



▶ **PLAN** THE STEP BY STEP ACTIONS YOUR ORGANIZATION WILL FOLLOW DURING A CRISIS



▶ **PROTECT** YOUR COMPANY'S CRITICAL INFORMATION



▶ **COMMUNICATE** CONTINUOUSLY WITH YOUR CUSTOMERS AND EMPLOYEES DESPITE ANY THREAT

○ PLAN | ○ PROTECT | ○ COMMUNICATE

# Customer focus



## E-ternity and TELUS Provide Uninterrupted Voice Communications Capabilities for Consumer Impact Marketing Ltd.

*Solution Represents Largest Implementation of IP-One in TELUS History*

### Consumer Impact Marketing (CIM) Background

Consumer Impact Marketing Ltd. (CIM) is one of the largest "brand experience" agencies in North America. CIM creates, enhances, and delivers brand experiences through services including brand strategy, creative sales merchandising events & promotions, and information services. Its head office is located in Toronto, with Regional offices located in Montreal and New York. CIM has 300 full time employ

ees, 2,200 field positions, direct access to 5,000 tactical employees, and an additional source of 52,000 candidates. CIM has been named one of "Canada's 50 Best Managed Companies" for the last 6 years.

More information about CIM can be found at [www.cimweb.com](http://www.cimweb.com).



**"CIM is a fast moving and growing organization. Their visionary leadership has brought them to the top of their industry, and this same forward-thinking is the reason they consistently take advantage of state-of-the-art technologies to advance their business."**

Michael Aaron, *Managing Director Services*, **E-ternity**

**“A traditional telephone system did not offer the resiliency that this TELUS solution does. Literally, our customers and employees can now reach us anywhere in the world, on any telephone device, with a single telephone number.”**



Sunil Patel

*Manager IT Operations*

CIM

## **For a Marketing Organization, Communications is Key**

Consumer Impact Marketing Limited (CIM) has achieved an impressive track record over the years. A significant portion of this success can be attributed to the organization's ability to capture the perfect message for its clients and communicate that message to the marketplace in the most appropriate manner. And for a company that specializes in communications, it is important to CIM that their employees are always accessible by a variety of methods, and this philosophy was used during the evaluation of their recent voice communications platform.

CIM's existing telephone system was becoming obsolete, forcing the organization to make decisions on a new telecommunications platform. The objectives they set forth included reducing costs associated with administering and managing a phone system and consolidating voice and data service providers. In addition, they had specific Business Continuity requirements regarding their voice communications infrastructure.

“CIM is an organization that prides itself in its abilities to communicate exceptionally well with our customers,” explained Sunil Patel, CIM's Manager of IT Operations. “It is critical for our customers to be able to reach us without interruption and despite any threat, and we needed to ensure that our next telephone system could deliver this level of service.” To address these concerns, CIM chose to work with *E-ternity* and TELUS.

## **The Power of IP**

*E-ternity's* experience in the area of continuous voice communications led them to recommend the revolutionary IP-One Solution from TELUS. IP-One is a leading-edge service that leverages best-in-class applications and voice-over-IP technology, and the solution is also a key component in *E-ternity's* Voice Continuity Services Portfolio. IP-One delivers best-of-breed advanced applications through an intuitive Web Portal, over a simplified network infrastructure, making it easy to use and administer. Customers

simply pay a monthly fee per user per month, with literally unlimited scalability. And with the exception of the telephones themselves, there is no equipment or system management required. With respect to Business Continuity, one of the solution's strongest features, Find Me/Follow Me, allows each user to receive a unique telephone number. Through a web portal, the user has the ability to turn any telephone into their “IP-One” phone, ensuring that they can always be reached in any location in the world.

This specific solution represented the largest implementation of IP-One in TELUS history, with almost 2,200 users. CIM recognized the value in this unique offering. “A traditional telephone system did not offer the resiliency that this TELUS solution does. Literally, our customers and employees can reach us anywhere in the world, on any telephone device, with a single telephone number.” Patel continued. “*E-ternity's* experience in voice communications continuity combined with TELUS' leadership in the telco space gave us the confidence to move forward with this solution.”



**“E-ternity has done an exemplary job at securing this business and offering a win/win/win scenario between CIM, TELUS, and E-ternity.”**

Gord Simpson  
Director of Complementary Channels East  
TELUS

## A New Level of Communications

With the help of *E-ternity*, CIM has:

- Physically consolidated their server infrastructure through the new blade server and virtualization solutions, allowing them to manage fewer devices in their environment.
- Centralized their corporate data with the SAN solution, allowing them to manage their complete data set with ease.
- Reduced the threat of outages with the automatic and safe failover from their primary site to their secure hosted Disaster Recovery site, with no disruption to the business units.
- Captured all necessary actions in a detailed Disaster Recovery Plan

Michael Aaron, *E-ternity's* Managing Director of Services, commented on CIM's initiative. "CIM is a fast moving and growing organization. Their visionary leadership has brought them to the top of their industry, and this same forward-thinking is the reason they consistently take advantage of state of the art technologies to move their business ahead." Gord Simpson, TELUS' Director of Complementary Channels East, was proud of the teamwork demonstrated on this project. "The CIM situation is a great example of a strategic win with our Channel Program at TELUS. *E-ternity* has done an exemplary job at securing this business and offering a win/win/win scenario between CIM, TELUS, and *E-ternity*."

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Sunil Patel  
Manager IT Operations  
CIM

**For information on how your organization can benefit from E-ternity’s services, please contact:**

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or log onto  
[www.e-ternity.ca](http://www.e-ternity.ca)

### About E-ternity

*E-ternity Business Continuity Consultants Inc.* is a Mississauga, Ontario based organization focused on providing Business Continuity Management Services, Data Integrity Solutions, and Voice Continuity Services to customers in Ontario. *E-ternity* is laser-focused on designing and implementing solutions that will allow customers to achieve a perpetual state where their business will never experience downtime again. The organization prides itself as a single-source provider that brings customers best of breed technologies and methodologies and deploys them in a cohesive, integrated fashion. *E-ternity* helps customers find the perfect intersection between their acceptable risk and their available budget.