



**INTERMEDIA**

## UNIFIED COMMUNICATIONS FOR THE SMB

“We’ve taken our communications from basic necessities to business class. Without a full-time IT department, I rely on Intermedia’s hosted products. With them we control our email, calendars, contacts, phones and voicemail all from Outlook – without any of the maintenance or hardware expenses that bigger companies pay for these features. We’ve unified our communications including email, phone and instant messaging, all with the business-class features one needs to stay ahead in today’s environment.”

—Michael Stajer, founder/owner, **JJ Buckley Fine Wines**

JJ Buckley’s decision to unify their business communications through Intermedia was based upon the ease of use and scalability of Intermedia’s solutions. With Intermedia’s HostPilot® Control Panel, JJ Buckley, and all of Intermedia’s customers, can control their hosted solutions in one place including email, instant messaging, mobility, and Intermedia’s new hosted PBX VoIP-based telephony solution.

### BACKGROUND

JJ Buckley Fine Wines was founded as the fine wine retail arm of WineCommune LLC, the popular online wine auction company started in 1999. Now JJ Buckley has established itself as one of the premier fine wine retailers in the US and was recently named one of the top 10 places to buy wine in *Food and Wine Magazine*. JJ Buckley sells more than a half a million dollars worth of wine a week to a domestic and international client base. The company employs 40 wine professionals in a 30,000 square foot retail and warehouse space located in Oakland, California. In 2008, the *San Francisco Business Times* named JJ Buckley *The Fastest Growing Private Company in the San Francisco Bay Area*. In addition, for the third year in a row, *Inc. Magazine* named it one of the *Fastest Growing Private Food & Beverage Companies in the US* in 2009.

### THE CHALLENGE

JJ Buckley transitioned their email to Intermedia’s hosted Exchange service in 2004 and upgraded to the newest version, Exchange 2010, in August, 2010. “We were pleased with the level of service we were receiving by way of Intermedia’s hosted email, including reliability and uptime,” says Michael Stajer, founder/owner, JJ Buckley. At that time, the company’s phone system was a Nortel PBX with 15 plain old telephone service (POTS) lines from AT&T – the kind you’d have in your home, without any of the features you’d require for a business. The system unfortunately had limited business features and was difficult to manage when new employees came on board. “We didn’t have direct dial for any of our employees. Our customers had to enter extensions from the main menu, and voicemail access from outside the office was hit or miss. Any significant changes required us to pay a Nortel certified representative for a site visit. Adding an employee meant paying for a new data and voice jack to be installed,” says Stajer. Realizing they needed more powerful business-grade features and more control over their entire communications environment, JJ Buckley began researching options. After reviewing both on-premise PBX systems and hosted solutions, the company decided on Intermedia’s hosted PBX. “We had a high level of confidence in Intermedia based off of our years with them as a hosted Exchange customer. We knew they would bring that high reliability to the hosted voice solution and they would be the right fit for our company,” says Stajer.

## THE SOLUTION

Intermedia's hosted PBX integrates with JJ Buckley's hosted Exchange and comes with business-class features that are typical of Fortune 500 companies – features that JJ Buckley were looking for in order to improve their overall customer service and bottom line. "With Intermedia's hosted PBX solution we manage our needs onsite through their HostPilot® Control Panel. We have the control at our fingertips and don't need to pay an outside professional when we need to add a new user or create a new phone number," says Stajer. "With HostPilot we manage our entire account easily and without hassle all from one place." With features such as Find Me/Follow Me, JJ Buckley employees can have another phone number – such as their mobile phone or home phone –ring when they are unable to answer their primary office line. With Voicemail-to-Email, voicemails are delivered to their email inbox as a .wav attachment, making it easy to store or forward. JJ Buckley's hosted PBX solution expanded into a full unified communications solution when they added OCS Calling. The company was already using Intermedia's hosted Office Communications Server (OCS) for secure instant messaging. With OCS Calling, they now place calls to any instant messaging contact in their OCS or Outlook list. It also adds "in a call" to their OCS presence indicator; they can type any number into OCS Search to place a call; and calls placed and received are stored as OCS conversations in Outlook. All of their business communication needs are integrated, scalable and managed onsite. Their Outlook system acts as a platform where all communications can take place.

## THE RESULTS

"The transition to having our email, voice and instant messaging all unified has been positive and overall it has been easy for our business and employees," says Stajer. "Our employees were already proficient in Outlook, so having a voice solution and IM solution that integrated with Outlook was straightforward – no training necessary."

Overall the company has seen positive results including better communications between employees and increased customer service levels. "We receive over 500 calls a day, half involve sales. Now that each employee has their own direct dial number, our customers reach the right person faster and have a better experience. With OCS Calling, the caller's name pops up on the screen and our sales force can start pulling up the customer's file as they are answering the call. It has made us more customer-centric. Customer queries are answered in seconds, not minutes," says Stajer. "And with Find Me/Follow Me our representatives can walk away from their workstations, go check inventory in the distribution center, and know they won't miss an important call. Our customer relationships have increased and we fill orders in less time."

## FOR MORE INFORMATION

Contact us at **800-379-7729**.



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