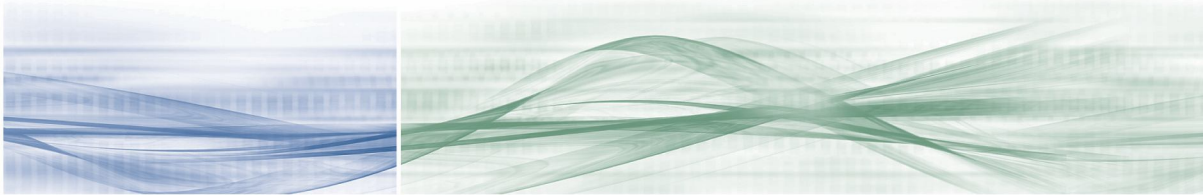




Medical Action Industries Chooses CASS for Voice, Data, and Video Communications Infrastructure



Profile

Medical Action Industries (NASDAQ: MDCI) is a leading supplier of medical and surgical disposable products. They develop, manufacture, and distribute to healthcare providers with a vast array of high quality disposable medical products. Medical Action is the leading manufacturer/distributor of operating room disposable supplies, containment systems for medical waste, minor procedure kits and trays, bedside products, and disposable supplies for medical laboratories.



The Challenges

In today's medical profession, even the most common procedures are considered critical and it was a top priority for Medical Action Industries to improve and enhance customer service. With the purchase of a new headquarters in 2007, the company made the decision to upgrade their voice and data communications infrastructure with special attention towards customer service that had measurable strict quality controls. Medical Action needed a single vendor that specialized in implementing and improving the customer service department, as well as replacing old legacy voice systems with a state of the art IP communications system. The new voice and data infrastructure could potentially grow with the ability to be integrated with their other locations. Additionally, their current data infrastructure could be replaced with local area data equipment that has added security. To support these initiatives, Medical Action needed a vendor who had their own resources in order to work with their general contractor to cable their new headquarters for voice, data, and video communications.

The Solution

Medical Action Industries chose CASS Business Telephone Systems, Inc., who has been in business for twenty-five years with special core talents in helping customer workforce productivity, business applications, and connectivity with business units and employees.

CASS Business Telephone Systems installed an Avaya IP Telephony Solution, as well as voicemail to email integration that features call management systems for customer service agents and supervisors. CASS also implemented call center reporting so that agent's performance can be monitored to better align business goals with measurable customer service thresholds. In addition, Medical Action empowered their sales staff with Avaya's Extension to Cellular feature for desk phones so that there is never a delay with any customer opportunities and questions. With respect to the data equipment solution, Medical Action's IT department worked hand in hand with CASS Business Telephone Systems' IT group to upgrade the data infrastructure. Included in the new infrastructure were HP Procurve POE switches to handle all data and voice over IP traffic and a Multi-Tech Systems fax server, which drove productivity by having faxes distributed to departments and employee's email inboxes. To manage cost containment, Medical Action installed TAPIT, a server-based call accounting program that features reporting of longest call by extension, trunk utilization totals, most expensive by extension, caller IDs, and missed calls. All reports can be emailed, viewed on the employee's computer screen, printed, or saved to hard disk.

CASS has connected Medical Action's converged data and voice environment to their 24 x 7 network operations center in Port Washington, NY. All minor and major alarms are monitored and reacted to automatically. Complete power failures and minor facility outages can be tracked and reacted to quickly by Medical Action IT staff.

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