



#### CLIENT GOALS

- Improve operational efficiency
- Achieve greater functionality
- Upgrade existing, outdated telephony system
- Ensure survivability
- Reduce communications costs
- Assure scalability for future expansion

*"We were looking for a communications system that worked better, faster, and more cost-effectively. Our new system achieves those goals."*

Larry Kraft, Executive Director  
Scarinci & Hollenbeck, LLC

#### BACKGROUND

The law firm of Scarinci & Hollenbeck has a legacy of success in representing its clients. It had an outdated telecommunications system that had become an obstacle to more efficient, cost-effective operations. The firm needed a telephony system that was equal to the substantial technology investments already made in information and data management.

#### THE CHALLENGE

"We had outgrown our existing telephony system," explained Larry Kraft, Executive Director of Scarinci & Hollenbeck.

Scarinci & Hollenbeck is headquartered in Lyndhurst, NJ, with a second office located in Freehold, NJ. With 110 employees and 53 attorneys, the firm serves practice areas as diverse as commercial real estate and business law to labor and employment law, environmental and land use law, and public law.

The Executone telephone system on which the company relied was stretched well beyond its limits. Functions such as integrated fax messaging were out of the question, teleconferencing was expensive and cumbersome, and survivability of the system in case of an emergency was an unattainable goal.

"We wanted to take advantage of the great strides made in telecommunications technology over the past several years," said Kraft. "One of our partners works with Consultedge, and he suggested that we speak with them. I don't really like buying services or products from clients, so Consultedge was at a disadvantage when I went to see their system demonstrations. Between the demos and my conversations with Consultedge, I became confident that they represented the best choice for our firm."

#### CONSULTEGE'S SOLUTION

Consultedge provided a customized solution that successfully met Kraft's requirements for functionality, convenience and cost.

The solution is based on an Avaya S8300 Media Server that is located at the Lyndhurst, NJ site

and an Avaya Local Survivable Processor (LSP) that is installed in the Freehold, NJ office. By using Avaya's MultiVantage software, the LSP enables the S8300 to serve as fully redundant call controller, providing the business continuity assurance needed. Key features of the telecommunications system include:

- The two offices are linked by Voice over Internet Protocol (VoIP) service, eliminating per-call costs;
- Existing analog lines were replaced by digital PRI, enabling access to new features and technologies, such as high-speed, high-capacity digital connectivity, intelligent call handling and caller ID functionality;
- Conferencing was brought "in-house" through Avaya's Meet-Me-Conferencing, which supports improved productivity and reduced costs through its reservation-less conference bridging;
- eCAS Call Accounting and management feature collects call records to generate comprehensive reports that document activities and assist businesses in analyzing their phone use and costs;
- The application of Objectworld Unified Communications Server's voice mail technology with Microsoft Outlook enabled integrated fax messaging to provide each attorney with a confidential fax number and eliminate more than half the fax machines needed by the firm;
- A video-enabled IP softphone provides a cost-effective communication link to a remote office in Israel maintained by a firm partner.

#### LOOKING FORWARD

"We're very satisfied with the system and how it performs," said Kraft. "We have seen substantial results. Our communications costs dropped while our productivity increased."

Kraft's satisfaction with current functionality doesn't stop him from looking forward to new applications. "Consultedge provided us with a communications system that met our needs and our expectations. I'm confident that this system will satisfy our needs for quite a long time," said Kraft.