

CUSTOMER STORY: **DEWITT LAW**

Providing an Entrepreneurial Attorney with Critical Business Expansion Tools

“Apptix has been key to our strategy of outsourcing our IT requirements. By using hosted solutions, we have been able to expand our business into new markets without an increased load on our IT support. Apptix is cost-effective and reliable, and I look forward to many more years of its service.”

Greg DeWitt

Managing Partner & Owner, DeWitt Law, PLLC

Customer Profile

DeWitt Law, PLLC

Web Address

- www.dewitt-law.com

Industry

- Legal

Apptix Products

- Apptix Voice
- Apptix hosted Exchange
- Mobile email
- Desktop Fax

Results

- Tremendous cost savings
- Better communications between offices
- Enables affiliate offices and remote employees
- Supports the growth of new businesses
- Hands-off management and administration

Summary

DeWitt Law, PLLC—a small law firm based in Research Triangle, North Carolina—focuses on civil, business, real estate, and construction law and litigation. Managing partner and owner Greg DeWitt leads his seven-person company with the pride and professionalism of any reputable attorney. But in his heart, he considers himself more of an entrepreneur than a lawyer. Always looking for ways to streamline efficiencies to create more time in the day for new business ventures, Greg—with a six-year background in IT—knows that technology improvements can be the ticket to business opportunities and fiscal freedom.

The Trial: DeWitt’s Business Challenges

#1: Support the Growth of New Businesses.

With an eye towards growth, Greg DeWitt clearly understood that the legal business model had its limitations. Other industries—such as property management and real estate—had fiscal opportunities that appealed to Greg, and he wanted to build upon his established business triumphs to explore other professional opportunities. To do so successfully, IT was going to play a key role—and one area he wanted to explore was Voice over IP (VoIP). He had used a previous VoIP provider (Vonage) several years prior, but had stopped because of poor business quality. He wondered if VoIP quality had improved since his earlier experience, and if so, which market players might be a fit for DeWitt Law—as well as his series of emerging businesses.

#2: Enable Affiliate Offices & Remote Employees.

DeWitt Law operated a branch office in another North Carolina town, yet employees at the two sites could not forward or transfer calls. This lack of connectivity caused a real issue with customer service satisfaction, and it made the company seem much smaller than it desired. Greg sought to change this perception by adding the ability to easily transfer customer calls between branches, minimizing voice capability headaches for both clients and employees.

Enter Exhibit A: Apptix Hosted Solutions

DeWitt Law was already using Apptix’s hosted Microsoft Exchange for business email, as well as Desktop Fax, when it decided to add Apptix Voice into the mix. The combination of hosted VoIP and hosted Exchange gives DeWitt a cost-effective, reliable, robust email system and a flexible, location-to-location phone system that is always available—whenever customers call, regardless of employee location.

Adding Apptix hosted VoIP to his IT environment, Greg found himself to be more than satisfied with Apptix's suite of hosted solutions:

*"I want to run a business,
not be responsible for
technical support."*

*-Greg DeWitt,
DeWitt Law PLLC*

- **Unify the company's remote offices.** With hosted Exchange, DeWitt employees easily make use of the group calendaring function, in addition to keeping contacts in—and accessing contacts from—one centralized location. In terms of hosted VoIP, the firm loves the capability of the dual phone system. Greg finds that placing one phone at his HQ desk and one in his home office—then setting both to ring simultaneously—is the perfect solution to his remote work habits. Perhaps the most beneficial feature is the auto attendant, which answers and routes inbound calls. Since using the auto attendant, many DeWitt customers have been under the impression that the company has grown in size.
- **Enable new business growth.** Thanks to Apptix Voice, Greg could finally support—in a technical capacity—the new businesses he had long sought to establish. As complimentary businesses, Greg launched Helios Southern Energy Corporation (energy and utilities) and the Red Door Company (property management). Each new company has added two phone lines to DeWitt's roster of VoIP numbers, scaling the businesses and minimizing headache and the added expense of establishing PBX-based landlines.
- **Provide ease of use.** All of DeWitt's businesses have found Apptix Voice to be extremely easy to use. In the migration process for DeWitt Law, the only problems were in dealing with customer service issues stemming from the previous phone company. According to Greg, hosted VoIP service is surprisingly simple and installation yielded few glitches. His three companies just needed to plug in the phone, set up an edge router, and everything was ready to go.
- **Deliver superior customer service.** Apptix strives for solid customer service, and DeWitt's experience is consistent with this goal. In fact, when his hosted VoIP solution was installed, and he experienced a few minor glitches, everything was swiftly and easily corrected thanks to Apptix's excellent customer service team. Greg mused how he unfailingly receives first-rate service from Apptix, stating that, "Apptix folks are actually competent compared to previous technology providers who have disappointed. In the Apptix ecosystem, they really 'know their stuff' and are remarkably proficient at what they do."

The Verdict? Cost Savings & Tremendous Results

Apptix hosted solutions provide Greg's businesses with many tangible results. First, they experience a major cost savings from using Apptix hosted products. The addition of the VoIP auto attendant prevents Greg from needing to hire a receptionist to answer calls, an annual savings of at least \$25,000.

But Greg DeWitt's greatest result is the peace of mind Apptix hosted services affords. As an entrepreneur, Greg's operating philosophy is to move as much technology as possible off his plate. "I want to run a business, not be responsible for tech support," said Greg. For Greg DeWitt, Apptix hosted communications services have improved his ability to be the full-time entrepreneur of his dreams—and a successful and thriving one at that.

About Apptix

Apptix (OSE: APP) is the industry-leading provider of hosted email, voice, and collaboration services for small and medium-sized businesses, serving nearly 200,000 Exchange business users worldwide. Apptix offers hosted Microsoft Exchange, hosted VoIP, hosted Microsoft SharePoint, mobile messaging, and compliance and archiving, both directly and through its MailStreet subsidiary. Apptix provides the reliability and scalability of big business communications solutions at a small business price, freeing IT staff to focus on improving and innovating within their companies. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. The company is headquartered in Herndon, Virginia. For more information, visit www.apptix.com.

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