

# Personal Care Manufacturer Brings Fresh Perspective to IP Telephony Needs

## CASE STUDY

Apollo Health and Beauty Care future-proofs their communication platform with the NVT Phybridge switch innovation.

### Executive Summary

Fitzgerald Auto Malls  
Industry: Distributed Enterprise  
Location: Toronto, Ontario  
Number of Employees: >100

#### CHALLENGE

- Limited funds to improve current infrastructure.
- Wanted a modern phone system
- Requirement to stay within budget.

#### SOLUTION

- Long Reach PoE Ethernet Switches

#### RESULTS

- Leveraging existing infrastructure eliminated all disruptions and risks.
- Secure network with a separate physical path for voice.
- Easy non-disruptive deployment.

#### PRODUCT LIST

NVT Phybridge Switch Series

Apollo Health and Beauty Care develops and manufactures personal care products. With market penetration growing in the Americas, Mexico, Europe, and Asia, plans for a new head office facility are underway. While employees wait for the new building to open, they struggle to meet customer demands using an outdated, legacy IP system.

### Challenge

Management recognized this was an issue, but didn't see value in allocating large funds to improve the current infrastructure. Apollo needed an easy-to-deploy solution that wouldn't cost a lot of money or take much time to implement. They wanted to keep disruption to a minimum as they looked to migrate their 100+ users to an IP Telephony solution.

Apollo Health & Beauty Care was looking to modernize their communication platform to IP Telephony and Unified Communications. They wanted a complete end-to-end solution inclusive of an infrastructure strategy that would address their challenges. With the help of their value-added reseller (VAR), Williams Telecommunications Corporation, Apollo was introduced to the NVT Phybridge network switch.

### Solution

The NVT Phybridge solution eliminated costly infrastructure changes by creating VoIP and Power over Ethernet capabilities using the facility's current voice infrastructure backbone. NVT Phybridge simplified Apollo's migration to a new switch by separating the voice and data paths, ensuring high-quality voice communications regardless of their data network loads.

"NVT Phybridge was able to bridge the gap for our client and improve their communications now, rather than in the future", says Mike Jaycocks of Williams Telecommunications Corp.

### Results

Apollo was extremely happy with the deployment and speed in which they were able to remove a legacy system and deploy the latest in IP PBX technology over their current infrastructure. "There truly is no better way to implement (this) solution or any other IP PBX," says Jaycocks.

Apollo's experience is a testament to NVT Phybridge's belief that IP improvements do not necessarily require voice and data to be layered on the same network, nor do you need to incur costly cabling upgrades.

A 'plug and play' deployment strategy, combined with leveraging an existing reliable infrastructure, allowed Apollo Health and Beauty Products to confidently install a NVT Phybridge switch and quickly migrate to IP telephony, while minimizing network and business disruption.

Apollo describes their deployment experience as "easy, clean and confident". Adds Jaycocks, "The ease of deployment coupled with the (network's) stability and simplicity makes the NVT Phybridge switch, a product we will utilize to create the best overall experience for our clients."

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At NVT Phybridge, we believe that technology should enable business with simplicity – not burden it with complexity. The ability to leverage a proven-reliable existing asset (current voice infrastructure) ensures a successful experience every time.

By upgrading their communications system quickly and easily, NVT Phybridge increased Apollo’s return on investment, enabling them to continue to serve their customers well and redirect funds to applications and training of users.

Mike Jaycocks  
Account Executive  
Williams Telecommunication Corporation