

Case Study

Automation Alley

Automation Alley is a technology business association driving growth in Southeast Michigan's business economy. With more than 1,000 members from Genesee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties, Automation Alley is celebrating its 12th year of serving Southeast Michigan's technology community. Thirty-one employees drive Automation Alley's business, which includes member services, international business initiatives, defense activities and entrepreneurial services. Nearly 10,000 people attended events, seminars or meetings at Automation Alley's facility in 2010.

The Challenge

Automation Alley serves as a hub for southeastern Michigan technology companies. For over seven years, they have trusted their telecommunications, their most critical business resource, to Grid4. As they expanded, their aging phone system proved to be more of a hassle than it was worth. With the addition of their International Business Center, they had unique requirements that needed to be met. The state-of-the-art facilities include an HD video conference room, a private Skype room, and several collaboration spaces.

The Solution

In order to deliver these unique services to their members, Automation Alley trusted Grid4 to provide a smarter, more reliable and scalable solution without the expense and maintenance of a traditional, premise-based phone system.

Grid4's SmartCOMM™ Hosted IP Complete delivered the bandwidth, quality of service and the latest IP technology to Automation Alley. Hosted IP Complete provides the scalability, reliability, and features their business needs in order to serve their members. The Hosted IP Complete solution is delivered over Grid4's 100% IP network, allowing the speed, security and reliability necessary in today's business environment. They now enjoy a future-proof communication system cared for completely by Grid4. Not only does Grid4 perform all system upgrades, they also handle all the maintenance with no additional fees.

About Grid4's SmartCOMM™ Hosted IP Complete

Grid4's Hosted IP Complete™ is an ageless and feature-rich replacement to a traditional phone system that will grow with businesses instead of slowing them down. Hosted IP Complete™ combined with Grid4's pure IP network and smarter applications provide businesses more features and increased functionality while significantly reducing or eliminating capital expenses.



"We wanted to equip our business with information technology that would give us an advantage in the marketplace and be able to serve our membership better. Grid4 provided us with a smarter, more reliable communication solution that will allow us to offer valuable services to our members."

Ken Rogers

Executive Director, Automation Alley