



# APG

ADAMS PUBLISHING GROUP LLC

**CLIENT:** Adams Publishing Group

**LOCATIONS:** 15

**LINES:** 140+

**READERS:** 1.5 million per week

**PLATFORM:** Office Enterprise Plan

♥ **FEATURES:** Call Queuing, Call Forwarding, NextOS 3.0

“ **We are moving forward  
with innovative technology  
from Nextiva!** ”

– David Alltop, Regional IT/Pagination Director

## CUSTOMER OVERVIEW

Adams Publishing Group is a conglomerate of small community newspapers with offices throughout the United States. APG Media of Chesapeake is one of the regional companies under the Adams Publishing Group umbrella, and consists of 33 publications in Maryland, Virginia, and Washington, D.C., and 15 physical offices. They have 200 employees in the region and a readership of more than a million and a half people per week.

## DILEMMA

There were a number of issues with the copper lines that APG was using for their phone structure. One of the most cumbersome problems was the inability to transfer calls. Each call into the wrong office location, incorrect contact, etc., meant that they would have to instruct the caller to hang up and call another number, costing that person valuable time, and sometimes losing the business of people who didn't want to go through this tedious process. Employees even began giving out their personal cell phone numbers to important contacts to avoid this mess.

## IN A NUTSHELL

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## RESOLUTION

After making the decision to use Nextiva, the first transition was to Nextiva vFAX for virtual faxing. They configured the vFAX portal to email specific people for each office, and all were happy with the new virtual system. From there, they jumped into VoIP for their 15 offices.

Nextiva and APG worked together to transition one location at a time. They chose to get their phones from Nextiva, as they were preconfigured and pricing was competitive. They also issued cell phones to their staff that mainly worked in the field so they could start using the Nextiva App and also have calls forwarded to these lines via their newly implemented Auto Attendant.

They have found Nextiva's service very reliable with great voice quality.

calls. Nextiva and APG worked together to transition all 15 of their locations to VoIP. They purchased new phones from Nextiva, and gave a number of employees access to the Nextiva App so they could work on the road from their cell phones. They have found Nextiva's service very reliable with great voice quality.