



*“With a traditional phone system, it would have cost us a fortune to connect with each other. With Primus’ Hosted Phone System, we interconnect freely without constraints between our offices.”*

– Antonia Drake, Partner, elby



CASE STUDY: ELBY

## PROFESSIONAL RECRUITMENT FIRM SAVES THOUSANDS WITH ITS PRIMUS HOSTED PHONE SYSTEM

### Background

elby provides full service, contingency and retainer-based recruiting services – specializing in the placement of professional services candidates.

### Business Challenge

elby opened its doors in the fall of 2009 with two partners. They wanted a phone system that would offer flexibility and cost savings. Being ambitious business partners, they also wanted a solution that would grow with them.

*“When we first opened, we looked at multiple solutions including premise-based. We liked the diverse functionality, flexibility, scalability and control offered by Primus’ Hosted PBX. It was our first choice because it met all of our needs. We could move, add or change users as needed,”* says Antonia Drake, Partner.

### Solution

In 2009, elby was outfitted with four Linksys 962 phones and a Primus Hosted Phone System that gave them immediate access to a business-grade system with high-quality voice, and multiple business features including Auto Attendant. As business grew, they added six Polycom 550 phones. They now have 10 phones and counting.

The company’s Hosted Phone System runs over Primus’ managed, secure data network and takes away the responsibility of elby having to buy, lease or maintain an on-site phone system.

### Summary

**Region:** GTA, ON, CANADA

**Industry:** Recruitment

**Locations:** 3 (Burlington, Kitchener, Mississauga)

**Employees:** 12+

**Customers:** 100+ in GTA, Kitchener/ Waterloo areas

#### Solution:

- Hosted Phone System (HPBX) - 10 phones
- Rental Model
- Dry Copper Loop
- Analog Fax line
- DSL BizStarter

**Key Result:** Deploying Hosted PBX has allowed elby to access expertise, gain control and enjoy cost savings

Primus' Hosted PBX has played a key role in enabling elby's growth. By choosing a Hosted Phone System over a premise-based solution from the start, it has freed up the firm's capital, and it provides them with a predictable monthly operating expense.

## Key Results

The immediate scalability of Primus' Hosted Phone System allowed the company to easily and quickly grow from one office with two users to three offices with over ten users in just three years.

Another benefit of Hosted PBX is how it has connected elby's multiple locations on the same platform. This has allowed elby's clients to call any of their three locations without having to call a separate phone number or incur long distance charges.

Having a hosted phone system has given their staff the freedom to easily work from home or on-the-go. With features like *Find Me Follow Me*, employees never miss an important call.

## Deploying A Primus Hosted PBX Has Allowed elby To Access Expertise & Enjoy Cost Savings

### Expertise

Antonia says the time that her Primus Account Executive took to understand the operations of her business was invaluable.

*"I really appreciate that we have a dedicated Account Executive who took the time to understand our business needs from the start, and has made suggestions that were beneficial and cost effective for us along the way. His expert advice puts my mind at ease on how we could make our hosted phone system adjust to our needs as the company continues to grow."*

### Control

*"The fact that (Hosted PBX) is delivered as a low-cost monthly service, that we don't have to manage, is a huge benefit for a busy small business like ours,"* concludes Antonia.

### Cost Savings

*"We found cloud-based was the way to go. There was no upfront investment, we know our operating cost, and we are able to add staff without having to overhaul our phone system,"* says Antonia.

When asked about the savings on long distance, Antonia says it's difficult to measure (as they implemented Hosted PBX from the start), but she estimates it to be *"in the tens of thousands."*

#### About Primus Business Services

Primus Business Services is a national leader in advanced communication solutions, providing a comprehensive portfolio of voice and access solutions. Over 60,000 Canadian Businesses rely on Primus' industry leading service and support commitment that delivers reliability, security and compliance. When you partner with Primus, you get access to a dedicated Account Representative and team of experts who will collaborate with you on your business requirements. Learn more at [primusbusiness.ca](http://primusbusiness.ca)

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