



# Facing the Pandemic, Reimagining Collaboration

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## **ConRes & Cisco Transform Collaboration at Life Sciences Company**

BrandTech® Scientific, a laboratory equipment and life science products provider with personnel distributed across the U.S. and Canada, had a vision of enhanced collaboration amongst employees and with customers and partners. Though they were planning to upgrade from the inefficiencies of a legacy private branch exchange (PBX) system, the project timeline and use case expanded because COVID-19 hit. That's when ConRes and Cisco combined forces to expedite cloud-based solutions for internal communications, meetings and events and improved customer experience.



## Success Story at a Glance

### Problem:

- No centralized calling system
- Lacked internal communications tools
- Needed a hosted meeting and shared document workspace

### Solution:

- Replaced PBX with a collaboration suite for calling and created DID numbers
- Implemented Teams for internal communications, scheduling and information sharing
- Installed Webex for new meeting and presentation platform



## The Value of the ConRes Partnership

The limitations of BrandTech's legacy PBX and their lack of internal messaging tools, centralized call management or automated call routing became amplified the minute COVID-19 hit and their in-house teams moved remote. These challenges severely limited all traditional, onsite modes of working – meetings, events and normal customer service call routing. BrandTech's IT team had a steep mountain to climb—and fast.

ConRes equipped BrandTech with practical solutions on an urgent timeline in the form of the Cisco Collaboration Suite, including Webex Teams and Meetings, to address immediate remote collaboration needs and a centralized, cloud-based call system to automate routing, and transfers and increase visibility and control over calls. This new centralized call system also included the use of Direct Inward Dialing (DID) numbers, ensuring valuable customer calls were handled with care.

The result? A reimagined collaboration and communication experience.



**Increased business continuity**



**Greater collaboration efficiency**



**Improved customer experience**

*“Within 20 minutes of being deployed to users, Teams was getting filled with constant communication. It was a really stark and pronounced answering of a need that people had at that moment.”*

**Director of Digital Business Strategy & IT**

## Immediate Relief with Cisco Collaboration Suite

BrandTech didn't just stop at enhancing collaboration for its workforce—they also used Cisco technology to reimagine a future-forward customer experience. No longer able to demo new products on-site, they built a media production room and leveraged Cisco Webex Events to host product demonstrations. Arming their team with video solutions to deliver virtual meetings, events and product demos prepared BrandTech for a seamless customer experience, regardless of when and where meetings take place.

Together with ConRes, BrandTech will continue to yield value from Cisco Collaboration Suite, including finding ways to leverage the technologies across marketing and customer services as well as integrating text message capabilities into the call system.



## About ConRes

As a private, Women-Owned IT solutions provider, we are uniquely positioned to help companies design, procure, implement and support custom solutions. Backed by over 55 years of customer dedication, our approach is simple: We have great people who are highly skilled at what they do and find ways to help our customers achieve business goals.

