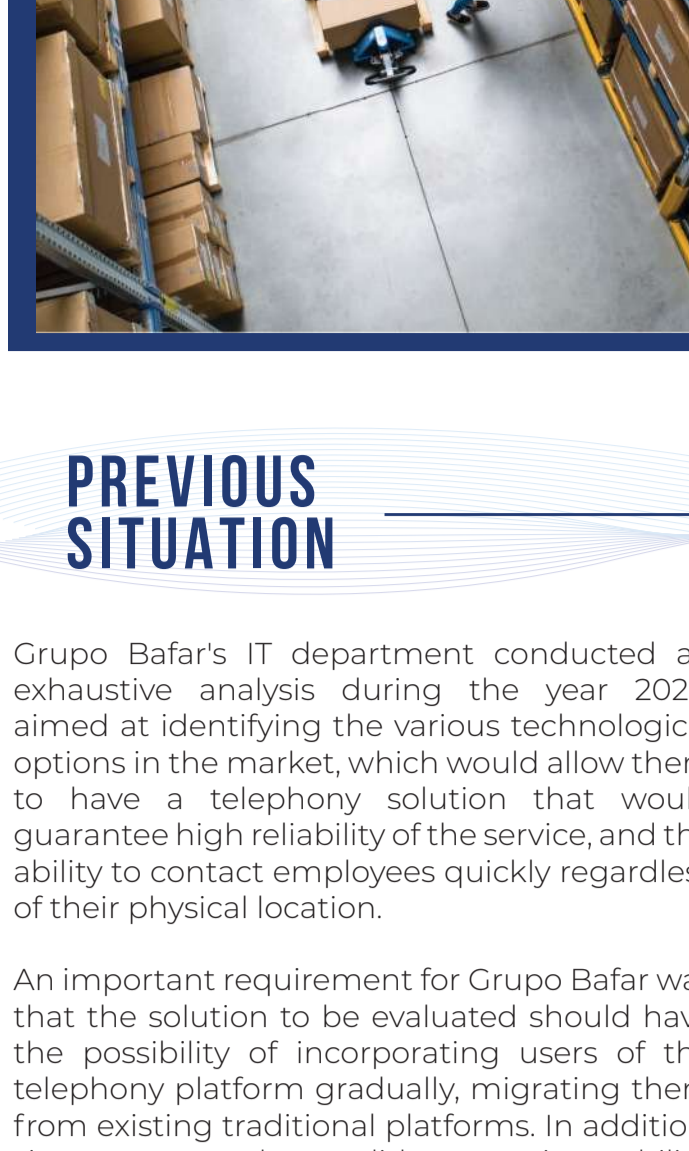


This document shares Success Stories from our Corporate Customers enjoying IsMyConnect Service Benefits for their daily business and operations.

## 1 GRUPO BAFAR



Through IsMyConnect, Grupo Bafar's corporate staff as well as its unit in Longhorn, U.S.A., enjoy a telephony service over its Office 365, Microsoft Teams licensing.

### COMPANY PROFILE

Grupo Bafar is a leading company with more than 35 years of experience nurturing Mexico's progress. Its leadership includes the incorporation of several business units. The success achieved has not been built alone, but has been forged in the momentum of a collective effort. Based on the work of more than 12 thousand employees throughout the country, Grupo Bafar has become one of the most important food companies in Mexico.

### PREVIOUS SITUATION

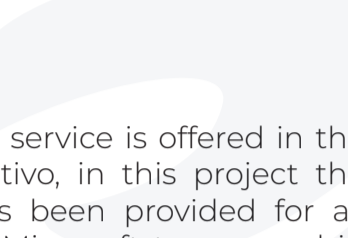
Grupo Bafar's IT department conducted an exhaustive analysis during the year 2020, aimed at identifying the various technological options in the market, which would allow them to have a telephony solution that would guarantee high reliability of the service, and the ability to contact employees quickly regardless of their physical location.

An important requirement for Grupo Bafar was that the solution to be evaluated should have the possibility of incorporating users of the telephony platform gradually, migrating them from existing traditional platforms. In addition, since some employees did not require mobility, and their telephony requirements were satisfied with SIP devices, it was important that the new telephony platform would allow the integration of these users within the same corporate dialing plan and take advantage of Grupo Bafar's existing installed base of SIP devices.

