



A smoother running communication system for less money makes the difference for Black Hills Harley-Davidson and the Sturgis Motorcycle Rally.

At Black Hills Harley Davidson, they live and breathe Harley Davidson motorcycles, and so do their customers. Black Hills Harley-Davidson® is a full service dealership and is home to the largest selection of Harley- Davidson parts, accessories, bikes and MotorClothes apparel in the MIDWEST! Each year Black Hills Harley Davidson hosts the nation's largest motorcycle road show on their 40-acre facility during the world famous Sturgis Motorcycle Rally. Black Hills Harley Davidson has five locations in the heart of South Dakota's Black Hills, making it the United States' largest Harley Davidson dealer.

The key to Black Hills Harley Davidson's success is creating a high-caliber customer experience. So when their 20-year old Avaya system wasn't able to keep up with their needs and quality standards, they turned to Justin Herremann of On Line Support. Justin's company is their local communications provider, and he recommended an Allworx VOIP Communications system as the solution to meet their requirements.

A New Allworx VOIP System Delivers Simplicity and Flexibility

Black Hills Harley Davidson's antiquated phone system required physically changing new wires every time staff relocated to a new workstation. This hampered their ability to quickly add, contract, or move employees at their five

retail outlets and seasonal sales locations. With their new Allworx VOIP Communications system, relocating staff is now as easy as unplugging the phone in the old location and plugging it in at the new location. As Scott Burgess, IT Manager for Black Hills Harley Davidson states, "Not only did our new Allworx phone system meet both our timeline and our budget, but the ease of managing the system has been a huge timesaver for us."

Upgrading to Allworx also created a more efficient experience in the retailer's parts department. Previously when customers called searching for specific parts, staff would have to either put the customer on hold or call them back while they searched the extensive parts area. By installing Allworx compatible RTX cordless phones, the parts counter employees are now able to "take the customer" with them as they search for parts, meeting the customers exact expectations. This saves time and eliminates aggravation for a better customer service experience.

Keeping the Lines of Communication Open during the Sturgis Motorcycle Rally

Each year up to 750,000 motorcyclists descend on Sturgis, South Dakota for the world's largest motorcycle rally. Many of these enthusiasts make their way to Black Hills Harley Davidson's locations for the Motorcycle Road Show. Cyclists tour over 100 vendor booths and visit Black Hills Harley Davidson's massive outdoor tent and

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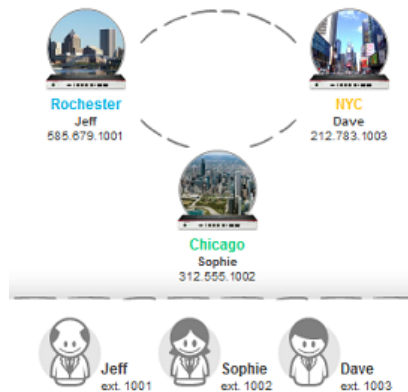
indoor facility where hundreds of Harley Davidson’s are available for sale. Things get a bit hectic during the 10-day event and communication is vital. With the Allworx VOIP Communications system, Black Hills Harley Davidson now has the ability to easily and instantly update system greetings to keep callers informed on events, specials, directions and more.



A better customer service experience via Multi-Site

With Advanced Multi-Site on the Allworx VOIP communications system, Black Hills Harley-Davidson is able to connect callers between the Sturgis location and their flagship location in Rapid City without disconnecting or disrupting the customer call and experience.

Upgrading to an Allworx VOIP Communications system not only provided Black Hills Harley Davidson with the latest in telecom technology, but allowed them to increase flexibility, improve customer communications and simplify infrastructure. All of this at a 5-year cost of ownership significantly lower than alternative communication systems.



Connect up to 100 Allworx sites, 1,000 users, and 2,000 extensions.

- Global directory
- Extension dialing across all sites
- Global voicemail: Forward voicemail to anyone in the system
- Seamless call transfer and call park across all sites
- Shared Auto Attendants
- Shared user presence and status
- Access to remote site trunks for rerouting external calls
- Distributed architecture: If one site loses connectivity, calls can be quickly re-routed to other sites.

Key Benefits of Allworx for Black Hills Harley-Davidson

- No licensing fees to deploy remote handsets
- Local Allworx partner close by for support
- Pricing better—tired of Avaya maintenance fees
- Able to implement third party integration—one time fee, no licensing—Support generic sip devices (RXT mobile handsets)

Solution Personalized for Black Hills Harley Davidson, South Dakota

Industry: Retail

Location: Sturgis and Rapid City, South Dakota

Website: <http://www.blackhillshd.com>

Allworx VOIP System: Two (2) Connect 536 servers

Allworx IP Phones: 9 Allworx 9212L IP phones in Sturgis, 35 Allworx 9212L IP phones, 20 Allworx 9224 IP phones and 10 Allworx 9204 IP phones in Rapid City

Allworx Advance Software Options: Advanced Multi-site, Generic SIP,

About Allworx

Headquartered in Rochester, N.Y., Allworx is an award-winning maker of VoIP communication systems for SMBs and a wholly owned subsidiary of Windstream. Allworx provides a complete portfolio of VoIP systems, IP phones, network switches, and advanced software options to help SMBs create solutions tailored to meet their unique needs. Allworx is available to SMBs through a network of 1,000+ independent resellers in the U.S., Canada and Latin America, and also as Windstream IP Simple, a managed monthly subscriptions service that combines Allworx with VoIP and data services from Windstream.

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