



Allworx saved money — and saved the day — for Primeline Industries



Aurora, the customer service consultant, processes orders on an Allworx phone.

“We are experiencing savings of around 40% overall with our long-distance charges and have virtually eliminated all long-distance expenses between Akron, Del Rio and Monterrey.”

Don Zarle, IT Manager, Primeline Industries

WHEN DON ZARLE, IT MANAGER of Primeline Industries, was searching for a new company phone system, he understood the potential cost savings and efficiencies from an Allworx Voice over Internet Protocol (VoIP) system, but he had no idea it would actually come to his rescue.

Primeline Industries is a manufacturer of natural latex rubber tubing for medical, scientific, industrial, sports and recreation, and rehabilitation and therapy applications. The company exports its products to such global markets as Western Europe, Asia, Australia, Europe, Canada and Mexico.

Primeline’s proprietary Continuous Dip Process creates superior natural latex rubber tubing, delivering better physical properties, higher quality and more vibrant colors than tubing manufactured from dry natural or synthetic materials. The company has three facilities — general offices in

Akron, Ohio, a manufacturing facility in Monterrey, Mexico, and a warehouse in Del Rio, Texas.

Primeline’s nearly 20-year-old Vodavi Star Plus phone system installed at the factory was continuously going down and replacement parts were

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The Challenge

The nearly 20-year-old phone system installed at Primeline Industries’ factory was continuously going down and replacement parts were getting harder to find. Primeline needed a replacement system that would save on long-distance charges and better connect its three facilities.

The Solution

- Allworx 6x system
- Allworx 9112 phones (10)
- Bandwidth.com SIP trunks (5)

The Benefits

- Long-distance cost savings
- Remote system access

Industry: Manufacturing — Natural rubber latex tubing
Size: Approx. 200 employees
Locations: 1
SIP Trunks: 5
Remote Users: 2

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getting harder and harder to find. The company's plant manager, Jesse Cartwright, asked Don Zarle to find a replacement phone system.

Don had seen how effective VoIP technology had become after using another VoIP solution in his office. Knowing the cost benefits, Don could not justify going with a conventional analog system.

Allworx and Group Midwest

After contacting Bill Moore at Group Midwest, an Allworx authorized reseller, Primeline Industries decided to move forward with an Allworx system. They had it installed in September 2006.

"Allworx's system and the Group Midwest team have been meeting Primeline's needs from day one," Don said. "Group Midwest has been outstanding to work with and was extremely supportive. Our installation was anything but run of the mill. Group Midwest performed above-and-beyond

"If not for Allworx, I would have had to fly down to Monterrey and set up an on-site SMTP server. Allworx saved me a trip to Mexico and really saved the day for the company."

*Don Zarle, IT Manager,
Primeline Industries*

expectations and made Primeline feel as though the installation was every bit as important to them as it was to us."

Primeline's solution features the Allworx 6x server and Allworx 9112 phones, along with third-party products. The system's features and benefits include Internet Call Access™ for the sending and receiving of phone calls over the Internet; Group Calendaring software

for scheduling meetings; the ability to retrieve voicemail messages through their e-mail in-box; and Virtual Private Network (VPN) software, which allows remote access to the company's network.

According to Don, one of VPN's advantages is that he can access the 6x, which gives him a local IP address - and with that, he has remote access to the file server and to any computer running XP. "I have done this numerous times to maintain and upgrade our in-house proprietary programming and databases, and help employees with any problems. It has improved our security by allowing me to close ports that I would have normally had open to the outside otherwise."

Saving money

Primeline's Allworx solution has delivered significant cost savings on long-distance calls to Mexico. "We are experiencing savings of around 40% overall with our long-distance charges and have virtually eliminated all long-distance expenses between Akron and Monterrey and between Del Rio and Monterrey," Don said.

Through Allworx's partnership with Bandwidth.com, Primeline has SIP trunks that enable calls to Mexico to be treated as local calls. Primeline has four telephone numbers for its Ohio office and one phone number for its Texas warehouse. The Akron office employs a remote phone extension, as does a client who needs to communicate with Monterrey personnel on a regular basis.

