



---

# CASE STUDY **NFI INDUSTRIES**

---

## NFI Industries

Though enterprises face the same communications quandaries as small businesses, they suffer on a much larger scale. For NFI Industries, a Cherry Hill, NJ-based distribution, logistics, and storage firm, its various systems were wreaking havoc across its 241 locations.

“We had a mix of Avaya and regular telephone systems that were disparate and didn’t work together,” said Mike Villani, Manager of IT Infrastructure. “With a large number of employees, in multiple places, we needed to unify our communications effort across the enterprise.”

### THE BASICS

- Founded in: 1932
- Industry: Storage
- Headquarters: Cherry Hill, NJ
- Employees: 2,025

Mitigating the issue of having disparate systems was NFI's main priority.

"We were looking for four-digit dialing across the enterprise," he added. "Additionally, features such as a corporate directory and voicemail-to-email capabilities were important to us."

The process didn't happen overnight—NFI did its homework. Yet though it evaluated providers such as ShoreTel, 8x8, and West IP, it was swayed by ThinkingPhones' scalability and position in the Gartner Magic Quadrant Report for UCaaS.

"When 8x8 told us that we'd be their largest customer, we weren't comfortable with that," Villani said. "Additionally, ShoreTel and West IP were too expensive. Fuze was the most scalable and thorough enterprise solution."

Not only has NFI tied together once-incompatible systems, it has seen the user experience become significantly easier—despite its larger than anticipated deployment.

*“ Though we had initially planned for 1,800 employees, we’re currently at 2,025 employees and growing,” said Villani. “Despite this, we’ve been able to unify the enterprise. We’re able to put everyone on the same system, allowing smooth communication between sites and cost centers.”*

Not only has NFI tied together once-incompatible systems, it has seen the user experience become significantly easier—despite its larger than anticipated deployment.

Large-scale deployments can be intimidating for certain providers. Thankfully for enterprises, Fuze is not one of them.



# Packet Fusion

**Ellen Pensky**

*ellen@bumblebeemarketing.net*



Connecting the Dots to the Cloud