



How a dermatology practice halved its voice costs by rethinking the solution

Challenges

- Growth through acquisition led to a **fragmented voiced infrastructure**. Microsoft Teams was the collaboration platform of choice, but they needed to boost the platform's voice capabilities, so they reached out to Pure IP, and we designed a hybrid Teams/UCaaS solution to support their needs now and through continued growth
- A few months later, the organization **radically shifted its business strategy** to organic growth through an ambitious five-year build-out goal. Many of the more sophisticated UCaaS features that had been must-haves were no longer required. The Pure IP team recognized the solution they had just built was more than the client needed to support the new business strategy.

Solution

- Many companies in this situation might simply maintain the status quo, and would be within their contractual rights to do so—but the Pure IP team did was right for the client, which was to redesign the solution with Pure IP's **Microsoft Team's Direct Routing**. The new solution delivered all the functionality the client needed, without the extra bells and whistles they no longer required.
- At the same time, the organization had some connectivity requirements it needed help with.

Overview

Customer: Dermatology practice

Industry: Healthcare

Scope: 20+ locations

Solutions:

- Global Voice
- Unified Integrations - Microsoft Teams
- Global Network Services

Pure IP upgraded the dedicated Internet access at their headquarters location with our **Managed Network Services**.

- And we provided temporary coax for their short-term sites and when those offices move into permanent locations, they will fold into the infrastructure, giving the practice a **complete managed voice** and **connectivity** solution.

Results

- The scaled back solution to support the new business strategy **cut per-user costs by more than half**.
- And because Pure IP was willing to re-work the solution, the client knows we are a **true business partner**, not just a technology provider—they can focus on reaching their high-growth targets, knowing we have their back.