

## Success Story:

# INSURICA Insurance Management Network

INSURICA Insurance Management Network, established in 1959, is a family-owned, independent insurance agency that specializes in core industries and business disciplines, and then shares this expertise throughout their network of offices. This unique structure provides INSURICA customers with unparalleled access to the most unique coverage and risk management expertise available.



## Challenge

INSURICA experienced significant growth, and thus needed a communication solution that could scale up as the company grew. This was essential to be able to continue putting a strong emphasis on productive relationships with their clients.

Such growth does not come without its challenges. Many of INSURICA's new locations were not equipped with similar phone systems. Moreover, many of these phone systems were outdated and costly. Jeff Nickles, Vice President of Technology, detailed some of the unforeseen hurdles associated with the acquisition of these numerous partnerships. He explained, "INSURICA has grown substantially over the last several years. As a result of that, we ended up with a hodgepodge of old, on-premise phone solutions. It was becoming a crazy headache to maintain."



## Solution

INSURICA turned to GoTo Connect for scalable, hosted VoIP without the cost and headache of on-prem maintenance. GoTo Connect's hosted VoIP provides a perfect solution to the usual difficulties presented by outdated, on-premise systems. "I was looking for something that we could deploy anywhere and in all the offices that was cost effective," related Nickles, "...and would give us the ability to easily support it from a centralized location."

GoTo Connect offered a simple solution that addressed INSURICA's major concerns, including ease of management, as they were not a company rich in phone expertise. GoTo Connect administrators can manage virtually every part of their account – including all moves, adds and changes (MACs). These password-protected controls are available online and can be used anywhere the administrator has internet access.

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**Jeff Nickles**  
Vice President of  
Technology, INSURICA

In addition, GoTo Connect’s hosted VoIP platform was designed as true Cloudbased architecture. It was built to scale gracefully to hundreds of thousands of users. GoTo Connect’s services are particularly scalable from the standpoint of adding services to an existing account.

Individual capacity can be added as needed to accommodate growth. Additionally, GoTo Connect has many of the largest purely hosted VoIP installations ever deployed.

The fact that GoTo Connect is easy on the budget made it the perfect solution for INSURICA. On-premise staffing requirements, system upgrades and demands for maintenance are costly, time consuming and ongoing. GoTo Connect Hosted VoIP eliminates these expenses and provides a dramatically reduced total cost of ownership – especially to organizations that have offices in multiple locations.



## Results

INSURICA consolidated a national communication network with GoTo Connect. The transition from on-premise telephony to GoTo Connect hosted VoIP has made it possible for INSURICA to scale without the headache of costly on-premise maintenance. Nickles expressed, “It has set us up to have more flexibility in the business decisions that we’re able to make. No longer will a phone system be a limitation for us in terms of whether we want to centralize certain types of calls or services.”

GoTo Connect hosted VoIP has opened up entirely new possibilities for INSURICA’s capacity to offer excellent service to their clients. Nickles detailed how their new phone system allowed agents to help customers everywhere, regardless of their location. He explained, “We could still give people a local telephone number to call, but that call could be answered in Oklahoma, or at one of our offices in California, or wherever. I think what it does is it gives us flexibility to do some things from a business standpoint that we couldn’t have done before.”

Set your business up for flexible, simplified growth at scale with GoTo Connect. Visit [www.goto.com/connect](http://www.goto.com/connect) for more information or call us at 1 (866) 890-8931.

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