



Binswanger Glass Connects 66 Locations Across 14 States with RingCentral and Microsoft Office 365 Integration

Company profile

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

Website

binswangerglass.com

Headquarters

Memphis, TN

Size

800+ employees

Year founded

1872

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—Rob Parsons
Director of Information Technology

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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.

The company began its move to the cloud to better serve its employees while having a limited IT staff of four people. With a highly distributed workforce, Binswanger Glass couldn't be on site at every location to manage phones and desktop applications.

"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.

Binswanger Glass is moving toward integration of its RingCentral service with Microsoft Office 365™. Through trials, Binswanger Glass has been able to immediately recognize the benefits for staff in increasing productivity. Tying Office 365 and RingCentral together has made the two applications better. The integration provides a speed dialer with click-to-call from phone numbers in email or contact lists, the company can use a single directory including phone extensions, and screen pops with incoming calls provide the employees with valuable information.

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.

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