Ooma® Enterprise

FreshTAP

CASE STUDY

How FreshTAP transformed its business communications system to deliver a consistent experience across entities.
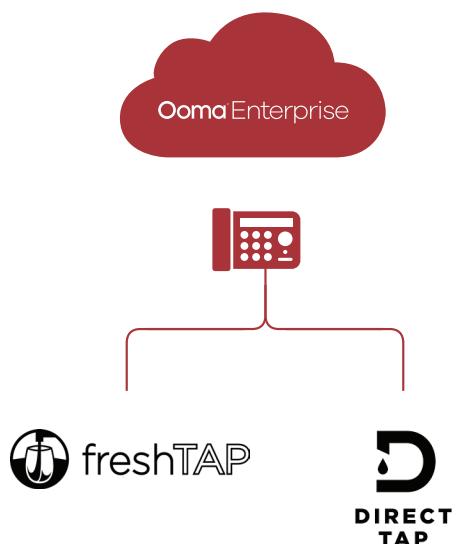
FreshTAP is a premium packaging company that provides wineries a cost-effective, hassle free and reliable way to join the expanding Wine-On-Tap market in stainless steel kegs, delivering fine wine to the customer in the most efficient way possible. FreshTAP's expansion into a new office space required a scalable, flexible and robust phone solution to grow with them; and the installation needed to be completed in less than one week.

Challenge #1

FreshTAP needed to find a telecom provider that could customize call flows for the multiple and distinct entities associated with FreshTAP.

The Solution

Ooma Enterprise set up a solution to associate each of FreshTAP's entity phone numbers with corresponding texts that identified which company the inbound call should be routed to.The texts are displayed on the LCD screen of FreshTap's phones so it's easy for employees to tell how to appropriately answer each call.

Challenge #2

Consistent coverage for the 40,000 square foot warehouse.

The Solution

Ooma Enterprise's knowledge of everything telecom includes best of breed telecom hardware and peripherals. "A recommendation of the Uniden EXP1240 SIP-DECT mobile phone for FreshTAP has proven to be very successful." The Uniden phone provides wide coverage in FreshTAP's warehouse with quality and reliable audio.

Another mobility feature ideal for FreshTAP is simul-ring. Desk phones and associated mobile devices can ring simultaneously; this ensures that staff who are away from their desk or out of the office can receive calls placed to their office number.

Rapid expansion requires specific technical design and implementation.

As companies like FreshTAP expand their staffing within their existing space and grow into remote locations and affiliate offices, additional staff and locations can be easily added onto Ooma Enterprise's telecom network.

- **Global Network POPs**
  High quality calls & local DIDs at any new office location.
- **Flexible, innovative design**
  A shared platform experience for all users, across offices, divisions, or even companies.

"We currently have two companies that are serving their own distinct client base. We have a team of 10 that have responsibilities overlapping multiple companies. Staff need to know which company is being called in order to answer the call under the appropriate banner. Ooma Enterprise provided us with a multi-tenant system that allows calls from both FreshTAP and DirectTAP customers to call into Ooma Enterprise's System. Team members see a pre-pended caller ID on the phone to identify which line has been called.

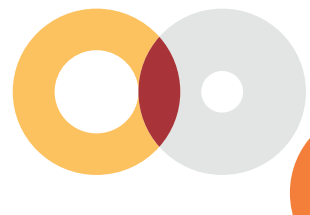**– Jordan Laker**

Controller FreshTAP

To serve customers with distinct scalability needs, the Ooma Enterprise telecom network spans beyond Canada and the USA with recent installations in Germany and the Netherlands. Ooma Enterprise supports services in over 100 countries, with a robust and reliable solution that can scale from 5 to 5,000+ users. With a global network, Ooma Enterprise can also integrate multi-branch and multinational companies onto one telecom solution; this creates a shared platform experience for all users. OOma Enterprise enables customers to customize their communications systems and integrated it into other SaaS solutions to streamline processes, enhance speed and accuracy, gain new business insights, and improve user and customer experience. Companies no longer need to use different telecommunications providers in different locations - they enjoy the benefits of substantial cost savings and a single point of contact with excellent personalized support.

The Ooma Network Architecture Difference

Public Internet

Curated Internet

MPLS

7 Global Data Centers

**Any device,
anywhere globally.**

**Calls and meetings connect
through the closest data center,
delivering the highest quality VoIP
over the shortest distances.**

Ooma serves diverse customers in a wide range of industries, including:

slack

TRACTION
on Demand

Optimizely

Zappos.com

Wendy's