



## Binswanger Glass Connects 66 Locations Across 14 States With RingCentral

### Company profile

Binswanger Glass is one of the nation's largest glass retailers.

### Year founded

1872

### Website

[www.binswangerglass.com](http://www.binswangerglass.com)

### Headquarters

Memphis, TN

### Size

800+ employees

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**—Rob Parsons,  
Director of Information Technology**

### The leading installer of glass-related products

Binswanger Glass is one of the nation's largest installers of glass and glass-related products in the commercial, automotive, and residential industries. As a leading glass retailer, the company also sells framed mirrors, shower enclosures, and replacement glass to the general public. Binswanger has more than 800 employees across 66 locations in 14 states.

### Finding a cohesive communications solution

Before switching to RingCentral, Binswanger had separate phone systems for each location and used multiple service providers. This arrangement presented billing challenges and made even simple tasks difficult. Employees couldn't even set up a desk phone without scheduling an external technician to install the appropriate cabling and hardware. With an IT team of only 4 people supporting the entire Binswanger organization, administration and management of the phone systems became increasingly unsustainable.

"We are a very hands-on IT group; we like to do things ourselves," explains Rob Parsons, Director of Information Technology. "We chose RingCentral because we needed a phone system that offered better features and a more efficient solution for our network architecture."

### Functionality that facilitates collaboration

RingCentral Office® includes useful features that help Binswanger's employees and customers connect and collaborate. With the previous phone system, locations could

only be reached via direct numbers. Some locations didn't even have caller ID, because the phone systems were so old. Now, customers can call the company's main phone number and use extensions to reach other locations—and employees can reach each other using extension dialing. RingCentral also provides support for Parsons and his IT team when needed.

"Our IT staff is limited, and we can't afford to wait around for our vendors to provide answers when we need help," says Parsons. "Between our account manager and the support team, RingCentral has always been extremely responsive."

### Cost savings

RingCentral's comprehensive communications solution made it possible for Binswanger Glass to eliminate unnecessary hardware and services. Thanks to RingCentral's integrated fax capability, 100 of the fax machines and analog lines at Binswanger were removed. The IT team can now provide system administration remotely, and employees can manage their own settings. Thus, service visits from external technicians are no longer needed—even when IT has to set up locations.

"Setting up a new location is easy, now that we have RingCentral. In the past, we've had deadlines as short as 2 weeks, and we needed a service carrier to come out for the installation. With RingCentral, we can get a new location up and running on our own in less than a week," says Parsons. "With network and phone costs savings combined, we've saved half a million dollars annually."