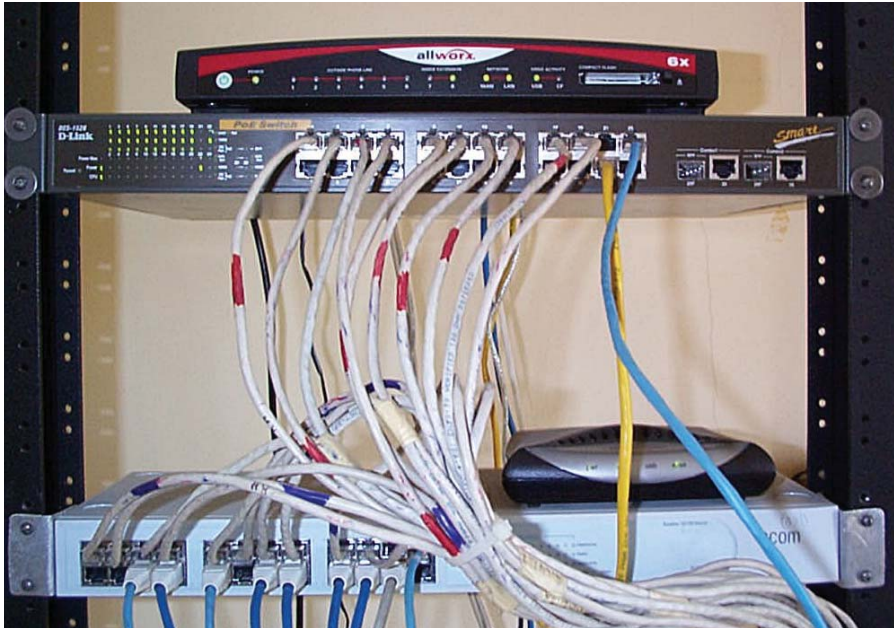
Saving an emergency Mexico trip

The most unique aspect of Primeline's application is its Internet Service Provider. For questions or service in

The Allworx 6x



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The Allworx system is popular with the staff. Sylvia (above right) likes being able to transfer calls easily every time. If the person is unavailable, the call goes into voicemail or follows their presence setting. No longer does she have to find the person or take a message.



and had everyone change their e-mail client SMTP server to the Allworx 6x. In a matter of minutes, employees were able to send e-mails through the Allworx server — and operations were restored.

“If not for Allworx, I would have had to fly down to Monterrey to set up an on-site SMTP server,” Don added. “Allworx saved me a trip to Mexico and saved the day for the company.” ■

the U.S., the company can simply call its ISP provider and have any problem taken care of. It is very different in Mexico, however. “ISP service goes through so many hands that even though it is a reliable service, it’s difficult to get things done because until you start making calls, you really don’t know who handles the servicing aspect of the Internet service,” Don added

Primeline’s factory is on an ADSL connection with a static IP address. The Allworx system handled this connection method extremely well. It authenticates

“The Group Midwest team and Allworx have been meeting our needs from day one.”

*Don Zarle, IT Manager,
Primeline Industries*

the PPPoE connection and handles all the VoIP and data routing.

In November 2006, Primeline’s ISP began to change the way it authenticates SMTP relay — no one could send out an e-mail through the SMTP server. Senders received an error message stating: “Authentication failed ... relaying is not permitted.”

“We called our ISP about the error message and were told that the SMTP server would no longer accept an e-mail with an e-mail address other than one of its provided e-mail addresses. Everyone at our factory has primelineindustries.com e-mail addresses,” Don said.

Don needed to devise a solution quickly because e-mail communication between Akron and Monterrey is extremely important to day-to-day operations. He turned to the Allworx system. Don accessed the Allworx 6x system in Mexico through the VPN software, made some changes to the SMTP server,

Company Profile

Primeline Industries is a manufacturer of natural rubber latex tubing for a range of medical, scientific, industrial, sports and recreation, rehabilitation and therapy applications. The company also performs sub-assembly work related to its tubing product line. It has general offices in Akron, Ohio, a manufacturing facility in Monterrey, Mexico, and a warehouse in Del Rio, Texas.

To learn more, contact:



Primeline Industries

Don Zarle, IT Manager
4083 Embassy Parkway
Akron, OH 44333-1781
Phone: 330-668-6555
Fax: 330-668-6510
www.primelineindustries.com

Allworx in action

The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx resellers work with you to create a configuration that suits your needs and prepares for

