks just like any other user on the system. If I want to call him I just dial his extension and, wherever he is, both phones ring.”

“We make good use of the Conference Center capabilities,” added Staples. “We had a conference call with an Asian OEM last week and we had people from northern California, Camarillo, Torrance and two different locations in Asia, plus

the guy from Texas all conference in and it worked great, no issues.”

Transonic actually opted for the Allworx 24x system as its versatility would satisfy both their current and future needs as they continued to grow. “The big decision making issue with the Allworx was that I wanted a system that wasn’t going to limit us in terms of our ability to grow,” said Staples. “That’s very attractive, knowing that it’s the right size system for now, but it’s not so limiting that if I grow to 100 people suddenly I’ll outgrow it.”

Transonic’s Allworx system already demonstrated its ability to expand when they opened a new office in Detroit. “We’ve set up a 6x in Detroit,” said Staples. “If someone calls there they will get the attendant, and if there’s no pickup — because we aren’t going to have a receptionist there — those calls will then get transferred to California where we do have someone that mans our phone system.”

As if providing Transonic with a vast array of helpful features wasn’t enough, Allworx has also actually managed to cut costs for Transonic in the process. “I’m getting much better service, much better internet access, much better everything than we were before and I’m

spending less per month,” said Staples. “And as I add people I really don’t have any additional incremental cost. If we continue to add people in Camarillo in the space that we have I’ll still be paying \$2,000 a month because I’ve got enough bandwidth to handle 100 people. We estimated that if we kept buying individual phone lines for 100 people it was going to cost us over \$5,000 a month. \$2,000 versus \$5,000, it’s an easy decision.” ■

Company Profile

Transonic Combustion, Inc. is a clean-tech startup company in transition from the R&D phase into the commercialization phase of their fuel injection technology. Their revolutionary fuel injection system enables conventional automotive engines to run at ultra-high efficiency on both gasoline and bio-renewable fuels. They are currently developing an advanced lean combustion process and associated gasoline fuel injection system which is projected to enable practical 100 mpg cars.



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Tony Staples, Director of Assembly and Test, Transonic Combustion

Allworx in action

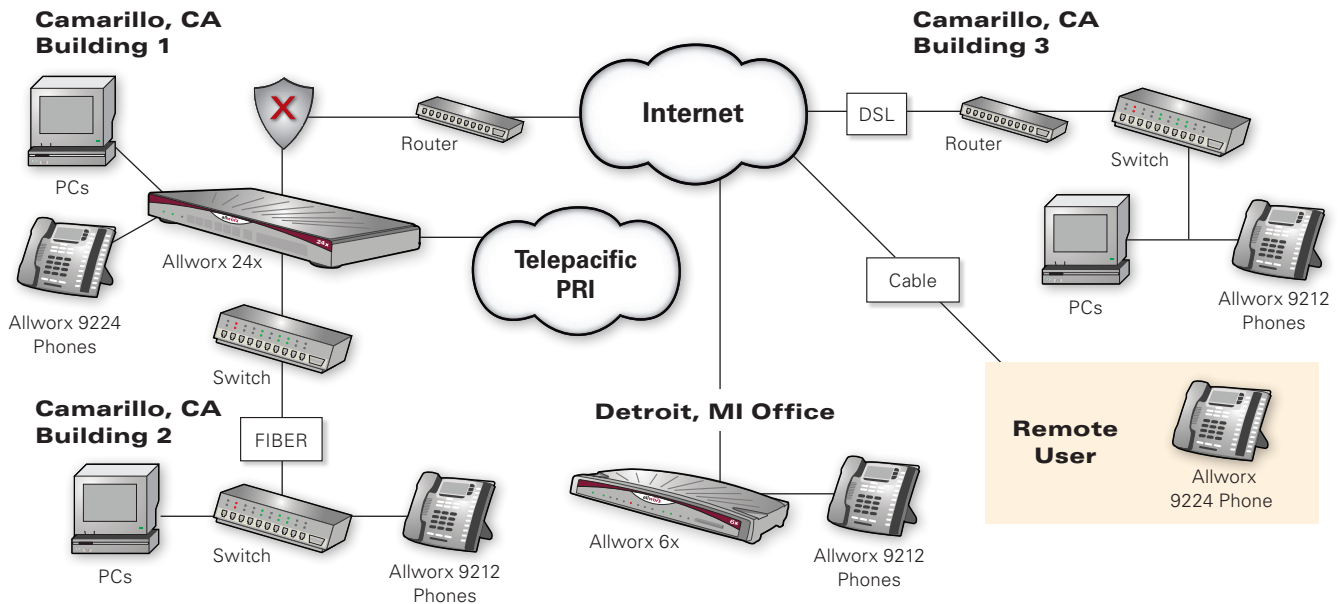
The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx partners work with you to create a configuration that suits your needs and prepares for

business growth. The configuration shown here was designed especially for Transonic Combustion, satisfying their current needs and building a solid platform for tomorrow's expansion.

Transonic Combustion – system components

Phone system	Network server	Advanced features	Options
<input type="checkbox"/> Analog phones	<input checked="" type="checkbox"/> Automated backup	<input checked="" type="checkbox"/> Allworx Call Assistant™	<input type="checkbox"/> Analog station gateways
<input checked="" type="checkbox"/> Auto attendants	<input checked="" type="checkbox"/> Email server	<input type="checkbox"/> Allworx Call Queuing™	<input type="checkbox"/> CO line expansion units
<input type="checkbox"/> Customer call routing	<input type="checkbox"/> Fax support	<input checked="" type="checkbox"/> Allworx Conference Center™	<input checked="" type="checkbox"/> Mirrored disk/USB
<input checked="" type="checkbox"/> Multi-site calling	<input checked="" type="checkbox"/> File server	<input type="checkbox"/> Allworx Internet Call Access	<input type="checkbox"/> Music on hold
<input checked="" type="checkbox"/> Presence Management	<input checked="" type="checkbox"/> Firewall SPI security	<input type="checkbox"/> Allworx Virtual Private Network	<input checked="" type="checkbox"/> Switches*
<input checked="" type="checkbox"/> PBX & Key phone system	<input checked="" type="checkbox"/> LAN — PC network router	<input type="checkbox"/> Allworx TAPI TSP Driver	<input checked="" type="checkbox"/> T1/PRI gateway
<input checked="" type="checkbox"/> Remote users	<input checked="" type="checkbox"/> MS Outlook Compatibility	<input type="checkbox"/> Allworx Dual Language Pack	<input checked="" type="checkbox"/> Uninterruptible power source*
<input checked="" type="checkbox"/> Unified messaging	<input checked="" type="checkbox"/> Multi-site: 4 locations		
<input checked="" type="checkbox"/> Voice over Internet	<input type="checkbox"/> One Inbox (unified messaging)		
<input checked="" type="checkbox"/> Voicemail	<input checked="" type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> VoIP phones	<input type="checkbox"/> Web server		

Transonic Combustion - Allworx 6x and 24x Configuration



Allworx is an all-in-one communication system that integrates a feature-rich phone system, advanced IP phones and powerful software features, all working together to increase employee productivity and business revenues. Designed for companies of up to 150 employees per site, Allworx improves communications while simultaneously reducing cost.

* Integrated from previous non-Allworx communication systems.

Installed and supported by an Authorized Allworx Partner.



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