About Avatar Insurance

Avatar Insurance has over 6 million dollars in premiums throughout Florida. They have been protecting people's assets since 2008. The company has over 30 employees located in three locations.

The Challenge

The company needed a VoIP product that would help connect employees located in Tampa, India and Panama. Avatar was looking for a hardware based solution to implement.

The Solution

After extensive research, Avatar implemented the all-in-one NetVanta® 7100 product to provide voice, data and fax capability to employees. They also purchased the NetVanta 4305 and 1335 for overseas locations.

The Benefit

The NetVanta 7100 allows the various offices to be easily connected through the phone and save on phone bills. Other features that have increased productivity include the fax functionality and Find-Me/Follow-Me. Avatar has also found the call queuing to be an important feature in the case of natural disasters.

Avatar Insurance Increases Productivity and Saves Money by Implementing NetVanta 7100

Avatar Insurance has been providing homeowner, condominium and flood insurance to over 6,000 customers throughout Florida since 2008. The company has 20 employees working in the Tampa office with another 10 employees working remotely. Additionally, Avatar Insurance has an office in India that is responsible for the software needs of the company and another remote office in Panama.

Needing to Connect Multiple Locations

When starting Avatar, John Adhia, President of Avatar Property and Casualty, said that they were looking for a Voice over IP (VoIP) solution that would seamlessly connect the multiple locations. After comparing multiple products, Avatar settled on the NetVanta 7100 for their Tampa office. The company also purchased the NetVanta 1335 for the India office and another NetVanta 1335 in Panama, and ADTRAN phones for all of their offices.

One of the biggest selling points for Avatar was that the ADTRAN® solution was hardware-based instead of software-based. Avatar was also impressed with the five-year warranty and maintenance plan offered on their products. "ADTRAN has a very strong reputation for reliability," said Adhia.

"The NetVanta 7100 is a great investment for medium size companies like us. With 3-4 offices, it's been a great hardware based solution that is reliable and cost effective."

**John Adhia,
President of Avatar Property and Casualty**

The NetVanta 7100 is an all-in-one solution providing multiple data and voice functions into a single and affordable platform. The IP Communication Platform includes a router, 24 port Power over Ethernet (PoE) switch, firewall, Virtual Private Network (VPN), Wireless LAN controller, SIP Gateway and business-class phone system with integrated voice mail and multi-level automated attendant.

Installation went smoothly, and all Avatar Insurance locations were up and running within two days. "Because it is a single unit, the installation was very cost efficient and much easier to setup than other units," said Adhia. By enabling converged voice and data to the desktop the NetVanta 7100 system eliminated excess cabling. "Each employee's desk has

one cable going into it which reduced initial cabling fees for the office as well as ongoing maintenance and troubleshooting," said Adhia. Its design also prevents interoperability issues associated with traditional multi-box VoIP implementations.

Using Features to Increase Productivity

The easy-to-use web-based interface allows the company to perform maintenance tasks and updates from a web-browser. Each employee also has their own personal phone manager that allows them to update their phone options from any location in the world. "It is very efficient and easy to make changes, such as adding a new phone number. Even a non-technical person can make the day-to-day changes to the system," said Adhia. Upgrading the software, which Avatar does about once a year, is quick and simple to do.

The interconnectivity between the locations was an immediate boost to productivity between the offices. Employees can now call their co-workers located overseas by dialing a simple three digit extension. "It feels like the other offices are right next door now," said Adhia. Because of using the VoIP technology, Avatar sees significant cost savings with overseas phone bills. "The phone bills would have been exorbitant otherwise," said Adhia. Because the integrated PoE switch functionality eliminates the need for an external power source for phones and wireless access points, the product provides an even greater ROI for Avatar.

Another important feature that will allow Avatar to successfully meet the needs of their customers during a disaster, such as a hurricane, is the call queuing. Call queuing will allow the employees to more efficiently handle the hundreds of claim calls that will come in following a hurricane or other disasters.

A favorite feature of the NetVanta 7100 with employees is the Find-Me/Follow-Me Feature. This allows employees to forward their voice-mail to multiple extensions, including a cell phone to allow themselves to be connected to their clients at all times. "Our sales staff loves

this feature as it allows them a higher customer touch rate regardless of whether they are at their desk, or in their car," Adhia pointed out.

Another feature that allows employees to respond quickly to a customer is the functionality to send voicemail messages through email. A .WAV file containing the voicemail is emailed to the employee, and they can listen to the message anywhere they have connectivity, including their smart phone.

Receiving Excellent Support and Involvement in Development Process

Avatar is currently opening a disaster recovery office in New York to take over operations during a disaster. Because of their exceptionally positive experience with both the NetVanta 7100 and ADTRAN, Avatar is purchasing a NetVanta 7100 for the new location. This will allow seamless connectivity for customers and remote offices when power is lost in the Tampa office.

Since Avatar was an early adopter of the NetVanta 7100, the company has been very involved in the ADTRAN development process, and ADTRAN has solicited feedback for enhancements. "ADTRAN has really listened to our feedback through the years and incorporated a lot of our suggestions into the product. We have really been impressed with the upgrades ADTRAN has made with the NetVanta 7100," said Adhia.

"The NetVanta 7100 is a great investment for medium size companies like us. With 3-4 offices, it's been a great hardware-based solution that is reliable and cost effective," said Adhia.