

CASE STUDY | MIDDY'S

STREAMLINED COMMUNICATION: MIDDY'S RINGCENTRAL SUCCESS STORY

SNAPSHOT | COMPANY

Middendorp Electrical and the Middy's group of companies service a broad range of customers across the Electrical and Allied Trades, commercial and residential building industries. Their vision is to be Australia's leading Electrical Wholesaler and position themselves to remain at the forefront of innovation in the Australian electrical industry. They currently operate 100 retail branches across Australia.

CHALLENGE

Middy's encountered challenges with outdated telephone systems, heavily relying on third-party support. The expensive NPLS network, devoid of softphone capabilities, presented significant hurdles. To address these issues, Middy's sought a solution that would circumvent hardware/license investments, centralise data centre management, and navigate complications tied to end-of-life infrastructure and non-standard configurations.



"Our aim was to transform and outdated communication into an innovative, streamlined, cost-effective solution. Our approach, meticulously tailored to Middys' needs, empowered much greater efficiency across a large store network. The successful alignment of technology with business goals underscores our commitment to delivering impactful solutions that drive tangible results." – Lead Solution Architect



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APPROACH

Cube recommended a RingCentral fully managed, cloud-based solution. In close collaboration with RingCentral we worked to align carrier diversions and migrations and ensure efficiency in a complex environment. It was important to create the right solution across stores using handsets, softphones, and single-number reach, strategically aligning with Middy's needs. Sophisticated call routing tailored to specific use cases met business requirements. A reception console solution enhanced overall communication efficiency.

OBJECTIVE

Middy's aimed to simplify communication, cut costs, and enhance messaging consistency across stores, fostering a streamlined and efficient platform that met their needs of a more flexible working environment.

OUTCOMES

Cube's implementation of this RingCentral solution significantly enhanced Middy's operations, enabling seamless remote store management without individual phone system logins or on-site visits. The IVR-integrated consistent messaging improved communication efficiency.

Remarkably, the solution resulted in substantial cost savings, exceeding \$100,000 annually, equating to a 25% reduction over three years compared to the previous NPLS network. Support is now efficiently provided through a Managed Services contract, aligning with Middy's evolving needs.

The rollout covered over 900 endpoints, effectively addressing challenges across 100+ branches with various phone systems. The approach included a mature cloud telephony service provider, a mixed environment with handsets and softphones, sophisticated call routing, and a reception console solution, strategically aligning with Middy's business goals.

KEY RESULTS

COST SAVINGS: Middy's saved \$100,000 annually, a 25% reduction over three years, transitioning from a complex NPLS network to RingCentral's cloud solution.

IMPROVED EFFICIENCY: Cloud platform streamlined communication across 100+ branches, enabling remote management, consistent IVR messaging, and eliminating the need for site visits.

ENHANCED FLEXIBILITY: RingCentral deployment enabled flexible work on any device, enhancing adaptability for Middy's modern, responsive communication infrastructure goal.