

Canadian Specialty Metals expects to save \$50,000 each year with TELUS Cloud Collaboration.

"TELUS was the only provider able to offer us a system that does everything we want and that can be easily expanded to all our locations."

— *Chris Heeschen, Manager of IT, Canadian Specialty Metals*



Situation

- The company has eight branches, each with its own phone system and telecommunications provider
- Its Edmonton branch had an aging 15 year old phone system that could not be updated, resulting in a management decision to pilot a new solution

Approach

- Management presented its list of requirements to TELUS, the current telecommunications provider for its Edmonton branch
- They wanted voicemail, email, auto attendant, music-on-hold and four-digit dialing between locations to save on long distance charges and more
- TELUS recommended TELUS Cloud Collaboration, a hosted collaboration solution powered by Cisco that allows businesses to access their phone features anywhere, anytime, on virtually any device, and to scale quickly without the need for dedicated IT resources.

Business benefits

- **More time to focus on business:** TELUS monitors and manages the system 24/7
- **A better customer experience:** The solution's features increase the company's customer satisfaction levels by ensuring calls are answered as quickly as possible
- **Increased productivity through collaboration:** Expansion across the company will allow dispersed team members to collaborate as if they're in the same room
- **Significant cost-savings:** Cross company usage will result in annual savings of:
 - Approximately **\$20,000** in long distance charges
 - Up to **\$30,000** per year in travel costs

Customer overview

Canadian Specialty Metals, also known as ASA Alloys, is one of Canada's leading distributors of specialty metal products. They offer a range of stainless steel products, aluminum alloys and hard-to-find aircraft alloys.

"The results were what we expected and then some. This has freed up my IT staff and me to work on another priority for the company, virtualizing our servers." — *Chris Heeschen*

"Of all the big vendors in Canada, TELUS has the best customer service by far. I get calls from the others asking to take over our business and I always tell them I will never switch because I know with TELUS, I'm not going to have issues." — *Chris Heeschen*

Learn more about TELUS Cloud Collaboration at telus.com/cloudcollaboration