



*Eastern DataComm Assists Greater Than One, An International Digital Marketing Agency, In Upgrading Their Former Unreliable Phone System*

# Greater Than One Digital Marketing Agency

Greater Than One is a digital marketing agency that provides integrated strategies for omnichannel marketing initiatives. The firm has offices in New York, San Francisco, and Madrid to support the global requirements of its diverse clients.

## The Challenge

### An Aging Phone And Communication System

As a digital marketing agency, Greater Than One must represent its strong technical proficiencies to its clientele. However, their former system with its outdated and unreliable functionality did not project this image to the prospective clients who called them each day.

### Unreliable And Inferior Audio Quality

The firm's previous phone system did not live up to Greater Than One's reputation for outstanding marketing strategy and communications excellence. Understandably, as the phone was often a client's first means of communicating with the agency, seamless communication was essential to business success. Unfortunately, the former system gave those that called a less than desirable experience.

### Complex Administration And Maintenance

Almost daily, the firm was opening help desk tickets with requests to their previous provider to address a variety of issues, the majority of which resulted from not having the necessary management capabilities to meet the Greater Than One team's needs. In addition, there were also challenges that users encountered from overly complex or convoluted steps to achieve the desired functionality, but which – often even when correctly followed – did not result in operating as intended.

### Concerns About Phone System Scalability

As an international digital marketing company, Greater Than One maintains multiple offices in different locations. As forward thinkers, the firm wanted a system that could serve them well both now and in the future. The former system was not proving itself up to this challenge, which led their team to reach out to Eastern DataComm's communications advisors.

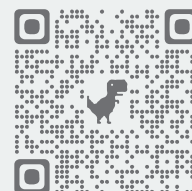
An Eastern DataComm Success Story:

**Greater Than One**  
Digital Marketing Agency with  
Offices in New York,  
San Francisco and Madrid

## Challenges



The outdated former phone system was challenging to use and in need of an upgrade to better serve the organization's goals and present a more cohesive, professional outward appearance across its international offices



To read the additional details of this case study, scan this QR Code.



*"I cannot say enough good things about how well this has gone. Eastern DataComm took what was probably the Achilles' heel of our business, something as basic as making a phone call, and resolved all those issues. Now the phones are probably one of the best features we have at the company."*

-Andrew Cioppa, Network Systems Administrator, Greater Than One

## The Eastern DataComm Solution

### Upgrading An Aging Phone System

Eastern DataComm replaced a poorly performing cloud-based phone system with a state-of-the-art ShoreTel(Mitel) Unified Communications platform.



### Excellent Call Quality

The implementation of the ShoreTel(Mitel) system immediately solved the call-quality problems the agency was experiencing. With the new system in place, Greater Than One could also demonstrate to their clients that not only were the services they provided cutting-edge, but that the technology they employed aligned completely with that message.

### An Easy-To-Use System With Cutting-Edge Features

Greater Than One can easily explain to its staff how to use the system. As a premier digital marketing agency, both the team and their clients can take advantage of the system's impressive array of advanced features including the mobile app and the productivity-enhancing features of the ShoreTel(Mitel) interface.

### Providing Scalability And A Technology Partner To Rely On As They Grow

Whether on-premises or in the cloud, it's critical to have not only a high-quality phone system but an integrator capable of delivering an end-to-end solution.

With Eastern DataComm, Greater Than One gained a partner capable of designing a technically sound communications platform that would meet the company's needs now and in the future.

## Solution at-a-Glance



The new ShoreTel(Mitel) system's functionality made it more effective, scalable, and easy to use



Superior call quality and reliability enhanced Greater Than One's image as a tech-savvy digital marketing agency



The end-to-end solution provided included network design and implementation, project management, and training across an international footprint



## Resolve Your Communication And Security Challenges With Eastern DataComm

If your business is encountering challenges like those that Greater Than One faced, contact Eastern DataComm for a complimentary Communications Consultation.