

Fast Response, Top Technology, and Best Prices Win Logicalis Loyalty from Baltimore County Savings Bank



Baltimore County Savings Bank (BCSB), founded in Perry Hall, MD in 1955, has grown from a single office open only two days a week to a dozen and a half full-service branch offices located across three counties. Today, the bank has more than \$800 million in assets. To support and enhance continued growth, the bank's IT department wanted to upgrade the existing PBX phone system to IP Telephony (IPT), and, eventually, upgrade the entire network infrastructure. They knew it needed help with a project of this scale, but, like many mid-sized businesses, they weren't sure who to turn to for support.

IT Support Technician Matthew Loraditch made the first search on the Internet for resellers and consultants and asked for quotes from several likely candidates. Things happened fast after that.

"Logicalis was the first to get back to me," he recalls. "I had quotes from them within days after I'd been authorized to proceed with the upgrades. It made me look good," he says. None of the proposals from other firms came close to matching the combination of products, pricing, services, and training that Logicalis provided. One reseller could match Logicalis on the price of hardware but it didn't provide training, and on further scrutiny, its own financial condition fell short of the bank's standards. "Logicalis had it all," Loraditch says.

Two Sales in One

Logicalis Director of Business Development, Al Lepeau understands that a customer's concerns often extend beyond the life of any single project. "Customers want to know that they can count on us for the long term. Whenever I'm called about IP Telephony," he says, "I have to make two sales: one for Cisco for the best products and one for Logicalis for the best services. Beyond that," he adds, "Logicalis' own robust financial condition

is very reassuring to customers. They know we'll be around for a long time."

The proof of Cisco's superiority as the vendor of choice for IP Telephony is in the track record of its hardware and software. The proof of the superiority of Logicalis' services was in its timely and thoughtful response to the first cold call from Loraditch. Pre-sales Technical Consultant Charles Lan was able to get an initial quote to Loraditch in less than three days.

It also helped that Logicalis not only was able to get the best price for the IP Telephony gear that BCSB needed but also was able to extend the discount to other Cisco equipment that BCSB already knew it needed.

"When we open doors with our customers for deep discounts, we often provide them with guidance on how to optimize the value of the opportunity," remarks Lepeau. "It's like a one-day sale. At BCSB, they knew they were going to upgrade switches in their branches, so they loaded up their cart with all the switch upgrades they needed. The deal size jumped dramatically. On the customer side, they were grinning ear to ear over the savings."

Loraditch would agree with that characterization. He also feels the same way about the post-sales installation and follow-up. Installation was expected to take two weeks at BCSB headquarters. Through the combined efforts of Logicalis Project Manager Lara Constantino and Logicalis Delivery Consultant Pard Mahatthanatrakul, the job was complete in one.

Besides being happy with the price, the users were equally happy with the new equipment. The receptionist, whose previous phone wouldn't let her transfer calls to branch offices, testified to the dramatic increase in functionality made

“The great price and superior services that Logicalis provided not only made our department look good, but the resulting upgrade also makes the bank look good.”

Matthew Loraditch, IT Support Technician, BCSB

possible by VoIP: “Wow. This is cool!” Customers of BCSB might not attribute the improvement to the new IP Telephony infrastructure, but they also like the faster response time that the new technology makes possible for BCSB.

Logicalis also helped BCSB with an APC rack for the phone system and will help with the eventual extension of the IPT system to all bank branches. “I think of Logicalis like a true partner,” Loraditch says. “They have the comfortable feel of a local company, but they also have all the resources of a national company. It’s a good combination. I’ve recommended them already to other banks in the area...ones we don’t compete against,” he adds.

About Logicalis

Logicalis is an international provider of integrated information and communications technology (ICT) solutions and services founded on a superior breadth of knowledge and expertise in communications and collaboration, data center, and professional and managed services.

Logicalis Group employs over 1,900 people worldwide, including highly trained service specialists who design, specify, deploy and manage complex ICT infrastructures to meet the needs of over 5,000 corporate and public sector customers. To achieve this, Logicalis maintains strong partnerships with technology leaders such as Cisco, HP, IBM and Microsoft.

The Logicalis Group has annualized revenues of \$1 billion, from operations in the UK, US, Germany, South America and Asia Pacific, and is fast establishing itself as one of the leading IT and Communications solution integrators, specializing in the areas of advanced technologies and services.

The Logicalis Group is a division of Datatec Limited, listed on the Johannesburg and London AIM Stock Exchanges, with revenues in excess of \$4 billion.

For more information, visit www.us.logicalis.com.

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