



SUMMARY

PRO Youth & Families

A non-profit organization serving the greater Sacramento, California area, which has been inspiring, educating and mobilizing young people to build healthy futures for themselves, their families and their communities for more than 30 years.

Business Objectives

PRO Youth & Families needed a network to meet increasing bandwidth demands as well as a reliable, high-quality phone system to support staff, conferencing needs and future expansion.

Solution

UC Cloud Voice, VPN Solutions (Ethernet over Fiber), Dedicated Internet Access, and SIP Trunking.

Business Outcome

Improved communications with an easy to use cloud-based voice solution that future-proofs the organization for long-term growth along with consolidation to a single provider for voice, data and Internet service over a reliable fiber connection.

"UC Cloud Voice was a great upgrade, saving us time, energy and frustration, which equates to money at the end of the day."

Phyllis Deats, CFO
PRO Youth & Families

NON-PROFIT LOOKS UP TO THE CLOUD FOR A LONG-TERM COMMUNICATIONS SOLUTION

BUSINESS CHALLENGE

For Sacramento-based non-profit PRO Youth & Families (PRO), the world's future depends on investing in young people today. Since 1981, the organization has been providing future generations of tweens and teens with the resources, skills, tools and opportunities to build strong foundations. So it made sense that when it came to overhauling their communications infrastructure, the non-profit sought the same kind of long-term vision.

PRO made do with a traditional PBX and separate Internet service for several years, incurring escalating charges despite connectivity, performance and customer service issues. "We couldn't even make a phone call, because our phones weren't working," says Phyllis Deats, Chief Financial Officer. "Our calls were cutting out so much, we couldn't carry on a conversation."

Having a reliable phone system to keep everyone connected in the field and operations running smoothly amid strategic growth initiatives was a must-have, and their phones weren't keeping pace. They were cumbersome, not intuitive and difficult to maintain, according to Deats.

"If I wanted to move one extension to another, I had to read through two pages of very technical instructions," explains Deats. "It was difficult to get help, and it cost me an arm and a leg just to talk to someone in customer support."

Deats also had to manage separate bills for their phone service and Internet with two different providers too, which was another headache she wanted to eliminate.

APPROACH

Deats and her IT consultant reached out to Electric Lightwave initially to help them replace their phones. When they described their challenges and the organization's long-term needs, including requirements for more bandwidth to support impending change and expansion, the Electric Lightwave account team responded with a cost-effective plan to future-proof the non-profit. "When Electric Lightwave heard what our needs were, they were really responsive," says Deats.

PRO decided to consolidate its communications using Electric Lightwave's VPN Solutions and UC Cloud Voice. The new solutions also allowed PRO the opportunity to connect to Electric Lightwave's fiber network to give the organization access to high-performance, low latency connectivity. "Everything was well planned and thought out ahead of time for the installation with Electric Lightwave and they followed through as committed," says Deats.

With UC Cloud Voice, Electric Lightwave ensured PRO had an end-to-end solution, complete with SIP Trunking, voice-to-email forwarding, call routing features and on-demand conferencing services. The upgrade also included installing new phones, including a receptionist phone and a conference phone.

RESULTS

"Our phones work now," says Deats. "And if I have a problem, it's easy to get help."

PRO's new solution allows Deats to easily customize certain features on her own, sparing her the time she used to spend navigating simple administrative functions and calling customer support. "It's easy to set up voicemail now for new employees," she says. "And I no longer have to worry about getting help to reset the system for time changes. Simple things like that are a breeze."

As the organization has grown, conference calls with board members have become increasingly important. In the past, PRO didn't have an easy solution to accommodate everyone. With their new conference phone, they can easily connect all parties remotely for board meetings, for example.

"We're getting more done," comments Deats. UC Cloud Voice has improved call routing, ensuring incoming callers are sent to the correct extensions, while voicemail-to-email forwarding makes it easy for staff to check messages out of the office. "I'm using the voicemail-to-email feature a lot now," says Deats. "If anything comes up over the weekend, I'm alerted. I can call in or listen to it through my email."

Deats likes only having all of their services rolled into one bill too. "Now I get one bill, which is easier to manage and is probably saving me money at the end of the day," she says.

"Electric Lightwave helped us consolidate our phone, data and Internet services to a single provider that we could rely on. They gave our organization a solution that simply works."

Phyllis Deats, CFO
PRO Youth & Families

CUSTOMER BENEFITS

- Lowered costs and simplified management by consolidating communications to a cloud-based solution over a reliable network
- Upgraded network performance to accommodate bandwidth demands and future growth
- Improved communication and downtime with reliable, high-quality IP phones
- Enhanced staff productivity with convenient call routing and voicemail-to-email forwarding
- Increased peace of mind with the personal attention and responsiveness of Electric Lightwave's customer service team

ABOUT ELECTRIC LIGHTWAVE™

Electric Lightwave™ serves as a trusted network infrastructure partner to enterprises of all sizes, government agencies and carriers throughout the western United States. The company combines dense metro and intercity fiber assets, enterprise-grade network solutions, including Ethernet, Wavelengths and IP, with a highly responsive and easy to do business with approach. Electric Lightwave offers a premium service experience to match its premium network infrastructure solutions.

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