

# From Old to Cloud Gold: Ultra Tool & Manufacturing Ratchets Up an Outdated Communications System

## CUSTOMER PROFILE

Industry: Manufacturing

Year Founded: 1969

Headquartered In: Germantown, WI

Number of Employees: 125 Distributed and In-Office Team Members

Website: <https://www.ultratoolmfg.com/>

## GOALS



**Simplify maintenance and administration** of the communication system, making it less costly and easier to manage and troubleshoot.



**Provide updated and reliable communication methods** suitable for on-site and remote team members.



**Enhance communication and productivity** by providing additional collaboration methods that complement existing tools, such as Microsoft Teams.



**Streamline the entire migration process**, including ongoing post-implementation assistance, by partnering with a communication consultant that can offer comprehensive guidance and support.



## BEFORE THE CLOUD

What do you do when an aging ShoreTel system throws a wrench in your organization's communication strategy? For industry innovators Ultra Tool & Manufacturing, the commitment to investing in the latest manufacturing technology keeps them on the cutting edge of their industry. So much so that they were awarded the PMA for Excellence in Manufacturing. But, with a legacy on-prem phone system in their production facility, it was clear the time had come to extend that same mindset to their communications solution.

## DRIVERS FOR CHANGE

Joe Kletch, Ultra's IT and network consultant of nineteen years, struggled to source needed hardware and find qualified technicians to deal with the current on-prem system; it had become a time-consuming, frustrating challenge to maintain. Besides that, with part of the team working from home Ultra needed a solution that provided connectivity and mobility, accommodating the entire staff no matter where they were. And although Ultra employees had been using Microsoft Teams, in Joe's mind, their telephony packages were never an option; he knew it was time to recommend Ultra move to a cloud communication platform.

*"There was no reason to evaluate other partners. We have a good relationship with CTPros, and we trusted them to guide us through the prem to cloud conversion. We plan on taking advantage of their post-implementation support, too."*

*Joe Kletch, IT Networking Consultant, Ultra Tool & Manufacturing*

## THE ACTION PLAN

Joe connected with Ultra's long-standing communications partner, Converged Technology Professionals, for guidance on the move. CTPros Enterprise Consultant and Solution Architect teams did a thorough needs assessment, presented a comprehensive executive summary with pricing and features, then scheduled customized vendor demos of the recommended platforms for Ultra to compare. Because of its user-intuitive functionality and affordable pricing, Ultra's management team chose 8x8.

With a new vendor in place, the next phase of Ultra's journey began. CTPros Technical Account Management (TAM) team mapped out a plan of action for the migration timeline, holding weekly review meetings with Ultra so they were in the loop every step of the way. The TAM team also provided customized training before the go-live date so all users could readily adopt the new system once it was in place. As only one of three partners nationwide certified to perform migrations on a client's behalf, CTPros executed the implementation on migration day. Joe appreciated all the assistance saying, "One of the most helpful parts of the entire process was having CTPros handle all the details for us while working with a large vendor. I didn't have any contact with 8x8 aside from the initial sales process."



## THE RESULTS

With the new cloud solution, Ultra Tool & Manufacturing has stepped every aspect of the business into modern technology. The company has realized many advantages with the change. Without the burden of dedicated real estate to house hardware and Joe not having to spend time trying to figure out the maintenance and repair of the legacy platform, cost savings have been a benefit. In addition, it's increased his productivity, freeing him up to spend time on other IT initiatives.

And the new system is also performing well for the rest of the staff, whether they work on or off-site. Employees give it a thumbs up and are particularly fond of SMS texting since many team members on the manufacturing floor prefer to use something other than email or voice. With the old legacy phone system, managers gave out their personal numbers to keep in touch. Now, management can supply an 8x8 work number and still use their own device to take calls and texts through the app, so everyone can stay connected easily from anywhere with an internet connection while using their preferred method of contact.

"Using CT Pros for our new phone system made our transition very seamless. They provided customized training to assist individuals with the new software and technology. I highly recommend using CT Pros."

*Mary Pasbrig, HR Manager, Ultra Tool & Manufacturing*

## ROADMAP AHEAD

Today, Ultra is poised to continue tooling up the best experience for both its customers and employees. But it doesn't stop there. Joe noted that he plans on investing in a post-implementation support package with CTPros. He likes that this type of aid lessens the IT footprint by leveraging CTPros expertise to navigate the waters of Ultra's cloud communication needs post-go-live. When Ultra needs assistance, CTPros will be there every step of the way.



**CUSTOMER FEEDBACK**