CASE STUDY

UNIVERGE BLUE – A PERFECT FIT FOR MARKETING AGENCY

EPIC WEB STUDIOS

> " As our business has grown, we needed a remote-friendly solution that converges the features of many platforms into one integrated solution – UNIVERGE BLUE gave us that.

DAVID HUNTER, CEO EPIC WEB STUDIOS

ABOUT

Headquartered in Erie, Pennsylvania, Epic Web Studios began as a small, single-client web-site development firm, but quickly grew into a full-service digital marketing firm with over five hundred clients in North America and more than sixteen full-time employees.

As the company grew, the need for more unified communications features became increasingly more apparent to David Hunter, CEO of Epic Web Studios. With a growing number of clients and the large shift towards remote working, Epic Web Studios needed a flexible, cloud solution to allow employees to communicate with clients, collaborate cross-functionally and be productive from anywhere, at any time.

CHALLENGES

David Hunter, CEO of Epic Web Studios explains, "With our on-premises system, our teams were restricted to only using voice and email to communicate. Unanswered calls were forwarded to one general voicemail, and emailing back-and-forth became inefficient as the primary mode of communication."

Before migrating to NEC UNIVERGE BLUE CLOUD SERVICES, Epic relied on various communication and collaboration tools, which was inefficient, costly, and difficult to manage. "We needed a solution that was secure with fully-integrated features so that employees seamlessly could go from meetings to instant messages to phone conversations and everything in between, without needing a number of different accounts and logins," said Hunter.

SOLUTION

"We chose UNIVERGE BLUE CONNECT (UCaaS) and ENGAGE (CCaaS) because the features were the strongest, the transition was going to be easy, and the price point was extremely competitive," David Explains.

"Working with NEC provides us with the ease and confidence of having our communications and contact center managed by a very secure and dependable provider," says David. "In addition to the excellent 24/7 support service and quick response times, UNIVERGE BLUE offers us a lot of depth when it comes to customization and options." David Continues, "The deployment was pretty much effortless. When

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Since UNIVERGE BLUE, David has seen improvement in how teams collaborate and communicate internally, the robust features of BLUE have helped drive productivity and speed to project completion. Additionally, David notes that UNIVERGE BLUE has provided sales teams with better insight while prospecting new business, which has allowed them to close more sales

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Finally, because of its streamlined communication and increased productivity, Epic has been able to scale its business and grow their client base. "Because we were able to provision more users very quickly, we're able to take on more projects, and that has led to the growth of the company, which has been phenomenal recently thanks to UNIVERGE BLUE." David concludes, "I can't recommend UNIVERGE BLUE enough."

"As technology evolves, NEC is always on the cutting edge of new ways of working to make our communications more convenient and secure. This bevy of new features included with UNIVERGE BLUE offers us new opportunities to become even more efficient and productive with our business communications – all at a reasonable cost."

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we moved from our on-premises solution to UNIVERGE BLUE we were up and running in a matter of hours, it was incredible." David adds that his employees were up and running just as quickly due to the platform's user-friendly design. "The UNIVERGE BLUE user interface is incredibly intuitive. Learning the features and applications was a frictionless experience for employees. They were able to be functional and productive right away," he added.

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RESULTS

Customer Satisfaction is the #1 criterion for success at Epic Web Studios, and UNIVERGE BLUE CLOUD SERVICES has proven itself by passing the test.

"We have seen a significant decrease in the number of back-and-forth emails thanks to UNIVERGE BLUE. Our clients call us directly and we can have one-click video-conferencing meetings with them. We have seen a major increase in our productivity because of UNIVERGE BLUE" explained David.

Americas (U.S., Canada, Latin America)
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