

RELIACOM, LLC CASE STUDY

“We continue to seek new ways to do business with MegaPath because you can count on its staff to deliver top-tier communications with 100 percent security at a very affordable price.”

– Adam Fargiano, CEO at Reliacom, LLC

The Challenge

- ▶ Establish Reliacom as a communications player that delivers top-tier products and services with secured, flawless performance at ultra competitive rates, for both small/medium businesses and large, global enterprises
- ▶ Exceed high level of expectations within major media niche, with swift installation turnover time and the latest, in-demand voice/data offerings
- ▶ Help Reliacom grow into a multi-million dollar annual sales company within three years

The Solution

- ▶ Hosted Voice from MegaPath establishes peak-performance, no-maintenance Hosted PBX solutions with maximum functionality at a lower cost than traditional PBX
- ▶ Services from MegaPath include voice with unified communications, cloud, high-speed broadband, and secure private networking solutions
- ▶ Users at major media organizations – whether on-the-go network correspondents or ad sales reps in the field – gain an edge with mobile features such as Hosted Voice Mobile and Find Me/Follow Me, to enjoy all the voice/data conveniences of an office while working remotely

The Result

- ▶ Reliacom finds itself in growing demand with rich voice/data feature set in totally secured environment, all for a low cost of \$20 per seat
- ▶ A software development company emerges as a top Reliacom client, with \$20,000 in monthly recurring revenue
- ▶ Reliacom clients can rely on MegaPath’s nationwide coverage, VoIP and data services, and exceptional customer service



Just two years old, New York based Reliacom now supports 200 customers, ranging from small/medium to large, global corporations.

Founder/CEO Adam Fargiano says he never wanted to run a telecomm “the usual way.” Too often, he explains, businesses aggressively push products that aren’t the right fit for clients. “Products with the biggest incentives are forced on there customers,” he says. “It doesn’t matter if you’re selling a square peg for a round hole.” Seeking to avoid this, Fargiano firmly believes in connecting clients with products that will best serve their business. “We are true consultants for them,” he says, “taking all the weight of telecommunications decisions, implementations and deployment off of the shoulders of their IT teams.”

For more information, visit:
www.reliacom.co

Passing the Test

When you're literally running a "total package" communications enterprise on your own—and your top client is a large software development company—you can't afford to take on telecommunications provider partners without due scrutiny. With MegaPath, Fargiano did just this, "trying out" the network provider on smaller installations before connecting with the end user. "The transition was very smooth," Fargiano says, "and you're talking about jobs involving hundreds of seats out of New York. That's terrific."

Onward and Upward

To meet growing demand for leading-edge voice/data communications among media professionals, this top client is now depending upon Reliacom and MegaPath for two to three new, significant orders every week. Reliacom now projects that it will account for up to 1,000 seats before the end of 2012.

Performance Under Pressure

Fargiano admires the follow-through from MegaPath professionals, especially after a major job. "They do an exceptional job of installing everything on time, even within that tight, two-week window," he says, "then, they take the initiative to follow up and find out how it's going and resolve issues, if any exist."

The MegaPath Advantage

Full Services/Zero Hassles

Hosted VoIP helps businesses streamline communications within a hosted PBX phone system, with no equipment to buy or lease, maintenance contracts or fees for account charges.

Mobile Tools for On-the-Go Pros

Advanced, easy-to-use features such as Hosted Voice Mobile, Visual Voicemail and Find Me/Follow Me allow users to save time and improve communications no matter what time zone they're in.

Tackling the Big Jobs

Massive installations involving hundreds of users go off smoothly and flawlessly. Help desk always available 24/7/365.