

# Customer Testimonial: TDS *managedIP*

“One of the things we like most about the *managedIP* system is that we rarely have to think about it. Basically, it’s all plug-and-play for us. We’re a very mobile office and we produce events that take place over several holiday weekends during the year. This system allows each of our employees to designate how they want to receive calls when they’re not in the office.”

Keith Peterson, Owner



## The Customer

Purple Door Productions is an event management, marketing, and consulting company responsible for producing events in the Madison, Wis. area. These events include Taste of Madison, Madison Marathon, Kids Expo, Brat Fest, Jerry’s Race, and the New Glarus Community Fest.

Incorporated in January 2008, Purple Door is owned and operated by a staff of three. From establishing event budgets to securing sponsorships, coordinating vendors, managing volunteers, and marketing each event, the staff at Purple Door Productions handles every facet of the planning and execution for these large scale public events.

## The Challenge

Purple Door Productions wanted a communications system that would allow them to do their business better. The company has a barebones workforce responsible for multi-million dollar events, which attract hundreds of thousands of people annually. Often, without anyone available to answer the phones, many callers went directly to voice mail. Too many times, the messages contained critical, time-sensitive information related to an event in process or they were from individuals needing logistical information.

Purple Door needed a way to educate callers about upcoming events without having someone staff the phones. They needed control of their on-hold messages and a way to quickly and easily change or update them. They also needed to find a way to help their employees be more mobile, yet not miss calls from vendors, sponsors, or volunteers.

## The Solution

Making the switch to a robust IP-based communications system that lends itself to employee mobility and, at the same time, increases effectiveness and efficiency. A flexible system that’s easily updated, can be changed on the fly, and improves event communications, resulting in greater event success.

Purple Door Productions selected ***managedIP* from TDS** as their communications solution. It’s fully integrated and handles the company’s Internet and phone needs without requiring the purchase of a separate phone answering system. It also includes all the features the company was looking for and many more just waiting to be utilized.

**The results:** greater flexibility and mobility for staff to work closely with volunteers, vendors, and sponsors while also enjoying a greater work/life balance. The system makes it more efficient for employees to update outgoing messages without recreating them, saving both time and money.

**1-866-9-TDSBIZ**  
[www.tdsbusiness.com](http://www.tdsbusiness.com)



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## Customer's Favorite Features

### Improved Productivity

- Checking voice mail messages via e-mail
- Control to update and change on-hold messages quickly and easily without needing to re-record every time
- Changing employee information in the directory, in just minutes
- Caller's contact information appears on the phone and computer simultaneously

### Greater Mobility

- Forwarding all calls to cell phone
- Using simultaneous ring so there are no missed calls

**"As a small company, I really like that this system is expandable and can grow with us. For instance, we ordered a line for each employee, but didn't have to guess how many phone lines we might need in the future. We would have had to guess with our old system, which was not easily adaptable with our company's growth. This one is expandable and will meet our needs well into the future.**

**"I also like that we didn't need to run separate phone and Internet lines when we built out the office; the CAT 5 cables handle everything. I appreciate knowing that if we ever need technical support from TDS, they're readily available. That means our team can focus all of our time and energy on producing events and delivering results."**

**Keith Peterson, Owner  
Purple Door Productions**

TDS *managedIP* customer  
Since March 2008

