

ACRYLIC TANK MANUFACTURING

Acrylic Tank Manufacturing (ATM) captures the beauty of living art by producing custom aquariums and acrylic exhibits. The company's expertise has allowed them to build some of the world's largest aquariums and install hundreds of custom acrylic viewing panels around the world.

Vonage Business Communications gave them advanced mobility and video capabilities to help them boost productivity and better connect with clients.



ATM Makes Waves With Virtual Collaboration

ATM is featured on Animal Planet's most highly-viewed television show, "Tanked," which dazzles customers with aquariums custom constructed to fit the most exotic environments. When selecting a communications service provider, ATM owners wanted a company who could support the rigorous demands of the entertainment industry as well as keep pace with real-time communication needs. That's where Vonage came to the rescue.

"Good telecommunications keeps it all together, and that's where Vonage has transformed our business. They aren't just a vendor, they're part of the team."

- **Wayde King**

CEO and Founder
Acrylic Tank
Manufacturing

Work on the Go With Unified Calling Features

ATM enhanced their day-to-day interactions with unified calling features, including Auto Attendant which routes calls automatically. Because of the fast-paced environment, ATM's team needed to be able to work on the go. With seamless call transferring between desk phones, mobile phones, computers, and tablets at the push of a button—Vonage made work on the go easier than ever. And, with Visual Voicemail, they get all their messages transcribed and sent directly to their emails with an audio attachment, so they can read or listen to them on any device.

RESULTS

See Eye to Eye With Clients in Real Time

The powerful Vonage HD video and web conferencing services allow ATM customers to view their installations remotely, and vendors are able to "walk through" projects for which they are fabricating special parts—from anywhere in the world in real time, with a broadband connection. Best of all, this service is scalable to meet ATM's changing needs, packing unlimited growth potential at a predictable cost.

Vonage Unified Communications to the Rescue

After making it big on Animal Planet, the company's telecommunications needs escalated to a whole new level. As many as 500 people tour their Las Vegas manufacturing plant daily and incoming call volume grew exponentially. "If you've watched 'Tanked,' then you know we work under intense time constraints and require specific information at our fingertips," said Wayde King, founder of ATM. "Good telecommunications keeps it all together, and that's where Vonage has transformed our business. They aren't just a vendor, they're part of the team."

With device-agnostic technology that could span the globe at the touch of a button, the Vonage unified communication solutions gave ATM the mobility and flexibility to keep up with demand while providing the support and service they needed to get the job done right.



Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform. True to our roots as a technology disruptor, our flexible approach helps us to better serve the growing collaboration, communications, and customer experience needs of companies, across all communications channels.