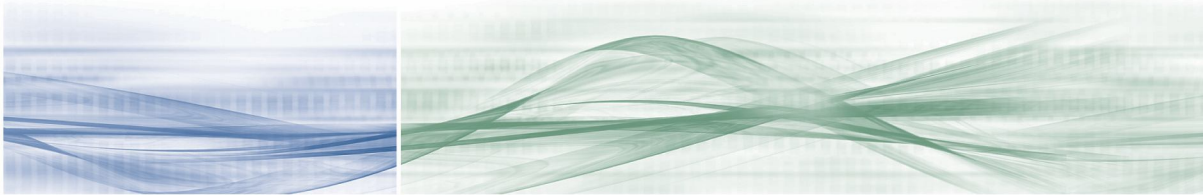




## **Standard Motor Products Chooses CASS for Cable Infrastructure, LAN, and Communications Platform**



### **Profile**

**Standard Motor Products (NYSE:SMP) is a leading independent manufacturer and distributor of replacement parts for motor vehicles. SMP covers all makes and models, including domestic and import, car and light truck, as well as new and old vehicles. SMP's products are sold throughout the U.S., Canada, Central and South America, Europe and Asia, by traditional warehouse distributors and auto parts stores, as well as major retail chains. The company is headquartered in Long Island City, New York with more than 20 manufacturing and distribution locations, and 4,000 employees in the U.S., Canada, Mexico, Europe and Asia.**



### **The Challenges**

In early 2009, SMP sought to renovate their 240,000 square foot headquarters location in Long Island City, NY. Included in the company's plans, SMP wanted an up-to-date telephony solution for its newly renovated site that would be best suited to its reorganization process. SMP's infrastructure was outdated and could not support the state of the art technology it was seeking. To implement an advanced voice/data solution, SMP was looking for a single vendor that could rebuild their physical cable infrastructure, local area network and voice communications platform.

### **The Solution**

CASS offered a seamless transition to upgrade SMP's telephony infrastructure. CASS was awarded the entire project and is in the midst of upgrading SMP's Lucent Definity Voice Switch with a state of the art Avaya S8400 Communications Manager. The S8400 Communication Manager is a hybrid-VoIP switch, allowing CASS to install the product behind all of their existing cable and phones. This will rid SMP of the existing problems with their voicemail system and call center, while allowing a phased approach to their twelve month installation. As SMP's staff moves to renovated space, the outdated infrastructure is abandoned and the company will begin using VoIP phones with all of their familiar features and a host of new features.

Once installed, the Avaya -Cisco converged network will allow SMP to replace their expensive "in the cloud" call routing service with an interactive voice response (IVR) application. Furthermore, SMP will be able to centralize their multi-location customer service department, which will improve efficiency and productivity. The

converged network also has the capability of being expanded to SMP's other locations for additional productivity and network savings.

CASS will connect the SMP location in Long Island City to its 24 x 7 network operation center for complete monitoring of the converged network.

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