



## About Trav-Ad Signs & Electric, Inc.

Trav-Ad Signs & Electric, Inc has been providing visual communications and related electricity to the Huntsville, Alabama area for the past 30 years.

## The Challenge

The company's current phone system was outdated and did not have voice-mail capabilities. Trav-Ad was looking for a budget friendly communication solution that would allow them to more efficiently serve their customers.

## The Solution

After moving to their new location, Trav-Ad deployed the NetVanta® 7100 to provide a comprehensive business class phone system and wireless connectivity.

## The Benefit

A complete IT systems that is easy to manage and provides business enhancing productivity. Customers can now leave voicemail messages for the staff which increases service and efficiency. In addition, the wireless access provides reliable connectivity for employees and visitors.

# NetVanta 7100 Provides Increased Customer Service and Efficiency for Trav-Ad Signs & Electric, Inc.

Trav-Ad Signs & Electric, Inc. is a family owned visual communication company that has served the Huntsville, AL community for over 30 years. More than just a sign company, the business creates products ranging from custom exterior and interior signage to vehicle wraps and design. Trav-Ad also handles lighting repairs and electrical needs.

When moving to a new office, Trav-Ad decided to upgrade their antiquated phone system that lacked basic features, such as voicemail and adding extensions. After implementing the ADTRAN® NetVanta 7100, both productivity and efficiency increased allowing Trav-Ad employees to spend more time with customers. Not only did they benefit from the new PBX, but also from the overall "All-in-one" benefit of the NetVanta 7100.

## Technology Update

During a recent move from a 13,000 square foot location to a brand new 25,000 square foot office, they decided it was time to upgrade their outdated Bell-South phone system.

Because the old system did not have voicemail, the receptionist had to manually write down every message.



"We have been very happy with the product and the service. ADTRAN and the NetVanta 7100 have helped our company tremendously."

Sandi Singletary,  
Vice President

Messages were sometimes lost, mistakes were occasionally made when writing down phone numbers and customers were not able to leave detailed messages. "Our customers often joked with us about being in the dark ages because we didn't have voicemail," said Sandi Singletary, Vice-President.

Trav-Ad previously did not have support for their phone system which meant time was spent solving IT and telephone issues instead of assisting customers. The company was also not able to perform basic administrative functions, such as moving extensions or changing employee names. "The telephone display would show 'Ben', but Ben hadn't worked at Trav-Ad in a decade," said David Scalf, President of Netivity, who now provides IT services for the company.



## Looking for Superior Support

When Trav-Ad began looking for a new communication solution, one of their first priorities was finding top-notch support. “We were looking for a company that would give us the support we needed and quickly solve any problems that arose. I needed someone to take the IT and phone tasks off my plate,” said Singletary.

After extensive research, Trav-Ad decided on the NetVanta 7100, an Office-in-a-Box that provides a complete voice and data solution in a single platform for business with up to 100 stations at each location. “I’m a business person, not an IT person. ADTRAN held my hand and was very patient with my many questions,” said Singletary.

The NetVanta also offered all of the features Trav-Ad currently needed and anticipated in the future, including 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.

“Because of their reputation for reliable products, I thought ADTRAN would be beyond my budget, but they provided me with an affordable solution and that was exactly what my small business needed,” said Singletary.

## Increased Efficiency and Customer Service

After deploying the NetVanta 7100 communication system in the new building, Trav-Ad staff has increased productivity and improved customer service. Some of the most popular features with staff and customers are the multi-level auto attendant, advanced voice mail, virtual lines and easy call forwarding and transferring. Customers can now leave a detailed message on the employee’s voicemail which reduces time, errors and additional phone calls.

Because the NetVanta has Direct Inward Dialing (DID) capability, each employee has a direct number which reduces calls handled by the receptionist. The VoIP functionality of the NetVanta 7100 also allows each employee

to have a single-wire at their desk for both network and telephone access resulting in cost savings.

Trav-Ad utilizes the Administrative Portal to add new extensions, update employee names and change outgoing messages, such as for holiday office hours. “Administration is very easy to use. It is much better than having to manually dial-in to make changes as we did with our old phone system,” said Singletary.

The employees and visitors to the office have found the Wi-Fi® access provided by the NetVanta 7100 reliable and fast for laptop, tablet, and smartphone use. With a built-in wireless controller and up to eight Access Points (AP), the wireless functionality provides seamless connectivity onsite.

## Enjoying Superior Support and Moving Forward

Trav-Ad has been pleased with the level of support received throughout installation and in daily use. “Support has been great. They helped us very quickly and our issues were resolved,” said Singletary.

Trav-AD anticipates taking advantage of additional NetVanta 7100 features, such as forwarding calls to other phone numbers when employees are working remotely and saving voicemail messages to .WAV files for delivery through email. Employees will also begin using personal web portals allowing updates and changes to their telephone settings when both in and out of the office.

Additionally, if Trav-Ad expands to a second location, the scalability of the NetVanta 7100 provides easy integration of the new office. The multi-site SIP network functionality would link the two offices together using one NetVanta 7100 controller with a gateway or router in the new location.

“We have been very happy with the product and the service. ADTRAN and the NetVanta 7100 have helped our company tremendously,” said Singletary.

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