



Axial Improves IT Efficiency with RingCentral

Company Profile

Axial is a platform that connects business owners and their advisors with capital to grow, finance, and sell their companies.

Year founded

2010

Website

www.axial.net

Headquarters

New York, NY

Size

98 employees

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—Jeff Kunkel, Jr., Manager of Information Technology and Operations

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Connecting private companies with capital

Axial, founded in 2010, is the network for professionals who run, advise, finance, and acquire private companies. Their goal is to better organize the private capital markets to meet the financial needs of entrepreneurs as they run and grow their businesses. Axial, which is headquartered in New York City, was founded in 2010 and has 98 employees.

Finding the right fit

Prior to switching to RingCentral Office®, Axial used a phone service that lacked practical features and the flexibility that the team needed. Their service provider also insisted that purchasing additional bandwidth dedicated to the phone system was the only way to guarantee high-quality service. After realizing it was time to find a phone system that truly met the company’s communications needs, Jeff Kunkel, Jr., Manager of Information Technology and Operations, decided to switch to RingCentral.

“Our previous provider did not include any features that we really needed, such as call recording, simplified conference calling, individual faxing lines, and a very open bring your own device (BYOD) system,” says Kunkel. “With the high price of enterprise-level broadband, I feel it very unfair for VoIP providers to force their clients to purchase a separate internet service provider exclusively for their phone system, thereby passing those costs on to their customers.”

Features that provide flexibility

The sales team at Axial spends an average 80% of their time on the phone, so good call quality and the ability to record calls were essential. Since switching to RingCentral, Kunkel and his colleagues have taken full advantage of several key features. Employees use the individual conference bridges as well as electronic faxing and Salesforce® integration, and they enjoy additional flexibility with the RingCentral desktop and mobile apps.

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Improving productivity

The employees at Axial efficiently communicate by using the corporate extension directory, rather than searching for individual phone numbers. From an administrative point of view, RingCentral has improved efficiency for the lone IT staff member—Kunkel. With a rapidly growing employee base, providing phone support was often overwhelming.

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