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*“Switching to EasyCom’s EasyPBX solution allowed us to reduce our operational telephony costs for the first year by 65%, saving us \$15,000.”*

– Christopher Fox, MBA, Harvard Business School

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## **Business before EasyCom**

R.P. Fedder Industrial, LLC is a distributor of air filtration products for hospitals, school districts, and manufacturing facilities. They have been designing and manufacturing custom filters since 1959, with their specialists designing and outfitting cleanrooms and clean workstations for more than 40 years (*including some of the first cleanrooms in the Greater Rochester area*). One of the primary initiatives of the new leadership team, started in 2019, was to maximize the profitability surrounding Fedder’s operational expenses.



While the company was already benefiting from the use of a modern, VoIP based, phone system inside their facility, they were still using a traditional service with telephone lines supplied by the local phone company to connect to the outside world. It was clear to Christopher Fox, the new CEO for R.P. Fedder, that their telephony bill was significantly higher than it should be for a company of their size. In addition to being expensive, R.P. Fedder’s existing phone system didn’t empower the company’s employees to be as responsive to customer inquiries as they should be. There had to be a better option.



## **EasyCom to the Rescue**

After a quick review of RP Fedder’s day-to-day communication needs, along with an evaluation of their existing technological and telephony infrastructure, EasyCom provided R.P. Fedder with a solution that not only reduced their phone costs, but also substantially increased the company’s technical capabilities. Features such as Auto Attendant (*a voice menu system that allows callers to be transferred to an extension without going through a receptionist*), Hunt Groups (*an option where multiple people/phone lines are set up to take incoming calls*), Voicemail (*a centralized electronic system which can store messages from callers*), Vanity Numbers (*local or toll-free telephone number for which a subscriber requests a custom sequence of numbers for marketing purposes*) and

Cloud Backup (*a service that backs up the data and applications from a business's servers to a remote server*). One of the most appreciated improvements from the transition to EasyCom was the time saved administering the employees' information within the phone system. If a natural disaster or public health concern prevents Fedder's employees from being in the office, they are now able to take the phones from the office, connect to the internet anywhere, and remotely experience the same functionality available within the office.. Best of all, the change from R.P. Fedder's phone company system to EasyCom's EasyPBX system was seamless to their customers and required minimal training for R.P. Fedder's employees. The physical space required to house the EasyPBX system is nominal, and EasyPBX can be accessed remotely for almost all administrative needs. Aside from the vast technology upgrades that resulted from this move, R.P. Fedder's CEO Christopher Fox was also appreciative of EasyCom's personal touch approach as it mirrored his own business philosophy. [More on that?]



## **Business with EasyPBX is a Big Improvement**

Switching to EasyCom's solution allowed R.P. Fedder to reduce their operational telephony expenses by 65% in the first year with the EasyPBX solution. Now that R.F. Fedder has all the capabilities of a large, expensive telephony system at a significantly smaller price point, they can continue to flourish. As they grow, their new EasyPBX system has all the scalability necessary to grow with them. There is practically no limit to the number of telephone lines available; ring groups and auto attendants ensure that callers get to the appropriate person; customer relationships are less reliant on an individual salesperson's cell phone number, as the main company line will connect them every time. R.P. Fedder has peace of mind knowing that EasyCom is available 24/7 for their EasyPBX administrative needs, but EasyCom is also there to assist them with any additional network hardware services (*such as premise cabling and wiring*), network design, assessment, and migration services, Cloud services, and IT operational management support needed in the future.

# EasyCom

Communications + Technology  
Designed for Small Business

## **About EasyCom**

Founded in 1998, EasyCom offers platform and cloud-based products along with professional support services that allow small businesses to establish a strong business presence, stay connected, and expand their reach. EasyCom's philosophy that technology should be a tool and not a burden makes them a leader in fully serving the technological needs of local businesses to provide clear return on investment – promises that are often made, but rarely fulfilled. EasyCom combines the best technologies, often available only to Fortune 500 companies, to strengthen a company's infrastructure, broaden their presence, enhance communication, and foster collaboration.