



**It was a big ‘value-add’ for us that Avaya was able to interoperate so well with our existing infrastructure. Being able to build on our embedded base in this way enabled us to take advantage of leading edge technology today while laying the foundation for future growth.**

— *Denny Kennedy,*  
*chief executive officer*

## Sunstate Bank

Founded in Casa Grande, Arizona, in 1984 as the Bank of Casa Grande Valley, Sunstate Bank, or “The Bank”®, as it is now known, is a community bank dedicated to meeting the financial needs of local businesses. The local business leaders who founded the bank wanted to be able to provide quick lending decisions without having to wait for determinations by out-of-town people who were unfamiliar with their business community. With more than 80 employees today, “The Bank”® has branches throughout Arizona in Chandler, Coolidge, Globe, Maricopa, Arizona City, Eloy, Sunsites-Pearce, Show Low, and two offices in Casa Grande, all offering services tailored to meet the needs of the local business community.

A Small Business Administration (SBA) Preferred Lender, “The Bank”® won the Community Lender Award for lending in previously under-served communities. “The Bank”® offers a full menu of loan and

deposit products. It remains committed to delivering prompt and courteous service to its customers. For more information, visit [www.sunstatebank.com](http://www.sunstatebank.com).

### Challenge

Scattered over 300 miles in Arizona, the bank’s branches were served by standalone telephone systems from a variety of vendors. With no networking and no voice mail platform, inter-branch communication was poor and inconsistent. Maintenance of these various phone systems was cumbersome and time consuming. Moreover, costs were spiraling upwards, driven by long distance toll calls between branches and conference call services provided by a third party vendor. The bank needed a cost-effective solution that would interoperate with its WAN infrastructure and frame relay.

## Solution

Sunstate Bank looked to an Avaya IP Office Solution as a means of networking its 11 locations. An Avaya SMB Expert BusinessPartner recommended Avaya IP Office, a secure and easy-to-use converged voice and data system designed specifically for small and medium businesses. It simplifies branch-to-branch calls with a 4-digit dial plan, minimizes long distance charges by routing calls over the IP network, and streamlines maintenance.

A teleconferencing bridge reduces third party teleconferencing charges. Additionally, videoconferencing from Polycom, a member of the Avaya alliance program, enhances the bank's efficiency and saves money by eliminating the need for costly, time-consuming travel to management meetings, training sessions and other events that used to be offered exclusively on site. Finally, this solution is especially cost-effective – Avaya's open network architecture allows the Avaya solution to ride on the bank's existing infrastructure and use its existing routers.

The Avaya SMB Expert BusinessPartner performed a network assessment and deployed the Avaya IP Office and Polycom Video solution at Sunstate Bank, integrating the solution with the bank's existing infrastructure.

## Results

- **Reduced costs.** By routing interoffice calls through the IP network, the bank greatly reduced long distance charges. Simultaneously, the teleconference bridge saved the cost of third party teleconferencing services.
- **Improved productivity.** Employees are more efficient and productive, thanks to fast, effective four-digit, interoffice dialing.
- **Improved customer service.** Employees are better connected and more reachable, enabling them to better respond to their customer's needs.
- **Simplified maintenance.** Administration and maintenance is easier and less time-consuming with a single network.

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

## APPLICATIONS AND SERVICES

- Avaya IP Office IP 412
- Avaya IP Office IP406
- Avaya IP Office Small Office Edition
- Avaya Voicemail Pro
- Embedded voice mail cards
- Avaya 5400 Series Digital Telephones
- Polycom Videoconferencing