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COMMUNICATIONS

Case Study:
The Brickman Group Upgraded With Star2Star

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The Brickman Group is a landscape and snow and ice services company based in Rockville, Maryland. The Brickman Group is responsible for servicing over 30,000 properties across the United States, a task that demands a workforce of over 10,000 employees. The company's clients include corporate and commercial buildings, education institutions, healthcare facilities, hotels and resorts, housing communities, parks and public spaces, retail businesses, and even the National Mall in Washington, D.C.

When the Brickman Group decided to move its corporate offices to a new location, the company decided it was time to reevaluate their phone system. They were concerned about the cost of moving the aging system, especially if it needed to be replaced in the near future. The company turned to McEnroe Voice and Data, a Star2Star partner based in Hunt Valley, Maryland for assistance. After the evaluation, it was clear that replacing their existing system would be considerably more cost effective, and that Star2Star was the right choice. According the Chad Maran, the Facilities Move Coordinator for the Brickman Group, "We found that the monthly recurring costs and operating expenses with Star2Star were much lower than anyone else."

Although Star2Star's pricing was what initially attracted the Brickman Group's attention, the company has quickly discovered that Star2Star's many features and services are what truly set the World's Most Scalable Cloud Communications Solution apart. "It's a huge jump from where we were. As far as functionality and voice quality, it's far better."

"The StarScope 2 software is a nice feature for our receptionists and administrators. I like it." The advanced presence management capabilities of Star2Scope 2 have simplified the operations at the Brickman Group's headquarters, where there are over 100 Star2Star users. Receptionists and administrators are able to tell when someone is on the phone and send calls to voicemail rather than interrupting the user.

StarFax Personal and StarFax Classic have also proven popular at the Brickman Group's offices. Those staff members who are most accustomed to using the offices dozen or so traditional fax machine continue to do so with StarFax Classic. Others are discovering the benefits of StarFax Personal. "Some employees are having faxes sent to both the fax machine and their email, and some folks only get faxes in their email. It really cuts down on the cost maintaining fax machines."

When the office's system failed due to a non-Star2Star circuit issue, the Brickman Group discovered just how valuable Star2Star's disaster recovery protections are. "We were still able to get calls in, and the main greeting and voicemail still worked. The customers heard something, which is much better than a busy signal or dead air." Employees were able to check voicemails and return calls from their cell phones, meaning that business didn't stop.

Star2Star impressed the Brickman Group so much that when a second, smaller office needed to change locations, the company decided to switch that office to Star2Star as well. "They only have about 40 users and 2 fax machines, but everything works just as well." Even though the secondary office needed to have more bandwidth installed, "We've had no complaints about sound or voice quality." Going forward, the company plans to reevaluate the phone systems at their other locations on a case-by-case basis. "It's been a positive experience. I like the system. It just works."

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