

## IDEA DESIGN STUDIO CASE STUDY

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– Marvin Powell III, Co-Managing Director, Idea Design Studio.



### The Challenge

- ▶ Highly dependent on Internet connectivity and phones for serving clients and making sales, Idea Design could not tolerate Internet or Voice service interruptions.
- ▶ Working with separate providers for Internet and phone created difficulty with vendor management, especially in the event of a service issue.

### The Solution

- ▶ Dedicated, reliable high-speed Ethernet connection carries 100% of Idea Design Studio’s business application and cloud communications traffic.
- ▶ Hosted Voice powers the company’s telephony-centric, sales-based business model, offering advanced features traditional phone systems simply don’t have.

### The Result

- ▶ Reliable services ensure business continuity. MegaPath Hosted Voice typically delivers 99.999 percent availability – the highest level in the industry – ensuring uninterrupted calls.
- ▶ Consolidating Voice and Internet with a single trusted provider simplifies service, support, account management, and billing.
- ▶ Self-service portal dramatically simplifies administration of users, features, billing and payments, phone equipment, and call recordings.

### Reliable Technology Services, Simplified

Marvin Powell III and Jeff Weiss, Co-Managing Directors, made a strategic decision to find a single provider for both Voice and Internet. Jim Firlow, Director of Operations at Idea Design Studio, recommended MegaPath. “My past experience in telecomm had built my confidence in MegaPath.” Powell adds, “MegaPath’s broad portfolio of scalable services matched our sales- and cloud-centric business model perfectly.”

“If our Internet and Voice are not working, we are technically out of business. So I can’t emphasize enough the value of having a smooth and unified service experience based on a single provider,” adds Weiss.

## Idea Design Studio

Idea Design Studio helps inventors take their original ideas from concept to product, offering support for every step along the way. One hundred percent confidential, Idea Design Studio’s product development and promotion services include design, development, intellectual protection, and marketing. Knowledgeable, helpful staff, proprietary processes, and cloudbased technology keep the inventor involved.

For more information, visit:  
<http://www.ideadesignstudio.com/>





## A Trusted Partner

Highly reliable Hosted Voice delivers superior call quality powered by HD Voice. “The first impression prospects have of us is through the phone,” explains Powell. “Clients put their ideas and future success into our hands, and we need to develop and maintain their trust remotely. The high-quality calling experience we get with MegaPath Hosted Voice is valuable in conveying a professional image and developing and keeping that trust.”

Toll-free numbers let callers reach the company at no cost. The Auto Attendant manages inbound calls, helping Idea Design quickly route callers to the right party and more easily serve clients across the North American time zones.

The Call Recording feature helps managers monitor calls and coach client-facing staff. The recorded audio can also provide a defensible record in case of disputes with outside agencies. The customer portal gives Firlow easy access to recordings.

## Self-Service as a Business Enabler

Firlow relies on the MegaPath Customer Portal to simplify management of his MegaPath services. “Like any business, we have a large number of priorities we need to juggle, so managing our technology services needs to be easy. MegaPath delivers the simplicity we expect,” remarks Firlow. “In one dashboard, I can track support tickets in real time, review and pay invoices, manage features and users, even order new services.”

## Simplicity in Managing Services

“When we switched to MegaPath, there were some cost savings, but equally valuable to us is the ability to work with a single provider for our business technology services,” says Firlow. “It is now much easier and faster to diagnose and resolve any issues.” The one-provider simplicity extends to billing. “We don’t have to spend time and money reconciling invoices from multiple providers. Plus, we can more easily predict spending.”

From reliable services to 24/7 support, MegaPath has Idea Design Studio’s needs covered. “MegaPath support staff are knowledgeable, and they follow through on any issues for me,” says Firlow. MegaPath’s high-touch model includes dedicated account representatives that take the time to get to know clients and their business needs. He adds, “After a support interaction, I typically get a follow-up courtesy call.” Idea Design considered other, larger providers such as Verizon and AT&T, but opted to work with MegaPath. “MegaPath keeps its commitments, and offers attentiveness and consistency of service that we don’t see in other, larger providers,” says Powell.

## The MegaPath Advantage

### Complete Service Portfolio

MegaPath offers a full range of voice, data, networking, security and cloud services.

### Unbeatable Expertise

MegaPath has been serving businesses with innovative communications services since 1996.

### Superior Customer Support

MegaPath’s friendly technical experts respond quickly and efficiently 24/7/365.

