

CASE STUDY

Jive Answers the Midnight Call

When an individual has lost everything, there aren't many places to turn. The homeless, addicts, and just plain unfortunate often feel that they've fallen so far that there is no place left that can help them. The Midnight Mission was created to show them that's not true.

Midnight Mission is not a handout program, it is an institution that offers those who have lost everything a path to reclaiming their independence and self-sufficiency. With job training, recovery plans, and educational programs, the Midnight Mission gives the homeless the tools and respect they need to rebuild their lives. It has grown into one of Los Angeles' most well known and respected community service programs.

**At a Glance**

Midnight Mission found itself falling behind the times with a seldom updated VoIP system. Their ability to interact with their remote location was hindered by a limited extension system and their phone features had fallen below industry standard.



Background

Midnight Mission had been using a VoIP system before Jive, but it was antiquated and outdated. They were unable to bring their remote site in as an extension to the system forcing them to dial a separate phone number to reach people within their own organization. Furthermore, the features they were getting with their previous service were not sufficient for their needs. Abilities that had



become industry standard were denied them on their ever-aging system. New additions to the organization struggled with the not-so-friendly user interface of a system that had been designed in a different time.

Solution

When Midnight Mission finally decided it was time to reevaluate their telecommunications system, Jive immediately stepped in to show them the benefits of a more up-to-date VoIP provider.

Jive representatives pointed out the financial benefits of upgrading their system, particularly the all-inclusive features package Jive provides for all customers. A few of the big benefits for Midnight Mission was the easy to use Jive interface and the fact that they'd no longer have to deal with on-premise hardware. After a few face-to-face meetings, Midnight Mission decided on Jive.

Smooth Transition

Jive and the partner on the deal, Onetel, kept weekly contact with Midnight Mission during the installation process. Les Fisher, of the Midnight Mission IT Department, worked closely with Jive and quickly learned the system interface, allowing him to create a custom dial plan for the organization. After a few test runs, the Jive phones were ready to go.

"Jive came out the day before to make sure everything was working prior to installing the phones," Fisher said, "The process was seamless, and on installation day all of our phones worked perfectly."

A More Efficient Office Space

Space can be a scarce resource in an office, the last thing anyone wants is to waste a ton of it with phone service hardware. Jive's Hosted VoIP system cleared cumbersome equipment out of Midnight Mission's offices. All of Jive's servers and datacenters are housed in the Cloud, meaning that no matter how much Midnight Mission expands they won't have to lift a finger to expand their phone system or fit clunky equipment in their workplace.

Quickfacts

The Midnight Mission was named the No. 1 California Emergency Relief Station by the federal government during the Great Depression. It was the only facility in Los Angeles equipped to deal with the massive fallout from the Great Depression.



Midnight Mission had also been using a Cisco Callmanager, which was riddled with problems and required frequent, costly upgrades. All upgrades to the Jive system are implemented for all customers, meaning Midnight Mission will never have to worry about their service becoming outdated again.

Easier Expansion

When Midnight Mission first opened their remote site, they were unable to bridge their phone system to their headquarters, forcing them to dial a separate number to reach a different building rather than just dialing an extension. Jive has fixed that problem, and now both Midnight Mission locations are better connected and can more easily interact with each other. Additionally, it significantly reduced costs by having the remote site brought in as an extension to the system rather than existing as a separate entity.

By switching to Jive, Midnight Mission has drastically increased its potential for expansion. Should they consider opening more locations down the road, they no longer need stress over establishing an entirely new phone system. Any new buildings will already have a direct link to their headquarters, building a cohesive network of offices rather than standalone outposts.

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