



## CASE STUDY

# Masters of Manufacturing



**Client** Acrylic Tank Manufacturing

**Industry** Manufacturing

**Location** Las Vegas, NV

**Platform** Vonage® Premier

### Company Profile

When audiences watch Animal Planet's highest-viewed television show "Tanked," they're dazzled by the colorful aquariums built to fit the most exotic environments. The company behind the show, Acrylic Tank Manufacturing (ATM) in Las Vegas, is just as fascinating – and passionate about running a growing business. "We build custom aquariums ... any shape, any size, anywhere in the world," says CEO and founder Wayde King. "We've changed the whole industry."

## Challenges.

Behind the scenes, ATM's communications needs had escalated to a whole new level. As many as 500 people tour the Las Vegas manufacturing plant daily, and incoming call volume was growing exponentially. Also, since the show first aired, the physical plant size and number of employees had nearly doubled – so issues of scale were becoming critical. The owners set out to find a communications provider that could support the rigorous demands of the manufacturing and entertainment industries.

“ Good telecommunications keeps it all together, and that's where Vonage has transformed our business. They aren't just a vendor; they're part of the team. ”

– WAYDE KING, FOUNDER, ACRYLIC TANK MANUFACTURING

## Solution.

The ATM team's traditional phone system limited efficiency and long distance charges were high. Owners Wayde King and Brett Raymer recognized cloud-hosted service from Vonage Business could help them meet company goals, particularly with advanced mobility and video capabilities fostering collaboration anywhere in the world. "In business today, it's important to stay current," King said. "With Vonage, we do live sharing. Our customers can see their product before we ship it out, and I don't have to pay extra to redo it!" King continued.

Day-to-day interactions are now enhanced with features like auto attendant, simultaneous ring, visual voicemail and web conferencing – and mobile integration with the phone system is seamless. These solutions are delivered to the company via:

### Fully Hosted UCaaS Technology

Complete with private data connection, business grade IP phones and installation, bundling turnkey phone and internet service, and 24/7 support. Best of all, the service is easily scalable.

### Advanced Unified Communications

Integrates powerful features to simplify business communications, provide long-term cost efficiencies and boost productivity.

# Packet Fusion

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Connecting the Dots to the Cloud