



CUSTOMER PROFILE

Since their creation by Congress in 1984, National Fish & Wildlife Foundation (NFWF) has become one of the world’s largest conservation grant-makers. NFWF works with both the public and private sectors to protect and restore our nation’s fish, wildlife, plants and habitats.

[www.nfwf.org](http://www.nfwf.org)

**“The Team was very knowledgeable, listened to our needs, and came up with a good working plan.”**

- DAVID RADOMSKY, CIO  
NFWF

THE CHALLENGE

Faced with limited technological abilities from its outdated PBX phone system, National Fish & Wildlife Foundation (NFWF) deployed a cloud communications solution from Fusion and realized reduced costs, increased employee productivity, and more features than before.

OUTRAGEOUS COSTS WITH LITTLE TO NO FEATURES

NFWF proactively supports conservation efforts in all 50 states, U.S. territories and abroad. Since their foundation in 1984, their financial commitments have topped over \$2.1 billion and their IDEA (Impact-Directed Environmental Account) program manages more than \$100 million in mitigations and settlement funds to protect and restore imperiled species, promote healthy oceans and estuaries, and improve working landscapes for wildlife. In order to address the numerous environmental challenges, it’s essential for NFWF to effectively and efficiently work with individuals, government agencies, non-profit organizations and corporations.

In 2007, NFWF realized they had outgrown their aging PBX phone system. Not only was it costing them more, it was delivering less. The ability to add additional users and locations was especially difficult and time consuming as they had to physically run analog lines to the different offices. The system wasn’t flexible and special features were at an additional cost or not readily available. Remote users were also at a major disadvantage due to limited flexibility. “The lack of management tools and mobility features made us less efficient. We had no way to solve our problems and just lived with it,” said David Radomsky, Chief Information Officer. “Our employees were very frustrated.”



## ADVANTAGES

### Solutions

- FusionWorks
- Multiple Auto-Attendants
- On-Demand Conferencing
- Polycom® SoundPoint® IP 550
- Point-to-Point Connections

### Benefits

- Savings of approximately \$155,000 annually (40%)
- One Unified Platform/One Bill
- Four-digit dialing for all office locations and remote end user
- More features (auto-attendant, call forwarding, unified messaging, & conferencing)
- Self-Management

## A SMOOTH TRANSITION WITH NEW CAPABILITIES

NFWF chose FusionWorks, a cloud-based solution that is easy to install, configure and manage. The transition from PBX to UC was seamless and hassle-free. "We experienced no issues. The transition was smooth and we had a very good implementation team from Fusion," said David. The service included unlimited local and long distance calling, international dialing, multiple auto attendants, on-demand conferencing, hunt groups and many advanced features such as call forwarding, unified messaging and Do Not Disturb (DND).

FusionWorks allowed NFWF to eliminate the problems they were experiencing in their day-to-day operations. First, they could quickly add and remove users using the easy-to-use web interface; eliminating the extra costs (and wiring) associated with fine tuning the phone system. Second, the phone services could be customized per the needs of the user; taking advantage of voicemail-to-email, call pickup or find me follow me options. Finally, the solution allowed all users to converge laptops, smartphones and office phones so all devices work on one unified platform. The availability of employees improved as remote workers could effortlessly move their office location from Headquarters to Branch Office to Home via the user-friendly enduser web portal. "Our employees enjoyed the additional benefits that were offered," said David.

## IMMEDIATE COST SAVINGS

NFWF experienced significant cost savings of over \$155,000 annually (40%) on their telecommunications bill and continued to see savings of over \$775,000 over the next 5 years. By switching to Fusion, NFWF received a state-of-the-art-phone system monitored and managed by Fusion 24x7x365, allowing them to focus on what's important – environmental conservation. Phone wires were eliminated which makes adding or removing users much easier. "We're relieved! No need to run analog lines to everyone's office anymore. We just use a network jack and (the user) is ready to go – in any location," said David.

