



## CrystalBlue Surfaces on the Banks of the Charles River

*Head Of The Charles Regatta®, the world's largest two-day rowing event, has selected Whaleback Systems as its telephony provider for the annual New England fall spectacle that takes place on Boston's Charles River. The Regatta has deployed Whaleback's CrystalBlue Voice service, a managed, commercial-grade broadband-based telephony service for small and medium sized businesses, at its Cambridge headquarters. The Regatta utilizes CrystalBlue Voice at its administrative offices throughout the year. During race weekend, Whaleback expands the solution to provide end-to-end telephony service at the Regatta operations headquarters, including the organization's international media center and its merchandise, sponsorship services and race committee offices. .*

"Whaleback's voice service offers a unique blend of hardware and services that address our key operational needs—an enterprise-class telephony service with reliability and rich features that are grounded in operational flexibility and simplicity," said Fred Schoch, the Regatta's Executive Director. "It is simple with Whaleback. We can concentrate on staging a world-class event while Whaleback manages the telecom service and equipment. We don't have to purchase a PBX and phones and worry about unloading an outdated piece of equipment in a few years, and we can easily and cost-effectively scale our telecom service during race weekend while avoiding costly line activation fees."

### Migrating from Carrier Services

The Regatta has unique requirements. Yearlong, this non-profit organization requires highly reliable phone services to support its fund raising, planning and operational requirements. "Our sponsors, contributors, donors, volunteers and business partners need to be able to reach our staff throughout the year, but given that our sole purpose is to support an annual event, we have a dramatic increase in our phone needs as we approach race weekend," said Schoch. "In the past, we needed to provision many extra phone lines to support operations, administration and our media center, and we always had problems getting them in time from the phone company."

The organization had antiquated Avaya phone lines in place, and traditionally relied on Centrex services. After last year's Regatta, a new approach was needed and management evaluated alternatives.

"Whaleback presented us with the advantages and benefits of the CrystalBlue Voice Service, and as we researched our alternatives it became a pretty clear choice," stated Schoch. "We did our due diligence on VoIP, and were originally concerned about call quality and reliability until Whaleback demonstrated the quality of the service and explained how the Whaleback Network Operations Center would constantly monitor end-to-end performance to ensure we would benefit from the reliability we needed."

## Benefiting from VoIP

"Implementation was smooth, and the call quality was excellent right away," said Schoch. "CrystalBlue delivered a lot more features than we were accustomed to from our Centrex services. Traditional features that our carrier supported like call forwarding and caller ID were similarly supported by CrystalBlue, but we immediately benefited from new features. For example, our voice mails are automatically emailed to us so we can rely on a single inbox for voice and email messages, which has been a blessing. I can listen to my voice mails from my BlackBerry when I'm traveling, which makes me more reachable and productive throughout the day."

## Top-Notch Service and Support

In late summer, the Regatta began staffing up to support the October event and easily added additional lines and phones. "We made it clear to Whaleback upfront that our need for phone lines increases dramatically around race time, and Whaleback agreed to support our busy season," said Schoch. "Whaleback provides us with top-notch service and support, and its customer service organizations responds right away whenever we have a question or need additional lines."

## Scaling to Support a Two-Day Event

As the Regatta ramps up to support this two-day annual New

England tradition, management doesn't miss the past problems of scaling up carrier services for a short duration. According to Schoch, "Adding new lines to support operations was a nightmare. We were competing for attention from the phone company with students returning to Boston and Cambridge, and the phone companies were overwhelmed. But Whaleback is nimble enough to scale to support the aggressive deployment of new lines and new phones—even though many of these services are only used for a few days."

He continued, "In the past we had to pay setup charges to establish new phone lines, and then had to pay a monthly fee for phones that would only be used for a few days. But Whaleback allows us to easily and cost-effectively add capacity to support the race, and we can increase the visibility of the Regatta by providing reporters with a media center that includes national calling throughout the event."

Schoch estimates that CrystalBlue saves the Regatta over 50 percent annually over the organization's previous reliance on carrier service, and that the Regatta has been able to reduce its international calling charges by 70 percent. "I heartily recommend CrystalBlue to other non-profits," he said. "Whaleback offers a creative managed service for small-and medium-sized organizations that reduces telephony costs and provides enhanced calling functionality and scalability."



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