



Industry Focus: Manufacturing

Employees: 36

Location(s): 1

Allworx Solution:

- 48x Phone System
- 9204 IP Phones
- 9224 IP Phones
- 9102 IP Phones

Web Site: www.magnoliaplastics.com



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Carrie McAllen

*Co-owner, Director of Marketing
Magnolia Plastics*

Allworx Replaces Antiquated Analog System for Manufacturer

About Magnolia Plastics

Located in Chamblee, Georgia, Magnolia Plastics, Inc. is a manufacturer of high-performance epoxy systems. Since its founding in 1957, Magnolia has custom formulated more than 2,000 products. The company currently sells about 700 of these products to a very diverse base of customers involved in a vast array of fields, including aerospace, automotive, communications, construction, defense, electronics, energy, infrastructure, marine, recreation, transportation, and more. In fact, Magnolia’s products are used by every major commercial and general aviation aircraft manufacturer in the world.

The Challenge

Magnolia utilized the same Panasonic system for over 15 years. While the system served the company well for the duration of those years, eventually the time came to move away from the aging analog system to a more modern VoIP solution. “It was very, very old,” said Carrie McAllen, a co-owner of Magnolia Plastics who also serves as the company’s director of marketing and performs various IT functions, in regards to Magnolia’s Panasonic system. “It had outlived its life. We had experienced some problems with it from the beginning, such as the voicemail never functioning properly, but I wanted to make the switch to VoIP.”

“At this point, we’ve only just begun to scrape the tip of the iceberg in terms of the features we’ve utilized.”

Carrie McAllen

*Co-owner, Director of Marketing
Magnolia Plastics*

The Solution

In her search for Magnolia’s new phone system, McAllen performed some online research on her own and also consulted with DJJ Technologies, Magnolia’s primary IT vendor. DJJ, based in Atlanta, Georgia, is a regional provider of end-to-end communications solutions for organizations of all sizes in all industries. DJJ offers its customers a single source for hardware evaluation, design, implementation, project management, maintenance, repair, and network management. In addition, DJJ provides and supports carrier services, including local and long distance calling, Internet, and private network.

Based on the research performed by both McAllen and DJJ, it was decided that Allworx was the right solution for Magnolia. In addition to the fact that the Allworx system afforded Magnolia the ability to utilize VoIP, the company’s decision to go with Allworx was driven by the system’s rich feature set, as well as the first-rate support it knew it would receive from DJJ. “Our decision to go with Allworx was based on both the phone system and DJJ,” said McAllen. “Based on our prior



experiences with DJJ, I felt that they were a good company to service and maintain our Allworx system for us. Additionally, I liked the fact that by utilizing them for voice support we would only have one company to go to whenever anything went wrong with our communications infrastructure.”

Following Magnolia’s decision, DJJ installed an Allworx 48x Phone System at the company’s Chamblee headquarters and supplemented it with an array of Allworx handsets, including Allworx 9224, 9204, and 9102 IP Phones. Magnolia also takes advantage of a number of advanced Allworx Software Features, including Call Assistant, Conference Center, Internet Call Access, and Mobile Link, as well as a third-party Music on Hold solution.

ALLWORX REPLACES ANTIQUATED ANALOG SYSTEM FOR MANUFACTURER

“We wanted something we could grow into.”

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The Benefit

Magnolia’s Allworx system has provided the company with an array of features it never dreamed possible with its previous phone system. “Our company president and I are the only ones that used a lot of the new features of the system initially,” said McAllen. “Now that we’ve had the system for six months, there are a number of Allworx features that our employees have become dependent on – things they weren’t even aware a phone system could do. For instance, the Voicemail to E-mail feature is great for our employees who aren’t in the office and don’t want to constantly call in to pick up their messages.”

“We now have Direct Inward Dial as well, which we did not have before,” added McAllen. “Additionally, we’re located in a very old building and there’s a lot of separation between all the workspaces – it’s not one big open space – so we fully utilize both the paging and the intercom features of the Allworx system.”

“At this point, we’ve only just begun to scrape the tip of the iceberg in terms of the features we’ve utilized,” added McAllen. “I want to take the time to sit down with our employees and go through everything the system offers, because, as they’ve mentioned to me, the Allworx feature set is so rich that there may be features out there we don’t even know about that could be helping our business.”

In addition to the standard Allworx features that Magnolia makes use of, the company also employs several optional Software Features from Allworx. Among these Software Features are Allworx Call Assistant and Mobile Link.



Call Assistant allows users to monitor the state of every line and handset on an Allworx system via a PC-based graphical user interface. Users can view all activity across the system and process calls by answering, transferring, parking, or sending to voicemail. In addition, through Call Assistant, any current call can easily be recorded using the Call Recording feature – a feature Magnolia employees now use all the time.

ALLWORX REPLACES ANTIQUATED ANALOG SYSTEM FOR MANUFACTURER

Mobile Link gives users the ability to manage day-to-day Allworx calling activities from their smartphone via an easy to use interface that allows users to change presence settings, update conference calls, and check, send, and manage voicemails. The Mobile Link application also maintains a directory of all users for its associated Allworx system.

Throughout the years, Magnolia's physical facility has grown in size more than tenfold, and its growth shows no signs of slowing. Today, in hopes of further expanding its operations, the company is looking for another 100,000 square foot facility in the metro Atlanta area, and also exploring the option of opening a facility in the Western United States. Due to Magnolia's growing international presence, the company is considering opening facilities in Europe, Asia, and South America as well. This growth was another motivating factor in Magnolia's decision to go with Allworx. "We wanted something we could grow into," said McAllen.

Fortunately for Magnolia, Allworx allows its users to add phones without costly hardware cards or software, and installation is complete in hours, not days.



Additionally, without the need for gateways, expansion cards, or other third-party products, the total cost for growing an Allworx system is among the lowest in the industry.

Solution Personalized for Magnolia Plastics:

- **Phone Systems**
 - 48x
- **IP Phones**
 - 9224
 - 9204
 - 9102
- **Software Features**
 - Call Assistant
 - Conference Center
 - Internet Call Access
 - Mobile Link

About Allworx

Allworx, a wholly owned subsidiary of PAETEC Holding Corp. (NASDAQ GS: PAET), develops award winning phone & network systems for small-to-medium sized businesses and sells these products through a network of Authorized Resellers. By combining the advanced features of today's VoIP systems with the key system features SMBs have grown to rely on, Allworx systems are ideal replacements for the millions of aging (TDM) PBX and key phone systems in use today.

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