

## FLUID NETWORKS CASE STUDY

“We’ve found that MegaPath shares our values, as well as our work ethic. And, because it delivers the total range of equipment, services and support that address every conceivable in-demand function – along with quick and painless installation – we see no reason to re-create the same offerings ourselves. Our customers are better served by what MegaPath brings.”

– Jim Dainko, President, Fluid Networks

### The Challenge

- ▶ Transform from a standalone PBX business to a full-fledged provider of enterprise quality managed IT services, including voice, video and data networks, at SMB budgets
- ▶ Offer a large variety of cost-effective, enterprise-level features through cloud-based Voice over IP (VoIP) and Unified Communications
- ▶ Meet customers’ bandwidth needs while maximizing return on investment
- ▶ Ensure seamless installations with minimal downtime

### The Solution

- ▶ MegaPath’s Hosted Voice Service is a high-performance, no-maintenance hosted calling solution delivering more functionality than traditional phone systems
- ▶ Productivity-improving features such as Unified Communications, Visual Voicemail (with Transcription), Mobile Integration, Call Recording and Audio Conferencing
- ▶ Affordable Ethernet over Copper (EoC) and Business DSL offerings

### The Result

- ▶ Fluid Networks’ customer base of predominantly small-to-medium sized businesses is expanding significantly as MegaPath’s vast options deliver the entire range of “must have” voice, data and video functions
- ▶ Robust network availability results in widespread adoption of MegaPath’s services as Fluid Network’s customers benefit from choices that combine optimal uptime and peak performance/user experience with package pricing that meets their budgets
- ▶ Installations are conducted smoothly without service interruption



Based in Camarillo, Calif., Fluid Networks began as a small “Interconnect” called “PJP Communications of America” selling and installing traditional PBX systems. Always trying to stay ahead of technology changes, Fluid Networks evolved in 1998 to address the changing communications landscape, as this world was beginning to be dominated by computers, the DATA network and the Internet. Fluid Networks employed the level of engineering expertise to expand into VoIP/cloud-based communications.

Today, Fluid Networks has more than 20 employees and 500 customers across the country, most of them small-to-medium sized businesses across all industry spectrums - such as medical and healthcare entities, educational organizations, legal, real estate and more.

### Up to the Task

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The team at Fluid Networks considers itself an early adopter of new technologies, and is not afraid to build solutions that meet customers' needs. If the company's leadership feels it can create something better than what providers bring to the table, it will – but that isn't the case with MegaPath. MegaPath provides comprehensive offerings that combine highly regarded data connectivity and networking solutions, free switches and routers, business-class VoIP and cloud solutions, start-to-finish integration, round-the-clock support and extremely competitive monthly fees. "Typically, companies will sell some of these things – but not everything," Dainko says. "MegaPath can deliver all of this to our customers at a much lower cost than we could if we tried to do it ourselves. We're always going to choose a partner who can generate more value for our customers than we can on our own. That's why we chose MegaPath."

### A Productive Partnership

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Fluid Networks installed cloud-based VoIP systems well before its customers asked about cloud services. Yet, after mixed experiences with vendors, the company wanted a cloud partner with a long, proven track record of IP uptime, implementation efficiency and state-of-the-art feature offerings. "MegaPath scored high on all of our criteria – and then some with great references and a strong reputation," Dainko says.

### Meeting Bandwidth Demand

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Many of Fluid Networks' customers are benefiting from MegaPath's broad Ethernet over Copper (EoC) footprint to accommodate multiple locations and critical applications. Others are opting for Business DSL to take advantage of increased speed and performance at a reduced cost. Either way, they enjoy the immediacy and reliability of broadband to maximize productivity and total cost of ownership. "Everyone wants more and more bandwidth to support business-critical applications that are moving to the cloud," Dainko says. "There's plenty of competition to choose from, but our customers are choosing MegaPath because it's a tremendous service at a low price."

### A Winning "Debut"

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MegaPath recently unveiled its Unified Communications add-on to its Hosted Voice offering which integrates voice telephony with Screen Sharing, SMS Texting, IM/Presence, and Video Calling across desktop, mobile and tablet devices. It's already popular with Fluid Networks' customers. "MegaPath Unified Communications is so easy to deploy with iPhones and Androids," Dainko says. "It blends the popular ways of staying connected now – email, voicemail, video, texting and IM – all into one platform that supports all of today's popular communication devices. That's exactly what our customers are asking for."

## The MegaPath Advantage

### Complete Service Portfolio

We offer a full range of business voice, data, security, and hosted IT services.

### Superior Voice Quality

Our voice network achieves 99.999% availability, providing customers with the highest level of reliability in the industry.

### Proven Expertise

We've been serving businesses with innovative communications services since 1996.

### Experienced Customer Support

Our knowledgeable technical experts respond quickly and efficiently 24/7/365.