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SagaCity Background

SagaCity Media is a multimedia company focusing primarily on magazine publications with editorial and lifestyle content. It is the parent company of more than 25 publications, including well-known metro magazines Portland Monthly and the Seattle Metropolitan.

Between the company's offices in Seattle, Colorado, Utah, and Headquarters in Portland, the company's phone system supports 150 staff members, many of which split time across multiple offices.



The Problem

SagaCity Media has come a long way since siblings Nicole and Scott Vogel co-founded Portland Monthly Magazine in 2003. Now one of the top-10 metro publications in the country and the best-selling magazine in the Portland Metro region, the expanding company had finally outgrown its original downtown Portland offices and needed to move to a larger space.

The move to a new downtown Portland location in early 2012 gave SagaCity IT Director Jimmy Fecteau the chance to explore new options for the company's phone system. With a growing number of staff requiring remote and mobile access on the road and from other offices in Seattle, Colorado, and Utah, finding a system that provided standout remote capabilities was crucial. And with no plans to slow down anytime soon, SagaCity needed a system that could expand as the company continued to grow.

The Inflow Communications Solution

Finding a vendor that could provide local service was a priority for the SagaCity management team, so they reviewed the top 3 VoIP providers in the Portland area during their search for a new system. They discovered that Inflow Communications' sales process was very different from other competitors, with a no-pressure sales team and an outstanding technical product demo of the ShoreTel® Unified Communications system that, put simply, "let the product sell itself."

Part of this process included expert consultative services from Inflow Communications designed to ensure SagaCity received the communications products they needed and nothing that they didn't, saving the company from spending unnecessary resources on additional products the staff would not use.

Consultation included:

- Definition of the organization's business needs
- A review of SagaCity's business model & growth plans
- Evaluation of appropriate technology solutions
- Evaluate and decide on appropriate technology solutions

The Results Are In

SagaCity's new ShoreTel® unified communications system includes convenient site-to-site telephony and mobile integration so staff can communicate easily between all offices, and a flexible system that has made the most recent installation at the Seattle office simple and convenient.

IP phones and desktop software integrate with Microsoft® Outlook™ to provide a user experience that's easy to understand, and real-time information gives SagaCity clients and employees the ability to communicate easily from any location.

SagaCity Media Now Has:

- Efficient employee collaboration across its entire organization
- Uninterrupted communications to support a highly mobile sales and management team
- A flexible system poised to support future technology and business growth
- The most modern, up-to-date communications system available

Unified Communications Services Included in the System

- IP Phones
- Desktop software
- Mobile device integration
- Outlook™ integration
- Site-to-site telephony presence awareness
- Enterprise-class Unified Communications hardware
- Site-to-site 4-digit dialing
- Site-to-site call routing

New System Going in for Vail and Park City Offices

The consultation, installation and follow-up support from Inflow Communications has made believers out of SagaCity Media; the company has installed the new system at their Seattle office as well as Portland, and new installations are scheduled for the company's two other offices in Park City, Utah and Vail, Colorado.

“For the price, with the feature set offered, you just cannot beat a ShoreTel® system.”

What's Next for SagaCity Media?

Next steps for the company's Unified Communications include future integration with Microsoft Lync for desktop teleconferencing and video conferencing. Part of SagaCity's decision to choose a ShoreTel® system was based on the ShoreTel®'s dedication to ongoing software development and system improvements, keeping SagaCity poised for future system upgrades that will help guarantee that the media group stays at the forefront of the publishing industry.