



Halff Associates is a unique regional consulting firm that provides full-service engineering, architecture, environmental, planning, landscape architecture, right of way, surveying, and information technology services. Halff's mission is to provide smarter solutions with a distinctly human touch for every customer they serve. Their customers span both public and private sectors and include government, corporate, development, education, oil and gas, and transportation markets. With 15 offices in Texas, Halff is committed to continually investing in their employees and fostering a culture of collaboration.

**Vertical:** Engineering  
**Organization:** Commercial  
**Locations:** 15

**Eco-System Partners**  
IPcelerate, Inc.

## The Challenge

**Communication plays a crucial role in enabling Halff's business processes and collaboration between their many employees and clients.** Halff experienced limitations with its existing phone system and wanted to use technology to increase company productivity and enhance customer service.

- ▶ Implement a more reliable, better-quality phone system
- ▶ Enhance communications and speed of decision-making
- ▶ Achieve more efficient project management team collaboration
- ▶ Improve collaboration and productivity to better serve customers
- ▶ Enhance customer service and reduce time to resolution

## The Solution

Synetra deployed a Cisco Unified Communication System **across 14 locations**, to enhance employee and customer communication.

- ▶ Voice/video solution that allows increased communications in real time: voice, IM, web conferencing
- ▶ Cisco Business Edition 6000
- ▶ Cisco IP Phones video enabled
- ▶ Cisco Jabber instant message
- ▶ WebEx

## The Outcome

Synetra was able to provide a more reliable and expansive system, which **greatly increased the efficiency of customer projects and enhanced communications with all of Halff's constituents.**

- ▶ Improved project management communication which reduced project timelines and increased project profitability by 10%
- ▶ Boosted collaboration utilizing WebEx/Jabber with employees and customers
- ▶ Increased efficiency in responding and communicating to customer on projects
- ▶ Consolidated collaboration infrastructure eliminating costly maintenance and support contracts with an estimated ROI of 17-20%

## The Opportunity

**Halff continues to work with Synetra to enhance their equipment and environment.** Future initiatives may include:

- ▶ Products and services based upon employee additions, as well as new customer acquisitions
- ▶ Deployment of private cloud solution of DRaaS and IaaS

## About Synetra

Synetra is the premier provider of IT and communications solutions that transform the way businesses and organizations operate across Texas. With more than 30 years of experience, our team of consultants and engineers work with you to understand your needs and create a solution that meets them, while ensuring the integrity, security and availability of critical IT and communications services. Synetra's strong focus on customer service, our big picture approach and strong partnerships within the community has made us a trusted advisor to businesses, hospitals, governments and schools in our region.