



# Leading medical equipment distributor turns to AMS.NET for Cisco communications solution

## Customer Profile

Established in 1987, Pacific Medical, Inc., is the world's largest distributor of Arthrex Orthopedic products and the country's largest third-party insurance billing company. Based in Tracy, California, the company has approximately 300 employees and operates in seven Western states.



## Situation

In early 2007, Pacific Medical was pursuing a video communications solution to better connect its headquarters with its large and growing remote sales force. However, its existing, still-under-lease PBX solution couldn't support the company's goals and was increasingly expensive to maintain.

Pacific Medical decided to explore a VoIP solution that would satisfy its communication and collaboration needs immediately and down the road. After reviewing several vendors, the company decided on Livermore, California-headquartered AMS.NET for an advanced Cisco communications solution. The Cisco Gold Certified partner established in 1988 with additional offices in Livermore, Sacramento, and Visalia, California, employs approximately 100 people and has the expertise and experience Pacific Medical sought.

## Solution

AMS.NET began the five-month implementation in February 2007, satisfying Pacific Medical's request for multi-site video collaboration with Cisco Unified Communications Manager, an enterprise-class IP telephony call-processing system that provides traditional telephony features as well as advanced capabilities, including videoconferencing. In conjunction, AMS.NET added Cisco Unified Video Advantage that provides easy video telephony functionality to Pacific Medical's Cisco Unified IP phones.

Once realizing the benefits and potential of Cisco Unified Communications, Pacific Medical decided to leverage the power of its new VoIP platform to support the company's new Tracy, California, headquarters and its entire enterprise.

AMS.NET deployed Cisco Unity Connection, a feature-rich, integrated voice messaging platform that also provides comprehensive automated-attendant functions, including intelligent call routing and easily customizable call screen and message notification options.

To satisfy Pacific Medical's wireless needs, AMS.NET implemented an advanced Cisco wireless solution featuring Cisco Wireless LAN controllers that provide the control, scalability, security, and reliability to build and manage secure, enterprise wireless networks. To this, AMS.NET installed Cisco Unified Wireless IP

Phones that enables managers in Pacific Medical's affiliate medical warehousing facility to roam the floor while remaining connected and easily accessible.

A critical component in enabling the entire implementation was Cisco Capital Finance, which enabled Pacific Medical to roll the lease from its prior system and the financing for its new solution into a single monthly payment that was less expensive than the company was previously paying.

## Results

"Our new solution is benefiting us in numerous ways," says Patrick Day, Director, Information Technology, Pacific Medical, Inc. "Our support costs have dropped significantly and we are seeing an increase in employee efficiency and productivity. And we've had zero call-quality or downtime issues.

"We also now have a new level of scalability and flexibility. We've streamlined processes and can now quickly expand to new buildings within our campus and affordably collaborate with remote users across the street and worldwide. The corporate directory is a big advantage and moves, adds, and changes are handled easily.

"From an administrative perspective, the solution is leaps and bounds better than our prior system. Everything is centrally managed and maintained, and we have better system accountability, reporting, tracking, and billing."

Day says the AMS.NET-implemented Cisco solution continues to meet Pacific Medical's expectations.

"AMS.NET took the time to understand how we were going to be using the system five years down the road," Day says. "The entire solution will scale as we grow offering measurable ROI. We'll continue to partner with AMS.NET and Cisco as our business and needs evolve."

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