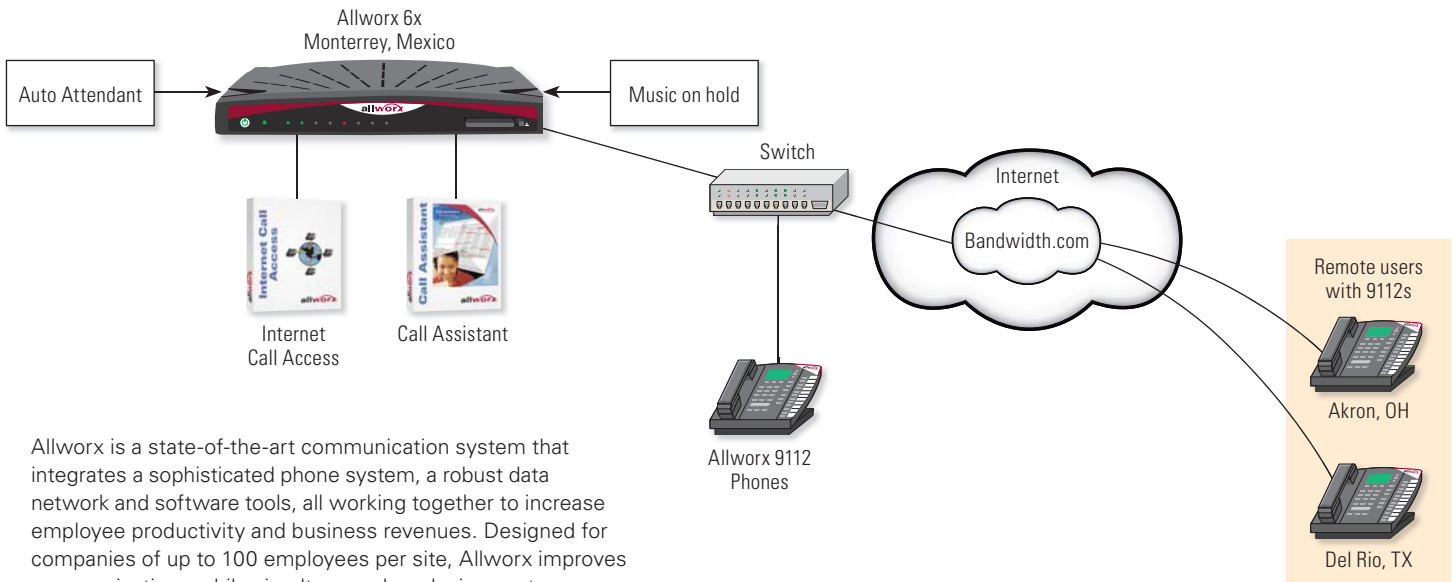
business growth. The configuration shown here was designed especially for Primeline Industries, satisfying their current needs and building a solid platform for tomorrow's expansion.

Primeline Industries - system components

Phone system	Network server	Advanced features	Options
<input type="checkbox"/> Analog phones*	<input type="checkbox"/> Automated backup	<input checked="" type="checkbox"/> Allworx Call Assistant™	<input type="checkbox"/> Analog station gateways
<input checked="" type="checkbox"/> Auto attendants	<input checked="" type="checkbox"/> Email server	<input type="checkbox"/> Allworx Call Queuing™	<input type="checkbox"/> CO line expansion units
<input checked="" type="checkbox"/> Customer call routing	<input type="checkbox"/> Fax support	<input type="checkbox"/> Allworx Conference Center™	<input checked="" type="checkbox"/> Mirrored disk
<input type="checkbox"/> Multi-site calling	<input type="checkbox"/> File server	<input type="checkbox"/> Allworx Group Calendaring	<input checked="" type="checkbox"/> Music on hold*
<input checked="" type="checkbox"/> Presence Management	<input type="checkbox"/> Firewall SPI security	<input checked="" type="checkbox"/> Allworx Internet Call Access	<input checked="" type="checkbox"/> Switches*
<input checked="" type="checkbox"/> PBX & Key phone system	<input type="checkbox"/> LAN — PC network router	<input type="checkbox"/> Allworx Virtual Private Network	<input type="checkbox"/> T1/PRI gateway
<input checked="" type="checkbox"/> Remote users	<input checked="" type="checkbox"/> MS Outlook Compatibility		<input checked="" type="checkbox"/> Uninterruptible power source*
<input checked="" type="checkbox"/> Unified messaging	<input type="checkbox"/> Multi-site: _____		
<input checked="" type="checkbox"/> Voice over Internet	<input checked="" type="checkbox"/> One Inbox (unified messaging)		
<input checked="" type="checkbox"/> Voicemail	<input type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> VoIP phones	<input type="checkbox"/> Web server		

* Integrated from previous non-Allworx communication systems.

Primeline Industries - Allworx 6x Configuration



Allworx is a state-of-the-art communication system that integrates a sophisticated phone system, a robust data network and software tools, all working together to increase employee productivity and business revenues. Designed for companies of up to 100 employees per site, Allworx improves communications while simultaneously reducing cost.

ITSP Provider



Bandwidth.com
 4001 Weston Parkway
 Cary, NC 27513
 800.808.5150 (phone)
 919.297.1101 (fax)
 www.bandwidth.com

Installed and supported by an Authorized Allworx Reseller.



Group Midwest
 Bill Moore
 6299 Dressler Road, NW
 North Canton, Ohio 44720
 800.229.4756 (phone)
 330.499.2691 (fax)
 www.groupmidwest.com