CallMyWay provided Grupo Bafar with a Proof of Concept, POC, of the IsMyConnect service for a period of approximately two months, where Grupo Bafar incorporated users of all corporate profiles and replicated the use cases of all these users. In this scenario, both IsMyConnect telephony users on Microsoft Teams and telephony users on Grupo Bafar's SIP devices were configured in order to ensure the coexistence of these two environments or services.



### SOLUTION



After the Proof of Concept process, Grupo Bafar conducted a formal open process, publishing an RFP or Request for Proposal, with the scope of the project and inviting several suppliers to participate in the project. CallMyWay is honored to have been selected by Grupo Bafar as the supplier awarded in this process, which involves several stages of service deployment.

Grupo Bafar has an internal migration program for users of its existing telephone platform to the IsMyConnect service. At this moment, Bafar is using the IsMyConnect service in two of its operations, where it is taking advantage of the benefits of reliability and mobility provided by the solution.

#### BAFAR LONGHORN

Telephony service is provided to Grupo Bafar's operation in LongHorn, USA. The solution came to replace a traditional telephone platform, and by migrating to IsMyConnect users experience the advantage of being able to develop their calls directly from the corporate collaboration tool, Microsoft Teams.

#### BAFAR CORPORATIVO

The corporate telephony service is offered in the offices of Bafar Corporativo, in this project the IsMyConnect service has been provided for all those users working on Microsoft teams, and in addition SIP users are incorporated for positions such as Reception among other profiles.

### BENEFITS

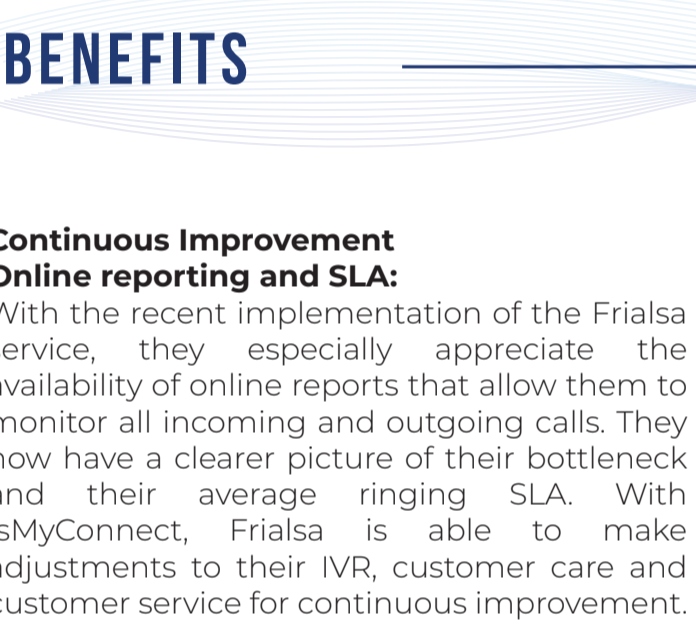
Grupo Bafar, values the fact that through IsMyConnect, its staff will always be reachable, since its extension is assigned to multiple devices in which Microsoft Teams is active, so if the user is using his mobile since he left the office, he will always be reachable.

Similarly, for some employees, IsMyConnect stands out for its ease of use, such as the receptionist position, where the adoption process was extremely agile.

In the words of Mr. Juan Alberto Dominguez, Technical Director of the project, "We appreciate that IsMyConnect makes it easier for our staff to be always in communication, the integration with Microsoft Teams allows them to perform their work in a more efficient way. We also appreciate the support that CallMyWay's technical staff gives us on a daily basis".



## 2 Frialsa



Through IsMyConnect, Frialsa's corporate staff enjoys a comprehensive telephony service on its Office 365 licensing, Microsoft Teams.

### COMPANY PROFILE

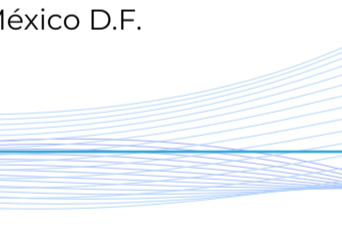
Frialsa is a leader in integrated cold chain logistics solutions with presence in Mexico, Latin America and strategic alliances in North America. Thanks to its large infrastructure, Frialsa is distinguished for being experts in the operation, storage logistics and distribution of fresh, refrigerated and frozen food and beverages. Recognized in the industry for guaranteeing an efficient cold chain.

