



## Mitel Customer Snapshot:

# Bancroft

### Company Info:

- Location: Cherry Hill, NJ
- Industry: Non-Profit Healthcare Organization
- Website: [bancroft.org](http://bancroft.org)

### Situation:

- VP of IT inherited a communications network stitched together from five different phone systems and different carriers
- Limited calling features including no direct dial capabilities between sites
- Small IT staff was spending too much time and money maintaining communications

### Needs:

- Reduced cost and complexity in their communications system
- New productivity-enhancing features—particularly for mobile employees
- Looking for a cloud-based communications platform as part of their all-in-the-cloud strategy

### Solutions:

- MiCloud  
[Mitel.com/micloud](http://Mitel.com/micloud)

“[Mitel] has helped us unify our communications company-wide, enabling our staff, patients, and family members to stay connected. Moving to the Cloud allows us to see significant cost savings and be more agile.”

Fina Nash, VP of Information Technology  
Bancroft

### Results:

- Substantial cost savings through line consolidation and site-to-site direct dialing
- Higher employee productivity through new calling features such as Follow Me
- Agility to quickly move/add/change phone numbers without IT involvement
- An improved, unified communications experience for employees, patients, and their families