





ROBINS & MORTON

Industry Focus: Construction

Employees: 500

Location(s): 12

PAETEC Solution:

-  Business Intelligence
-  Financing
-  Communications
-  Security

Web Site: www.robinsmorton.com



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Carol Copeland
Director of Information Technology
 Robins & Morton

PAETEC Builds Personalized Solution for Construction Company

About Robins & Morton

Robins & Morton is a general contractor specializing in complex healthcare, commercial, education, and industrial projects. Founded in 1946, the company has completed more than 1,000 projects in 30 states, serving clients from division offices in Birmingham, Orlando, Dallas, Nashville, Huntsville, Charlotte, and Raleigh-Durham. Robins & Morton has consistently ranked among the top six companies – including six number one rankings – on Modern Healthcare magazine’s list of Top Contractors since the inception of the list in 1988.

The Challenge

Through a number of mergers and acquisitions, Robins & Morton saw its communications provider change multiple times. Although it has 12 different locations and 500 employees, according to its previous vendor’s standards, Robins & Morton was too small to warrant having its own account representative. As a result, Robins & Morton was forced to go through a call center whenever it needed assistance with its communications services.

"I need someone who can help me make educated choices, and that's what I have with PAETEC."

Carol Copeland

Director of Information Technology

Robins & Morton

"My thought process was that if I knew as much as I needed to know about telephony to make my own independent decisions, I'd be working in that industry," said Carol Copeland, director of IT at Robins & Morton. "I needed someone who would take the time to learn my business and help me make educated choices about the services that we needed. Anybody can write up an order for another line or give you more bandwidth, but do they know if that's really what you need, if that's really what's best for your business?"

"My main focus was trying to find someone who could give us good, personalized service – someone who could learn my business and help me make educated decisions – instead of just going to some call center with somebody who doesn't know my business and really doesn't know how to do anything but place an order," added Copeland.

The Solution

When searching for its communications provider, Robins & Morton employed its hardware vendor as an advisor. Together, the companies sent out requests for proposals to four different providers, including PAETEC. Based on the specifications outlined by Robins & Morton in its request for proposal, PAETEC was able to put together a solution that both satisfied Robins & Morton's needs and was priced much more affordably than the solutions proposed by two of the other vendors, while the fourth failed to submit a proposal.

PAETEC appeared to be the right fit for Robins & Morton. "PAETEC offered really competitive pricing," remarked Copeland. "Additionally, from the phone calls that I had made to PAETEC's references, the company clearly had a great reputation. The vendor that we used was very impressed with PAETEC as well, so much so that they've since become a PAETEC partner."

"One of the largest driving factors in our decision to go with PAETEC was the local representation it offered," added Copeland. "Based on everything we saw, we felt like it was a no brainer. It turned out after the fact that going with PAETEC was a really good decision – we've had no complaints."

Once Robins & Morton made the decision to go with PAETEC, its dedicated PAETEC account team sprung into action. "Our PAETEC rep was great," said Copeland. "She asked a lot of questions to ensure that we didn't let anything slip through the cracks and that we didn't have any problems with the cutover. They made the entire process as painless as possible. They showed great attention to detail and it was actually smoother than I had anticipated when we did move everything over."

PAETEC BUILDS PERSONALIZED SOLUTION FOR CONSTRUCTION COMPANY

“They are responsive, they truly care about you and your business, they are reliable – not to mention the fact that they’re price competitive – I just can’t say enough good things about PAETEC.”

Carol Copeland

*Director of Information Technology
Robins & Morton*

Robins & Morton’s initial PAETEC solution consisted of T-1 lines into PAETEC’s MPLS network to support the company’s voice and data traffic, as well as PAETEC’s Network Firewall service. Three years later, when Robins & Morton’s initial PAETEC contract was set to expire, Copeland’s management team instructed her to find a vendor that could cut costs without compromising service. PAETEC originally proposed moving to dynamic technology, which would ultimately result in a 20% cost reduction for Robins & Morton – however another provider was offering a competitive rate for the same service.

Rather than get into a bidding war with other providers, PAETEC took the time to review what Robins & Morton’s needs would be for the next three years. PAETEC discovered that Robins & Morton wanted to move to SIP technology and install Cisco IP phone systems at two of its offices, and also that it had one employee allocated to tracking cell phone usage for over 200 of the company’s employees.

The Benefit

By creating a personalized solution for Robins & Morton consisting of PAETEC’s Dynamic IP SIP Trunking and Network Firewall services, its Equipment for Services (EFS) financing program, and PINNACLE Online software, PAETEC was able to satisfy all of Robins & Morton’s communications needs while still creating a cost reduction for the company.