### PREVIOUS SITUATION

Frialsa had no control or visibility of what was happening with calls from potential customers and suppliers. There was little measurement of telephone service without knowing where the "bottlenecks" were. They did not have a controlled history of who was calling them or a measurement of Frialsa's internal communication.



### SOLUTION

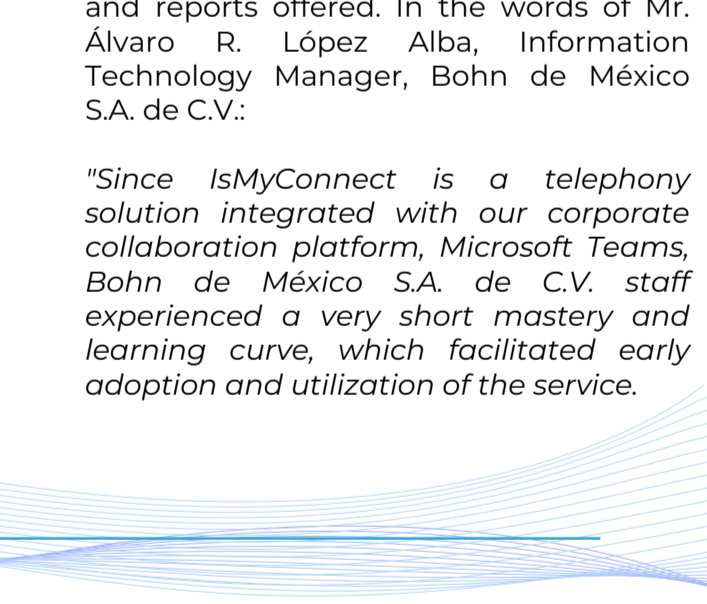


After an exhaustive process of analyzing providers, Frialsa opted for CallMyWay's service. It decided to opt for CallMyWay's IsMyConnect because of all the end-to-end metrics and reports it offers for call telephony.

In addition, it took advantage of one of the features of the service, which is to integrate IsMyConnect Teams and IsMyConnect SIP users in the same platform. For the latter, Frialsa's existing telephone devices were integrated, which resulted in the protection of the investment previously made.

### BENEFITS

**Continuous Improvement**  
**Online reporting and SLA:** With the recent implementation of the Frialsa service, they especially appreciate the availability of online reports that allow them to monitor all incoming and outgoing calls. They now have a clearer picture of their bottleneck and their average ringing SLA. With IsMyConnect, Frialsa is able to make adjustments to their IVR, customer care and customer service for continuous improvement.



In the words of MBA Angélica Carrillo - ICT, Frialsa:

"After IsMyConnect Service was fully deployed, we feel comfortable with the solution. The project implementation was intuitive and transparent, there was no service impact at all during the platform and service migration."

## 3 BOHN



Through IsMyConnect, Bohn de México S.A. de C.V. personnel perform their telephony in a single, market-leading tool, Microsoft Teams.

### COMPANY PROFILE

Bohn de México S.A. de C.V. is the leading company in commercial and industrial refrigeration in Mexico. Its market niche is very well covered. Its growth is based on its vision of customer service, being a flexible company that puts customer service and satisfaction in the first place in the shortest possible time and its commitment to the care of the environment.

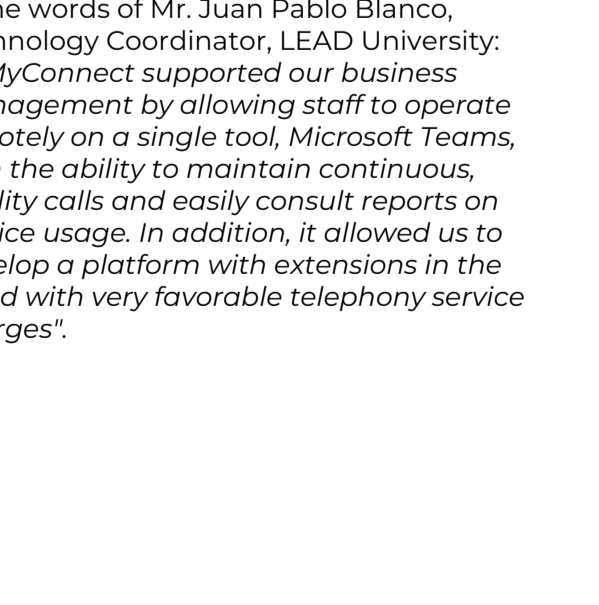
Website: <https://bohn.com.mx/>  
Central Offices: México D.F.

