

Maxim Truck and Trailer

Hosted PBX Case Study



Overview

Maxim Truck and Trailer is a national truck dealership with 21 locations across Canada. Comprised of six divisions including International Trucks, Trailers, Rentals and Leasing, Truck Collision and Recycling, Maxim Truck and Trailer provides quality new and used trucks/trailers and related services to users of transportation equipment. Maxim Truck and Trailer also outsources to external retail locations providing onsite services such as inventory management and truck services.

Maxim Truck and Trailer has 500 employees, 50 per cent of who are based in the Winnipeg headquarters and the remainder are located across Canada including Brandon, Regina, Saskatoon, Prince Albert, Edmonton, Calgary, Vancouver, Montreal, Mississauga and Anjou.

Maxim has been a customer of Primus Canada since 2002.

Situation and Technology Challenges

In 2009, Maxim Truck and Trailer required a new phone system that would seamlessly connect their geographically diverse locations as well as eliminate the numerous dropped calls they were experiencing with their current Centrex system. Other issues they faced in the past included long delays to upgrade their phone system with new features and the ability to add additional phone lines inexpensively. "It took us 2 years to receive a software upgrade on our old system, and that's just too long" said Alan Sealey, Director of Information Systems, Maxim Truck and Trailer. "Another challenge was managing the upgrades and taking care of the phone system on a day to day basis. We don't have the same resources in every location."

Maxim set aside \$30,000 to purchase a standard PBX phone system however, concerns with cost effective connectivity to handle increased phone traffic in their area along with their other issues made them seek out a better alternative.

Solution

With Hosted PBX, Maxim Truck and Trailer was able to eliminate the upfront capital expense and provide a managed phone system for their employees and customers. In addition to Primus' secure telecommunications and data services for their offices across the country, they now had a unified communication solution and one point of contact for their customer service. "The service and support has been outstanding" said Sealey, "updates and upgrades are managed by Primus staff which gives me more time to focus on our core business."

With Centrex, Maxim Truck and Trailer always needed to plan ahead and budget for additional phones, lines and ports. Hosted PBX eliminated this expense by providing an infinitely scalable phone system. "When we added HPBX to our Winnipeg location it was plug and go" Sealey said, "the ease of installation is a major improvement over our last phone system."

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Hosted PBX is managed through Primus' redundant and ultra secure Internet Data Centres, this ensures instant system upgrades, 24 x 7 technical support & feature rich options. Even with power disruption to your office, calls still make it through and business is never stalled. For Maxim, Hosted PBX combines traditional phone features with advanced capabilities to make them more productive. Primus tailored the system to meet their specific requirements and according to Sealey, offered "the same managed interface for all of our locations which was extremely efficient for our operations."

With help from Primus Canada, Maxim Truck and Trailer is dynamically connecting their employees across Canada with the advanced capabilities of Hosted PBX.

Services end-to-end.

1.888.502.8380

www.primuspbs.ca