EFS is a profit-sharing mechanism that allowed Robins & Morton to use a portion of the money it spent on its PAETEC



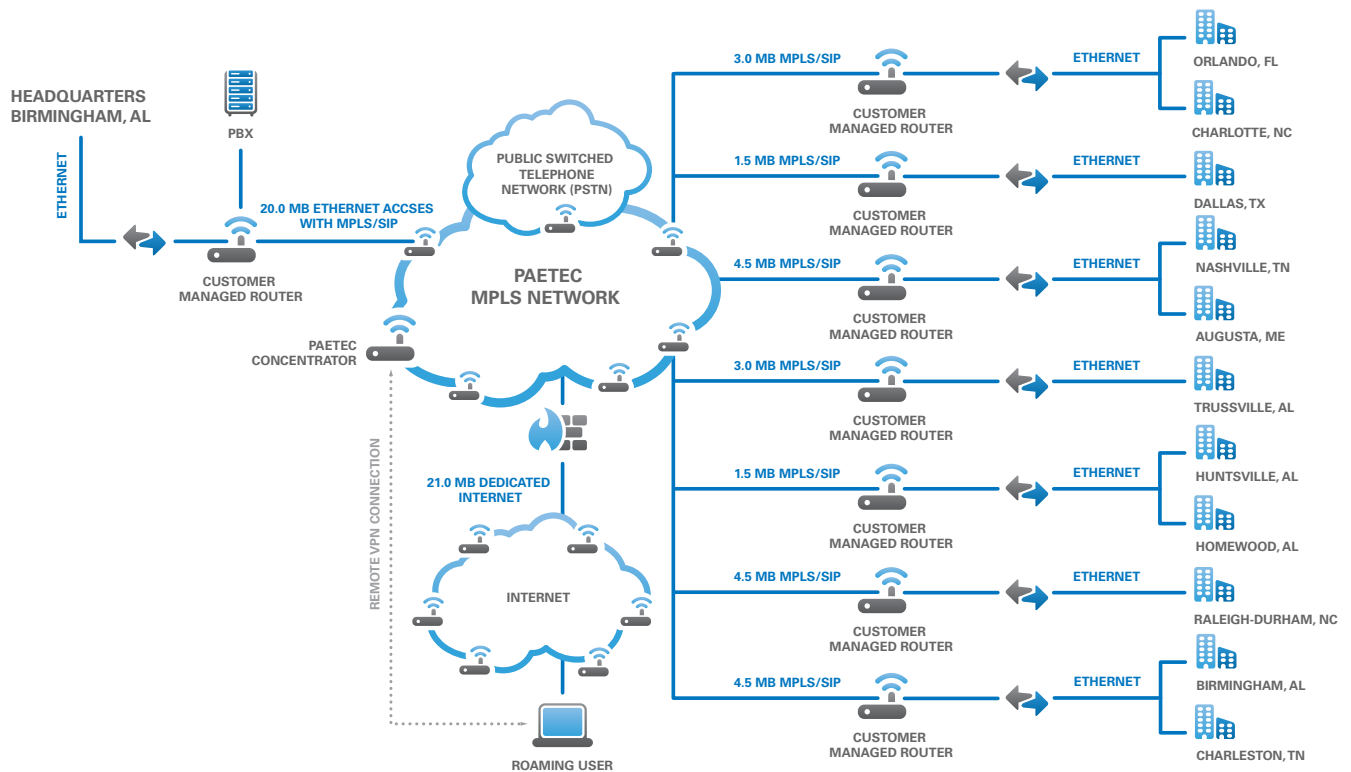
Carol Copeland

*Director of Information Technology
Robins & Morton*

services to subsidize the purchase of its new Cisco IP phone systems. “With the savings we have realized since moving to SIP Trunking, we were able to fund the purchase of new IP phone systems for two of our offices by using EFS,” commented Copeland. “We now have IP systems in all of our corporate offices, which enables us to utilize four-digit dialing from office to office.”

With PINNACLE Online, Robins & Morton no longer needs personnel dedicated to tracking its employees’ cell phone usage. PINNACLE Online now provides Robins & Morton with a unified view of its landline and mobile services to help the company proactively reduce expenses.

PAETEC BUILDS PERSONALIZED SOLUTION FOR CONSTRUCTION COMPANY



Additionally, because it's a Software as a Service (SaaS) solution, PINNACLE Online was easy for Robins & Morton to leverage and deploy – there was no software to install, and no additional hardware to purchase or configure.

Of course, in addition to all the beneficial services PAETEC now provides Robins & Morton, it also provides the company with the customer service it truly desired.

“The service we receive from PAETEC is so much better than what we have had in the past,” said Copeland. “It’s truly night and day. PAETEC is so much more responsive and – I can’t stress this enough – they provide local representation – people who know me, people who know my business, and people I can depend on.”

Solution Personalized for Robins & Morton:

-  **Business Intelligence Solutions**
 - PINNACLE Online
-  **Communications Solutions**
 - Dynamic IP SIP Trunking
-  **Financing Solutions**
 - Equipment for Services
-  **Security Solutions**
 - Network Firewall

About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications for business-class customers across the United States. We offer a comprehensive suite of data, voice, and IP services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

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