

THE OFFICIAL PUBLICATION OF THE CHANNEL PARTNERS CONFERENCE & EXPO

Channel Partners

Vol. 5, Issue 1, MAR 2015 | \$15 US
channelpartnersonline.com

2015 CHANNEL PARTNERS 360° AWARDS
A SPECIAL ALL-DIGITAL, GREEN ISSUE



channel partners

360°

Business Value Awards
2015 Winner Showcase



ADVANCED TECHNOLOGY CONSULTING (ATC)

Advanced Technology Consulting (ATC) is an independent telecom agency and consulting firm that strives to remove the business complexities of researching, comparing, procuring, implementing and managing telecommunications and network solutions.

PRODUCTS & SERVICES PORTFOLIO

ATC offers professional consultation expertise packaged around cloud technologies (migration and services), voice and data networks, contract negotiation, expense management and business continuity. ATC models its practice and suite of services to help organizations — from the enterprise to the SMB — create business value from IT, cloud and telecom. With strategic technology decisions moving increasingly into the C-suite, ATC has become a trusted adviser and solution identifier for complex IT decisions.

COMPANY EXPERIENCE

ATC is a Technology Channel Association (TCA) board member; holds a seat on CompTIA's Technology Convergence Community Executive Council and is on the Cincinnati Bell Technology Solutions (CBTS) partner advisory board and the Masergy Communications advisory board. ATC also

was an inaugural member of the PHONE+ (now Channel Partners) advisory board.

COMPANY SUCCESS [CASE STUDY]

CUSTOMER/INDUSTRY: LAZ Parking/Parking Operator

CUSTOMER'S BUSINESS NEED: To replace legacy services established via an expiring telecom agreement

RECOMMENDED TECHNOLOGY SOLUTION:

Cellular optimization, a re-engineered MPLS network, POTS consolidation and broadband improvements/upgrades

RECOMMENDED SUPPLIERS: T-Mobile, CMG, Telnes Broadband, GTT and Granite

BUSINESS VALUE CREATED FOR THE CUSTOMER:

LAZ saved money after ATC reviewed the company's cellular use and determined that overusage and underusage were rampant and there was no bundling or shared data. A T-Mobile plan solved

WEB

www.4atc.com

CEO/PRESIDENT

Darren DeMartino and David Goodwin

YEAR ESTABLISHED

1999

that. ATC also got LAZ Parking connected to a Telnes MPLS network, which includes automatic failover and inherent redundancy. It's expected to save the business \$100,000 per year. Through a wireline audit, ATC found that many lines weren't being used. By moving LAZ to a single provider (Granite), the company gets all lines consolidated on one bill. ATC also helped enable machine-to-machine communications for LAZ, getting the new technology installed in parking lots and on parking meters.

- **PRODUCTIVITY GAIN:** 50% on MPLS network, 35% through cellular optimization
- **TIME TO ROI:** 6 months