

## Ideacom Solutions Group Builds Profit and Customer Value After Expanding Internet Business Services with Interface

### Challenge

Orlando based Ideacom Solutions Group has a tradition as a provider of business communications systems, starting decades ago with the first hospital intercom systems and improving with the latest Internet based voice services. But keeping customers current with technology and growing a business require more than just waiting for the next best thing. So Ideacom Solutions Group principal Bob Giannone began searching for new products to help customers and boost sales.

EXECUTIVE SUMMARY
<p><b>IDEACOM, ORLANDO</b></p> <ul style="list-style-type: none"> <li>Industry: Communications Integrator and Services</li> <li>Years in Business: 53</li> <li>Number of Employees: 10</li> </ul>
<p><b>CHALLENGE</b></p> <ul style="list-style-type: none"> <li>Increase value to customers</li> <li>Boost sales and revenue per customer</li> </ul>
<p><b>SOLUTION</b></p> <ul style="list-style-type: none"> <li>Ideacom resells and supports Interface Secure Managed Cloud Services, which include: <ul style="list-style-type: none"> <li>Wide-area Network Management</li> <li>PCI Compliance</li> <li>PCI Vulnerability Scanning</li> <li>IP Alarm System Monitoring</li> <li>3G WAN Backup</li> </ul> </li> </ul>
<p><b>RESULTS</b></p> <ul style="list-style-type: none"> <li>Improved operations</li> <li>Increased customer, employee and data security</li> <li>Significant reductions in operating expenses</li> </ul>

### Solution

After conducting extensive research and ROI analysis, Ideacom Solutions Group became a Managed Service Channel Sales Partner of Internet based business services from Interface Security Systems (ISS). The ISS data and communications suite includes Wide-area Network Provisioning and Management, support for PCI Compliance, Network Vulnerability Scanning and IP Alarm System Monitoring. This first-to-market suite of cloud based applications and management is delivered via Interface Secure Managed Broadband, a wide-area network design featuring the advanced security services of the Cisco 881 Generation 2 Router and a redundant 3G WAN connection for failover and business continuity.

### Results

Ideacom Solutions Group's longtime customer, DiPasqua Enterprises, was a perfect fit for the suite of products provided by ISS. The DiPasqua Enterprise corporate office had been using Ideacom Solutions Groups SIP trunking product to replace their costly local lines and were looking for ways to realize similar cost savings in their 99 Subway Sandwich locations in Central Florida. By eliminating a significant number of analog lines, standardizing broadband and security services, delivering PCI compliance and standardization on the hardware deployment and security policies at each store to support these activities Ideacom Solutions Group was able to bring significant cost savings to DiPasqua Enterprises. The Interface Secure Managed Cloud Services® was a perfect fit. Giannone chose ISS to provide each store's broadband connection because ISS uses a standard Cisco 881 ISR with 3G backup to provide always-on connectivity for credit card transactions. In addition, ISS uses its managed broadband connection to improve burglar and panic alarm service with free installation of a new IP based alarm panel with GSM backup to guard against line cuts.

"Interface Secure Managed Cloud Services® improve store operations for DiPasqua," says Giannone, "and increase the security of customers, employees and data. It was a simple set of benefits to share with my customer for quick acceptance. Best of all, the conversation enabled me to provide multiple services in one package, while giving my customer the benefit of consolidated billing."

Going forward, Giannone remains in front of DiPasqua as the first line responder for service and support, creating ongoing value. "My customer relies on me more than ever," he says. "And my partnership with Interface gives me added resources to build and maintain customer loyalty."

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- **Bob Giannone, Ideacom Solutions Group**

### About Interface

Interface is the Leader In Secure Managed Cloud Services® and first to market with its unique service offerings, and customer cost saving value proposition. Interface has provided its unique technology offerings, intellectual property, reliable service delivery and dedication to customers for nearly two decades.

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