

# T2M WORKS CASE STUDY



**Customer:** TitleMax

**Website:** [TitleMax.com](http://TitleMax.com)

**Location:** USA

**Industry:** Finance

## Challenges:

- Inhibited customer response time due to lagging communications
- Need to align the complex legacy infrastructure of a multilocation business
- Need to solve for disruptions due to severe weather in various geographies
- Need to build for scalable growth and additional services

## Solution:

T2M Voice+ built on AWS

## Benefits:

- AWS cloud-based benefits
- Ongoing network trouble shooting
- Realtime monitoring via T2M portal
- Delivery of 99.999% availability
- Cost effective implementation & scalability

## Customized VoIP solution positioning a business for growth and improved profitability

*Case Study: How T2M Voice+ with T2M Voicemail hosted in the AWS Cloud enabled TitleMax to enter a new era of customer service and efficiency*

## Executive Summary

TitleMax, one of the nation's largest title lending companies operates across 16 states with more than 2,000 employees. In 2015, this rapidly growing enterprise began seeking a cloud based voice solution to speed inter-store communications and accelerate customer response times. After an exhaustive search of numerous brands, TitleMax chose T2M Voice+ from T2M Works. T2M Voice+ is deployed on Amazon Web Services (AWS) and provides the scale, flexibility, and reliability that was critical to the TitleMax decision.

"We have worked with T2M for 4 years now. From new project coordination and management, new service feature test and setup or just BAU, T2M has proven to be a true partner."

**Marc Ybarra**

TitleMax



***The increasing complexity of IT has drawn resources away from strategic activities and applied them to the operation of increasingly complex infrastructure.***



## Background

Today, TitleMax is utilizing T2M Voice+ at 1,183 TitleMax stores including two corporate headquarters locations. Additionally, TitleMax is utilizing T2M Voicemail across the enterprise. T2M Voicemail is also hosted in AWS.

Every organization is looking for opportunities to be more efficient and focus on the most strategic elements of their business. The increasing complexity of IT has drawn resources (both financial and human) away from strategic activities and applied them to the operation of increasingly complex infrastructure. As a result, IT shops are more focused on the heavy lifting of racking and stacking servers, as well as, applying resources to the maintenance of software applications. This leaves IT little time or budget to focus on projects that differentiate the business and solve stakeholder issues. There is simply a better way.

The cloud removes the day to day complexity of IT systems and delivers capabilities to the business via a service. You can rest assured that nightly backups are being performed, the latest patches applied and features available. Sleep easy knowing that the next acquisition only requires a few clicks of the mouse to meet the new user demand. T2M Works combines the powers of the AWS cloud with the experiences of building and maintaining various platforms for Fortune 500 companies to create a no compromise voice enabled service.

T2M Works for Retail delivers solutions with a team of experts who understand retail challenges, and are committed to your total satisfaction. Technical experts employ a toolbox of proven methodologies that reduce time and risk, provide deep involvement with technology partners, and a white glove commitment to support.

Retail businesses must keep costs low, inventory fresh and customers happy, while staying nimble to new approaches that can differentiate operations from the competition. T2M Works for Retail offers proven approaches that improve the bottom line for companies such as TitleMax.

***The nature of the T2M relationship with TitleMax has evolved to one of trusted partner rather than just another vendor.***



## Challenges

TitleMax faced several key requirements and operational challenges as they made the decision to select T2M Voice+. They wanted to ensure scalable, high quality connectivity coupled with the ease of deployment and cost-effectiveness of a cloud based implementation. A provider such as T2M Works with an application built on AWS provided solid justification for the business decision.

An example of a mission critical feature was the Call Redirect Capability of T2M Voice+. With stores located in potential hurricane zones, T2M Voice+ can rapidly move TitleMax calls from one region to another when dangerous weather threatens, minimizing down time and maximizing revenue opportunities.

## Solution

T2M Voice+ build on AWS was able to address TitleMax's requirements and more. TitleMax ultimately benefits in a number of ways:

- The T2M Voice+ platform is able to run as another AWS workload with the inherent benefits that AWS offers, e.g. scalability, reliability, pay-as-you-go pricing for computing and networking resources.
- During the peak of the deployment phase, T2M was conducting 50+ porting events per day meeting the TitleMax requirement for speed of deployment.
- Like all T2M Voice+ customers, TitleMax has access to the T2M Voice portal allowing them to monitor their environment in real time as well as to perform such tasks as downloading firmware updates for phones.
- T2M's delivery of 99.999% availability backed by the AWS platform guarantees TitleMax nearly uninterrupted voice service.

The nature of the T2M relationship with TitleMax has evolved to one of trusted partner rather than just another vendor. T2M is often involved in areas outside of the core voice functions doing things such as active participation in network troubleshooting.

## About T2M Works



T2M is a different kind of cloud partner. T2M specializes in the migration of critical client applications from on premises to the cloud, from development to deployment to delivery. T2M addresses the need to combine the benefits of a hyper scale cloud infrastructure with the system integration expertise and personalized ongoing support needed to make the product consumable. T2M's operational framework integrates these elements to create maximum benefit and return on investment. T2M engineers are certified and experienced with AWS and Microsoft cloud solutions. T2M is a partner who can understand your challenges, create a path forward, and be there for the long term.

**T2M Works.** Showing you the way.

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