

When Demon Energy drinks approached Apoc IT about installing a new phone system, Apoc’s Managing Director Matt Gillard saw Cisco’s UC500 Small Business system as being the ideal solution for their business. Having seen a demonstration of the UC500 when it was first released two years ago Matt was well aware of its capabilities. But he drew a blank in terms of how to prove that to the team at Demon Energy – particularly as it wasn’t the cheapest option being considered.

Matt called on Ingram Micro’s Discovery Centre team to see if they had any ideas as to how to put the case for the UC500 to his client. The response was a lot more than he had expected. “I was on edge as to how far I could extend the system and I wasn’t really sure as to what sort of end result Demon Energy could expect,” he says. “Darryl Tyson and Dane Blackmore suggested that I actually bring the guys from Demon into Ingram Micro and they would set up the system as it would operate in Demon’s work environment. It was a lot more preferable to me having to try and demo things in a limited way and we were all able to sit down in the one room and have a hands-on session actually using it.”

“It was fantastic for me to have the Cisco experts’ right there to answer our questions and for my customer to experience using the system. We were able to get down to really small but important details such as how the phone’s handset looked and felt to use and fully explore everything they would want the system to do. Not only were we able to convince them it was a quality solution but Darryl and Dane came up with some additional cost-saving options.” These included providing an internet link through the Cisco UC500 system that enabled sales reps to make free calls off their mobiles: within Auckland, to each other and in-and-out of the office. Matt believes that Demon Energy have more than halved their phone bill as a result.

The Ingram Micro in-house session had other financial benefits too as Matt and his client learned about the financing that Ingram Micro could make available

to them through Cisco. “It was certainly a lot more competitive than the other finance or leasing options we had been looking at,” says Matt. “Demon Energy has ended up with a really sophisticated phone system that just wouldn’t have been possible without Ingram Micro having provided that extra sales support.

“In the end the system sold itself, everyone has been really happy with the results and we were able to deal with any of the niggly little issues that arose as and when they happened,” explains Matt. “It was a steep learning curve for me but we have come through it really well and I now sell the system with absolute confidence in what it can do – in fact I installed a UC500 for a second customer just a few weeks later. “

“Ingram Micro has gone above and beyond the call of duty on this one,” says Matt, “the live demonstration of the product was amazing.”

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Matt Gillard

#### TECHNICAL SPECIFICATIONS:

Cisco’s UC500 allows;

- Single number reach , inbound
- Leveraged SIP trunks for free calls from mobiles\*

\*Within Auckland, to each others mobiles, and in and out of the office.