# FREEDOMIQ®

## Case Study:
## FreedomIQ® Efficient and Effective in Time-Critical Installation

## The Client

Jon Aizen, COO
Dapper, Inc., www.dapper.net
Display advertising platform developer specializing in dynamic offers based on user intent.

## The Challenge

The rapid expansion of Dapper, Inc.'s San Francisco office was causing growing pains for COO Jon Aizen. At the top of his to-do list was replacing his business phone solution, a tangle of independent office phones that had proven to be unreliable, difficult to manage, and impossible to scale with his company's increasing needs.

The more Dapper grew, the clearer it became that the existing phone system was harming both internal and external communications. The call quality was not acceptable for his business, and its generally inefficient, hodgepodge setup and lack of enhanced features was wasting the potential of his workforce. Aizen knew he needed to upgrade to a professional-quality phone system that would unify his employees and be easy to scale moving forward.

However, the time required for a lengthy installation was not a luxury Aizen could well afford. As a result of Dapper's booming growth, several new hires were without phones entirely. Without phones, these employees could not be fully productive, causing Dapper to miss business opportunities and lose potential revenue with each passing day. Dapper was also in the process of bringing in a new CEO, and Aizen was under pressure to have his answer for phone service sorted out before the new executive's arrival.

## The Solution

Aizen turned to his peers, browsing social review site Yelp.com to find a solution. It's here that he discovered SCOJA Technology Services, a San Francisco-based small business technology consulting firm and certified reseller of the FreedomIQ Hosted VoIP PBX. After reading several 5-star reviews, Aizen felt confident SCOJA would have the right answer for his problem.

Scott Blumin, President and Founder of SCOJA, was confident that a FreedomIQ Hosted VoIP PBX was the perfect fit for Dapper. With refined call clarity, an enterprise feature set, "plug-and-play" phones, and no on-site call switching equipment or servers to buy, a FreedomIQ phone system offered the professional-grade service, scalability, and fast installation that Aizen needed.

## The Benefit

Aizen first contacted SCOJA for a consultation late on a Wednesday. By Friday afternoon, in less than five hours of total consultation and installation time, SCOJA had deployed for Dapper a fully-configured FreedomIQ Hosted VoIP PBX.

In less than 48 hours, contracts were reviewed and signed, phone number transfer forms were submitted, and phones were shipped, unpacked, installed, and configured by SCOJA in Dapper's San Francisco office. Aizen got exactly what he needed: a quickly-installed and easy-to-grow professional office phone system that arrived in time for Dapper's new CEO.

Not only did this swift installation help Aizen get his new hires on task, it also empowered all of his workers to communicate better than ever before. FreedomIQ's commitment to call quality and productivity-enhancing features helped Dapper to look more professional in the eyes of clients.

Aizen immediately found FreedomIQ technology to be a breeze to work with, as well. In addition to the ease with which he could add new phones as Dapper continued to grow, he was particularly happy with WebLink, FreedomIQ's intuitive Internet control panel. This online interface makes it simple for him to change his phone system settings on the fly from any location where he has Internet access.

## The Technology

FreedomIQ is a managed business phone solution that uses voice over IP technology to send and receive calls via the Internet. As a managed service, there's no need for businesses to have call switching equipment installed at their location. All of the call switching activity is instead handled by redundant enterprise-grade equipment from remote by FreedomVoice, the developers of FreedomIQ. This flexible setup allows for rapid on-site installation, unhindered scalability, and highly-reliable service.

## The Implementation Team

Founded in 2001, Scoja Technology Services has continually provided its client base with the most convenient and comprehensive data, communications, and business support services in the San Francisco Bay Area. Focusing on the outsourcing and technology needs of Small Businesses, SCOJA's personalized support and consulting services adapt to accomplishing your goals in a way impossible for larger service providers.

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