



CASE STUDY **STRUCTURAL**

Cloud solution for leading specialty contracting company is a hit

Structural

STRUCTURAL is an award-winning specialty contracting firm based in Baltimore that is committed to sustaining and enhancing customers' infrastructure with solutions that integrate technology, engineering, and construction. Founded in 1976, STRUCTURAL has earned recognition as one of the industry's leading specialty contractors and is currently ranked number 24 in Engineering-News Record (ENR) magazine's list of the top 600 specialty contractors. With locations throughout North America and in Europe, STRUCTURAL serves the commercial, governmental, industrial, energy, and transportation markets.

SITUATION OVERVIEW

- Immediate need to replace aging TDM infrastructure at locations throughout the U.S. and in the United Kingdom
- Developed phased cloud unified communications strategy that included Microsoft Office integration, presence, instant messaging, mobility for a field engineering team, and desktop video
- Deployed a state-of-the-art MPLS network to replace inefficient, multi-meshed VPN environment

“Fuze provides the ability to be completely hands-off with our communications technology,” said Jason Kasch, CIO, STRUCTURAL. “For example, I don’t have to keep on-staff experts in phones and PBXs. From a disaster recovery standpoint, with 25 locations, being completely cloud-driven allows us to not have to worry about any of our communications services.”

STRUCTURAL had an immediate need to replace an aging TDM infrastructure and a hodgepodge of premises PBX and key systems at 25 locations throughout the U.S. and in the United Kingdom. The company’s longer term need was to develop and implement a comprehensive cloud unified communications strategy.

Fuze developed a phased cloud unified communications strategy for STRUCTURAL’s approximately 750-user community. Initially, a state-of-the-art MPLS network was provided to replace a failing, multi-meshed VPN environment.

The cloud communications application deployment included full Microsoft Office integration, desktop video, presence and instant messaging, and mobility for STRUCTURAL’s large in-field engineering team. Also included was integration of the company’s Microsoft global address list for click-to-call capability. The entire cloud solution is net cost neutral compared to the operating expenses the company incurred previously for running just their telephony systems.

“IT FELT LIKE A CAREER-ENDING EVENT TO PUT PHONES IN THE CLOUD AND HAVE IT NOT WORK. BUT IT TURNED OUT TO BE A HOME RUN I NEVER PLANNED ON HITTING.”
- JASON KASCH, CIO, STRUCTURAL -

“Mobile capability was very important to us,” added Kasch. “Being a specialty engineering contractor, we live and die by our mobile devices in the field. Fuze allows us to have single device calling with a phone extension. What’s more, Fuze can also integrate with our CRM solution so we can get screen pops and know about the customer that we are talking with as soon as the call is initiated. This capability is invaluable to us.”

According to Kasch, the day-to-day working relationship was just as important in his decision process as whether a cloud service provider had a full suite of deeply-integrated communications applications.

“It’s interesting because I speak of Fuze as a partner of ours versus a vendor,” he concluded. “I very rarely call them a vendor of ours. I will call up my Fuze representatives just to discuss other business challenges which may or may not have anything to do with communications technology and they are always receptive. There are a lot of smart people there who understand business and not just phones.”

