



“ I looked at other vendors, especially at Panasonic’s systems. But no one could offer me the value that the IP Office system does. It is flexible, sophisticated and cost effective.”

– Jesse Biter, Owner

HomeNet, Inc.

Operating in the southeastern Pennsylvania region since 1995, HomeNet, Inc. provides comprehensive computer and network services as well as Web site design and hosting sites for automotive dealers and UsedCars.com.

The company specializes in managing dealerships’ online vehicle inventory as well as helping dealers sell cars online, and offers expert knowledge and competitive pricing to customers in any industry. It currently serves approximately 400 dealerships across the U.S.

The company has experienced dramatic growth since its opening in 1995: since its inception, the company has grown to an almost \$1 million business and the staff has tripled in eight years. For more information, visit www.homenetinc.com.

Challenge

In small, burgeoning businesses like HomeNet, owners are faced with finding communications technology that projects a polished corporate image, yet fits their companies’ individual needs while limiting costs.

HomeNet’s significant growth coupled with the owner Jesse Biter’s relocation to a Sarasota, Florida office created several challenges for the company’s existing communications system.

First, simple collaboration with HomeNet employees was difficult with Biter working from a different location. HomeNet was using existing long distance telephone lines along with an Internet connection via Microsoft® NetMeeting software, but it proved to be an inadequate solution. NetMeeting uses a broadband Internet connection for video and voice conferencing that proved to be cumbersome and slow. Also,

customers calling the main office had to be given another number to speak with Biter, which caused frustration.

Second, HomeNet's system did not allow each employee to have his or her own extension, so when Biter called the home office to speak with a particular individual, he often had to speak with several other employees who wanted to provide status reports on their work. While Biter appreciated the status reports, his time was often depleted before he was actually able to speak with the person he called, if he got through to them at all.

Clearly, HomeNet's existing system caused lags in productivity and responsiveness. It gave this high-technology company a low-technology feel, as it didn't offer the features that most modern businesses offer, such as reliable voice mail, conferencing and automated attendant. It couldn't network the owner's satellite office in Sarasota to the West Chester, Pennsylvania headquarters. HomeNet quickly recognized that the current system no longer met the growing company's communications needs.

Solution

When Biter began the search for a new system, he found that very few if any vendors matched the Avaya IP Office solution, in terms of capabilities, features and costs.

Results

- **Reduced and avoided costs.** Decreased toll charges by \$300 to \$500 per month (a significant sum for a business of HomeNet's size) by moving voice calls to an IP network. The Avaya IP Office solution eliminated the expense of a dedicated T1 line – HomeNet's alternative solution. By avoiding the monthly cost of a dedicated T1 line, Avaya IP Office saved HomeNet a \$3,300 recurring monthly charge and approximately \$5,000 in equipment for the T1.
- **Enhanced customer responsiveness** with features that present a more polished corporate image to customers calling the main office. For example, the company does not employ a receptionist, so auto attendant is an excellent resource. Callers get an immediate answer and swift transfer to the necessary help by following only a few quick and simple prompts. The Avaya IP Office system's Voice Mail Pro messaging application and music on hold function also help to present a high-tech image for this high-tech company.
- **Increased productivity** by directly linking the company's West Chester, Pennsylvania headquarters to Biter's satellite office in Sarasota, via a remote IP station. The solution provides faster connection time, fewer digits to dial, and direct connection to the person being called. And the Auto Attendant feature frees employees to continue their work when the phone rings, rather than having to stop the task at hand to answer incoming calls.

APPLICATIONS AND SERVICES

- Avaya IP Office IP403
- Avaya Voicemail Pro (messaging application)

The IP Office has allowed me to grow my business efficiently and effectively. I consider the system an essential business tool, and any other small business like mine that needs flexibility and professionalism in its communications system needs the Avaya IP Office.

– Jesse Biter, Owner

- **Provided peace of mind for the owner** in knowing that he can effectively track and manage his business, much of which is communications-dependent, from his office in Florida.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at www.avaya.com.