

MarWatch

Martello Technologies Customer Success

Essential Data + Voice Chooses Martello Technologies for its Clients



Essential Data + Voice, established in 1991, professional voice and data integrators.

Based in Sydney, Australia Essential Data + Voice has over 15 years of experience tailoring solutions to medium and large enterprise markets and then providing those customers with ongoing support. The company focuses on being intricately involved in management, expansion and evolution of a customer's environment. With this in mind they only recommend and use technology which they can confirm has proven history and ability to evolve with their customer's needs.

Challenge

Essential Data + Voice known for their guarantee of quality are always finding ways to keep abreast of leading technology. While planning to expand their current service offering it was important it would be a service that sales reps immediately found added value, and end customers would be impressed with – while this solution leveraged their already existing product line. Because Essential Data + Voice covers a widespread network and customers are located in all of Australia's capital cities this new service also needed to be easy to deploy and offer great flexibility.

Customer Needs

- Expand service offering to add more value to business
- Improved cost and time for problem to solution
- Visibility into customers networks
- Ability to support multiple customers in a variety of regions

With such a widespread network, this also meant the new service would need to have considerable visibility into each and every network and support multiple customers in a variety of regions. "It was important to not only find a new service to add on to our offering but to find something that leveraged our business that was already in place," says Andrew Cunningham Solutions Architect – Convergence for Essential Data + Voice. When Essential Data + Voice discovered MarWatch at a past Mitel Conference it was there they learned of the proactive network monitoring service that would fit right into their growing business needs.

Solution

Once deploying MarWatch and installing on various customer sites Essential Data + Voice realized they were not only making the right business decision by including this new service to their offering but they were providing customers with a peace of mind. "With the ability to setup customers within minutes, no need for firewall changes, and the easy to use dashboard, I was going through installs and monitoring in no time," says Cunningham.

Essential Data + Voice sales reps now have the advantage in adding more to their sale by delivering customers a solution which offers more security and more reliability. "We now monitor well over 100 devices at any given time and in a variety of locations" says Cunningham. "Having supervised this deployment since test driving the demo – the growing interest in proactive network monitoring has exceeded our expectations."

Benefits

One of the significant results since the MarWatch deployment is cost and time savings. "Essential Data + Voice reps emphasize this benefit the most because we have seen the results of how MarWatch has on more than one occasion saved us time and money, by remotely accessing a site to troubleshoot an issue," said Cunningham. "When there is an alarm raised, I am notified by email and from wherever I am, I can check on the alarm as long as I have connection to the internet."

Essential Data + Voice have improved their offering and overall business efficiency with the MarWatch solution. Sales reps now back their sales with proactive network monitoring and secure remote access knowing that they are providing continuous uptime and availability of business communications, around the clock. "We even have some customers that want their own access to MarWatch and this is possible, with the three levels of access we are provided with," says Cunningham. Essential Data + Voice can provide three levels of user security, administrative, limited administrative and customer access – allowing them to cater to their various customer needs.

MarWatch has not only added value to the bottom line but more importantly it has enhanced the customer's experience with Essential Data + Voice's existing solutions. "There is nothing extra for the customer to do, we handle it all and I think this is what makes it a good sell. You set the customer up, no special hardware or software, and you get right to monitoring but more importantly saving time and money doing so," explains Cunningham. The MarWatch solution also allows Essential Data + Voice to plan for the future for their customers. With details provided to them such as; system performance metrics, voice metrics, license inventory, they can advise their customers on the necessary next steps to maintain their network for uninterrupted service.

"This investment into MarWatch provides us with leverage we not only have the best solution for customers when it comes to proactive network monitoring but a solution that can grow with our customers. They see us as a leading provider in the telecom industry in all of Australia's capital cities, which is why MarWatch fits in perfectly as a service offering," says Cunningham.

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ABOUT MARTELLO TECHNOLOGIES

Martello Technologies is a global provider of comprehensive voice and data monitoring and remote access service that delivers superior network visibility and improves the health and security of networks. Martello Technologies provides customers and solution providers a robust monitoring service designed for remote access to manage alarms and provide real-time and historical reporting. For more information please visit www.martellotech.com.

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