

FASTSIGNS

CUSTOMER PROFILE

FASTSIGNS® Improves Business Operations with Advanced IP Communications Solutions from Cistera Networks

Business Situation:

Businesses with widespread franchise operations face the challenge of establishing reliable communication systems that can facilitate both quality assurance and legal requirements. While conventional telephone systems offer recording capabilities for large enterprises, they are typically expensive and complex to maintain.

Cistera Networks' **QuickRecord™** application engine delivered on the award-winning Cistera **ConvergenceServer™**, offers an advanced recording capability that can automatically archive, store and email the recording to the user upon the completion of each call. The end result is greater protection from liability and improved franchise relations.

“We very much appreciated the fact that Cistera took the time to understand our business needs and offered IP Communications solutions that could address our specific issues, rather than just selling us a box and letting us figure it out.”

JAMES BURTON
Systems Administrator
FASTSIGNS

For corporate facilities, overhead speakers have been the norm for broadcasting messages or paging. These systems require a complex infrastructure, making them cost prohibitive in many cases. What's more, while conventional overhead speakers can support zones, they cannot support targeted broadcasts to specific members of the organization.

Cistera's **RapidBroadcast™** application engine provides broadcast capabilities over desktop IP phones that can augment conventional overhead speaker systems. In addition, functionality can be tailored to the specific needs of each user, from administrative assistant to executive decision maker. Target broadcast groups can be predesignated or created as the need arises. The result is improved collaboration among team members and greatly reduced operating costs.



Customer Profile: Founded in 1985, Texas-based FASTSIGNS is the signage industry's leading franchise operation with more than 500 locations in the United States, Canada, United Kingdom, Mexico, Brazil and Australia. The company is at the forefront of utilizing sophisticated technology to provide training and technical support for franchisees.

Challenge: With more than 500 franchised locations located throughout the United States and internationally, FASTSIGNS needed a reliable partner to implement an advanced communication system that could document and archive communications with its globally dispersed franchisees for both legal and quality assurance purposes. In addition, management wanted an innovative way to broadcast information to improve operations at its new corporate headquarters facility.





Solution:

- **QuickRecord** offers high-quality call recording and playback capabilities on an ad-hoc basis. Entire calls can be recorded retroactively as long as the record button is pressed before the call is terminated. The system converts a recording into an audio file which is archived, stored and can be automatically emailed it to the person requesting the recording.
- **RapidBroadcast** is an enterprise-level application engine that utilizes desktop IP phones to augment or replace overhead speakers for mass communication purposes. The result is improved collaboration among colleagues and lower integration and maintenance costs.

Benefits:

- Improved franchisee relationships and collaboration, including streamlined communication and improved responsiveness
- Advanced broadcast communication capability to augment or replace overhead speaker systems, eliminating extensive integration and maintenance expense while improving operational efficiency
- Single platform that is easily scalable to add additional users, sites and/or application engines

About FASTSIGNS

FASTSIGNS sign and graphics centers use innovation and technology to make the sign buying process simple by offering consulting, design, production, file transfer, delivery and installation for a full range of custom sign and graphic products. For more information, visit www.fastsigns.com.



“Not only has the Cistera ConvergenceServer performed flawlessly in our current Cisco VoIP implementation... it has the capability to evolve as our needs do.”

JAMES BURTON
Systems Administrator, FASTSIGNS



Cistera Networks is a leading provider of enterprise communications platforms and services. The company blends powerful application infrastructure with industry-specific business processes, to deliver the benefits of voice, video and data convergence to the user. Cistera’s industry-leading platform delivers the most reliable, scalable and secure application services for IP-based network environments. Its broad portfolio of application services enables users to improve customer service and satisfaction, increase productivity and collaboration, improve responsiveness to critical incidents and to provide a safer environment.

Based on open standards and a proven server technology foundation, the award-winning Cistera *ConvergenceServer* has a single unified administration which delivers the lowest total cost of ownership in the industry. It enables customers to create robust and scalable environments that are flexible enough to adapt to their changing needs by scaling up to support from fewer than one hundred to thousands of users, and scaling out to support multiple sites, making it ideal for a broad range of organizations.

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