



OVERVIEW

When Cashman Equipment Company relocated their main offices to a new campus, they needed a solution provider who could deliver the right technology, consulting, planning and training in a timely manner.

WWT stepped in as a trusted advisor and provided the company with the cutting-edge technology and technical expertise needed to make the transition. By utilizing Cisco Unified Communications, WWT was able to improve Cashman Equipment's communication efficiency and enhance network security.

KEY RESULTS/BENEFITS

- Reduced Operational Costs
- Improved Communication
- Connected Dispersed Workforce
- No Service Disruption

ABOUT CASHMAN EQUIPMENT COMPANY

Cashman Equipment is one of the highest rated Caterpillar equipment dealers in North America and one of the largest privately-owned employers in Nevada. A full service dealer, Cashman provides new and used equipment for sale and rental, as well as high quality parts and service to construction, paving, mining, truck engine, and power system industries throughout Nevada and parts of California.

Learn more at www.cashmanequipment.com.

CASHMAN EQUIPMENT COMPANY

World Wide Technology Connects Dispersed Workforce with VoIP Technology and Unified Communications

CHALLENGE

When Cashman Equipment Company relocated their main offices to a new campus, the company decided to upgrade their phone system to one utilizing Voice over Internet Protocol (VoIP) technology with Unified Messaging capabilities. With more than 400 employees, a new main administrative building and six other buildings housing different departments spread across campus, Cashman Equipment needed a technology partner that could help them connect their dispersed workforce and minimize disruptions during the upgrade.

Cashman Equipment looked for a solution provider who could not only deliver the right technology, but one who could also provide the consulting, planning and training needed to maximize their communications technology investment. The company put their RFP out to 13 partners, with the final three invited to present their solution, including World Wide Technology (WWT).

"WWT gave the best presentation by far and brought in members of the program management team and engineering resources that would actually do the implementation," explained Don Erlanger, Manager – Information Technology for Cashman Equipment. "The WWT team gave



us straight answers, not sales fluff. As the lowest bidder, Cashman Equipment also recognized that WWT had the skill sets to deliver the advanced technology solutions necessary to make this project successful." After weighing their options, Cashman Equipment chose (WWT) to help with the relocation and update of their system, thus ensuring a more efficient and secure communications network.

SOLUTION

WWT planned and implemented a custom VoIP and Unified Communications solution for Cashman Equipment comprised of people, processes and a powerful strategic partnership to improve communications across the new campus:

People

WWT's deployment engineers and managers worked directly with Cashman Equipment's IT staff to

"WWT kept track of all the schedule changes and coordinated with the many different departments at Cashman Equipment, which in turn resulted in a highly successful project."
– Don Erlanger, Technology Manager

TECHNOLOGY

- Cisco Unified Communications Manager
- Cisco Unified Contact Center Express
- Microsoft Exchange for Unified Messaging
- Message Waiting Indicator 2003

STRATEGIC PARTNER



ABOUT WWT

World Wide Technology, Inc. (WWT) is a leading Systems Integrator providing technology and supply chain solutions to customers and suppliers around the world.

Learn more at www.wwt.com.

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implement a successful and timely installation.

"Our company originally had a project schedule of 120 days, but due to changes in the construction schedule and move in date, this was shorted substantially, which led to significant changes in our project timeline and scope," said Erlanger. "WWT recognized the urgency of the changes that my company was communicating to me in the deployment schedule and was not only very receptive to the changes, but also reacted in a very professional manner to accommodate my requests," he said.

Erlanger also noted that the WWT Project Manager provided weekly status calls and managed issue tracking reports that were shared with Cashman Equipment. "The WWT PM kept track of all the schedule changes and coordinated with many different departments at Cashman Equipment, which resulted in successful project."

Processes

WWT provided the planning, technical overview, dial plan creation, core system stand up, testing and more for the implementation of Cashman Equipment's new VoIP and Unified Communications solutions. The integration included the deployment of Cisco Unified Communications Manager and Microsoft Exchange for Unified Messaging. WWT implemented Message Waiting Indicator 2003, a third party middleware solution that lights the Cisco IP phone message waiting indicator light when a message is received in a user's Microsoft Exchange voicemail box. Finally, WWT managed the implementation of Cisco Unified Contact Center Express for more than 25 agents and two separate queues.

Partner

As an award-winning Cisco Gold Certified Partner with annual Cisco sales in excess of \$1 billion, World Wide Technology (WWT) belongs to an elite group of Cisco channel partners who have a demonstrated track record of customer success in planning, deploying and supporting Cisco tools and technologies.

WWT is also the leading Unified Communications systems integrator in the United States and holds the

coveted Cisco Masters Certifications in Unified Communications and Security. WWT leveraged their understanding of Cisco solutions, advanced technology certifications and demonstrated success in designing, deploying and providing services for the most sophisticated Unified Communications solutions available today for Cashman Equipment's benefit.



RESULTS

The project included moving from a 72,000 sq foot facility to a 310,000 sq ft, seven building campus containing multiple departments, all with the expectation from Cashman Equipment's management team of no business disruption. The company shut down at 5:00 p.m. on a Friday and WWT and Cashman Equipment staff had everything working by Sunday evening! "Not one department experienced a disruption in services," said Erlanger.

WWT also deployed a wireless LAN across the new campus that allows Cashman Equipment staff to utilize the Cisco 7921 wireless phones anywhere. This has substantially reduced the cell phone bill of personnel that previously were forced to use their mobile phone to conduct calls while they walked from the office to other departments.

This solution has reduced the cost of long distance and data costs by 35% over the previous system of stand alone phone systems per location. Cashman Equipment was pleased with the results of this implementation. "I would definitely do business with WWT again," Erlanger said.

