



“Employing the Allworx system, UMarketing saved several thousand dollars. That’s quite a return on investment!”

Daniel Dunn, President, Aqueity



When a newly created marketing services company built for the 21st century needed a telephone system that would meet its present and future needs, fit its innovative image and deliver a return on investment, it selected a solution from Aqueity.

UMarketingLLC, formed following holding company W&L’s acquisitions of Lanyap Inc. and Fury Group, is a marketing company dedicated to helping its clients transition from traditional mass-communications strategies through a revolutionary customer-centric approach to marketing communications based on a classic sales axiom: “Businesses are grown one customer at a time.”

With offices in Chicago, New York City and Columbus, the organization allows its clients to focus all their marketing efforts on the end point of every sale — on the individual consumer. Using the latest data management technology and analytical techniques, UMarketing not only helps clients discover their most profitable prospects, it helps reach them with effective messaging.



Industry: UMarketingLLC  
Industry: Marketing services  
Size: 25 employees  
Locations: 3

### THE CHALLENGE

UMarketingLLC employed an analog telephone system that provided employees with individual extension numbers. The company needed a VoIP solution that would deliver direct phone lines for employees.

### THE SOLUTION

- Allworx 24x system
- Allworx 9112 phones
- Recently ordered 25 additional phones

### THE BENEFITS

- Direct phone lines
- Cost savings
- VoIP solution
- Voicemail through email



# case study

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Before it could empower its clients to reach their target customers, UMarketing needed to enhance its telephone system for more seamless client communication. The marketing company employed an analog phone system that gave employees their own extension but not direct telephone lines, and it desired a phone system that delivered the most basic phone features along with bells and whistles that would allow it to grow down the road.

UMarketing turned to Aqueity, an innovative business consulting and technology services company, for assistance in finding a solution to meet its needs.

According to Aqueity's Daniel Dunn, Allworx provided the best replacement option for UMarketing's existing analog system. "Allworx VoIP phone system was the right solution for what UMarketing was looking for," he said.

## A strong ROI

One of UMarketing's primary goals is to show its clients ways to get a return on investment for their marketing activities. Their commitment to increasing clients return on marketing investment is to capture the data they need and to organize it so that they can thoroughly understand their audience and reach the right targets.

## VoIP and more

When the company began its search for a new system, it was interested in what a Voice over Internet Protocol (VoIP) solution could offer.



**"We were pretty sure we wanted VoIP, and we knew we wanted to move to direct phone lines. Allworx has given us exactly what we wanted — it's a very good system," stated Julie Cachor, Account Coordinator at UMarketing.**

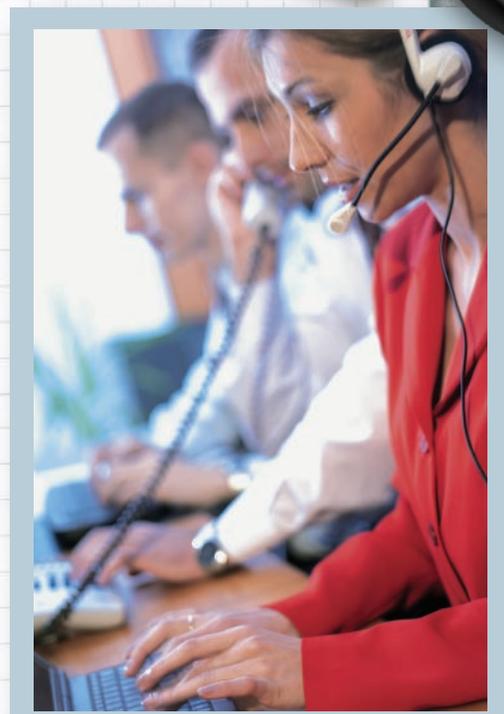
Both the company and employees are benefiting from the more advanced VoIP solution.

- UMarketing now has 50 direct phone numbers, so employees are instantly available to clients by calling an individual number rather than punching in an extension.

- The Chicago, New York City and Columbus offices are more seamlessly connected through the system.

- Employees can stay connected to the office remotely, so they appear to be in the office even when they are not.

Shortly after the installation, one company executive called Dan at Aqueity and said: "Hi Dan, guess where I'm calling you from?" Since the caller ID readout stated the office name, Dan assumed that's where the call originated from. The executive took delight in informing Dan that he was, in fact, calling from another state.



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