



Success Summary

Goodwill Industries



>>> A CSM White Paper

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Goodwill Giving a Hand Up, Not a Hand Out

Goodwill Manasota Industries is more than a thrift store; it is a network of 27 locations comprising retail, job training centers, life skills learning including English language, and a host of other programs designed to teach people how to support themselves.

When CSM was first contacted, there were 25 locations with a new super store opening in one month. Every location was independent, requiring many more trunks that would be necessary in a networked environment. Management of the aging Nortel systems was also cumbersome due to them being standalone and varying software levels. CSM designed and implemented:

Challenge:

Twenty seven locations all using different archaic communications systems spread out over a four county geographical area

Solution:

ShoreTel switches at each location to support IP and analog telephones and paging, connected over an MPLS network utilizing three PRI for trunks

Benefits:

Staff is now able to manage entire network from any location. By combining trunks into three PRI from the previous 25 locations, geographic redundancy was accomplished and over \$7,000 a month was saved on telecom costs.

- **A mix of ShoreGear switches installed at the locations taking into account variables such as amount of telephones, analog devices, local CO trunking, and other aspects.**
- **GrandStream SIP to analog converters for portable telephones at donation centers**
- **Consolidation of trunks into three PRI, distributed geographically**
- **Redundancy designed into the network with spare IP resources and distributed architecture**

After installation, Goodwill has been completely satisfied and gone on to recommend CSM to other Goodwill locations in the US.

“CSM made the project simple and straightforward. Their team approach and thoroughness make it a pleasure to work with them.”

Gray Videnka, Director of Project Management



Our business is changing lives.