### PREVIOUS SITUATION

The Information Technology department of Bohn de México S.A. de C.V. had been analyzing since 2017 various technological options in the market that would allow it to migrate its telephony platform, based on Cisco Call Manager, since it was approaching its end of life.

As a result of this analysis, a clear growth of cloud-based telephony solutions was confirmed, and its benefits around favoring both the mobility of the end user and the associated operational and economic improvements. This migration was planned for the end of 2020.

As a result of the pandemic, a specific burden was generated that accelerated the execution of this project more quickly, given that a confidable solution was required to facilitate teleworking; the current platform required employees to set up complicated VPNs to be able to communicate remotely.



### SOLUTION

Microsoft Teams is the corporate collaboration platform for Bohn de México S.A. de C.V. Bohn de México S.A. de C.V. analyzed several providers of telephony solutions based on Microsoft Teams, which were introduced and recommended by Microsoft.

Of the solutions analyzed by the IT department of Bohn de México S.A. de C.V., CallMyWay stood out because it met several aspects that were required both at a technical and functional level. Among these aspects, it was required that the solution included a Cloud Switch with a wealth of functionalities, as well as online reports and operational metrics.

CallMyWay implemented a month-long Proof of Concept for Bohn de México S.A. de C.V., free of charge. The Proof of Concept allowed the management and technical staff at Bohn de México S.A. de C.V., to confirm directly and in their operating environment the functionalities and reports offered. In the words of Mr. Alvaro R. López Alba, Information Technology Manager, Bohn de México S.A. de C.V.:

"Since IsMyConnect is a telephony solution integrated with our corporate collaboration platform, Microsoft Teams, Bohn de México S.A. de C.V. staff experienced a very short mastery and learning curve, which facilitated early adoption and utilization of the service."

### BENEFITS

Bohn de México S.A. de C.V., values the fact that IsMyConnect is a cloud service, which gives them total independence in their operation and also allows them not to worry about the cost of ownership of the telephony solution. By not requiring complex VPNs, it facilitates the connectivity of end users from their homes or the place where they are working. CallMyWay, together with the IsMyConnect solution, provided international numbers for FB Refrigeration's operations in Central and South America. This represented a competitive advantage since its customers in these

countries can always call a local number which is answered by a representative of FB Refrigeration, in an extension IsMyConnect. In the words of Mr. Alvaro R. Lopez Alba, Information Technology Manager, Bohn de México S.A., de C.V.:

"We value that IsMyConnect, makes it easier for our staff to be fully communicated, its integration with Microsoft Teams makes it easier to perform their work. We also appreciate that CallMyWay's technical staff has always been characterized by a high availability and timely service attitude".

## 4 LEAD UNIVERSITY

Through CallMyWay's IsMyConnect, the personnel performing the telephony and collaboration solution suitable for teleworking. This would be used by the U Lead sales team. As part of the solution requirements, the solution needed to include remote access to easy-to-use telephone usage reports by extension.

### COMPANY PROFILE

We are the only business university in the country, created by renowned entrepreneurs to develop leaders in the business sector. Our values are oriented towards leadership, critical thinking, creativity, innovation, productivity, knowledge integration and value creation.

Website: <https://ulead.ac.cr/>  
Central Offices: Pavas, Costa Rica.

### PREVIOUS SITUATION

At the time of the opening of its facilities in Costa Rica, U Lead, selected CallMyWay because it offered: a reliable service, 100% in the cloud, and allowed them to access attractive rates.

In a second stage, due to the onset of the Covid 19 pandemic in 2020, U Lead required a telephony and collaboration solution suitable for teleworking. This would be used by the U Lead sales team. As part of the solution requirements, the solution needed to include remote access to easy-to-use telephone usage reports by extension.

### SOLUTION

U Lead identified that CallMyWay's IsMyConnect service brought together all the telephony and collaboration functionalities integrated into its current corporate collaboration platform, Microsoft Teams, and at the same time guaranteed expedited implementation. CallMyWay implemented the IsMyConnect service for Universidad Lead's commercial area employees in Costa Rica at the beginning of 2020.

In the words of Mr. Juan Pablo Blanco, Technology Coordinator, LEAD University: "IsMyConnect supported our business management by allowing staff to operate remotely on a single tool, Microsoft Teams, with the ability to maintain continuous, quality calls and easily consult reports on service usage. In addition, it allowed us to develop a platform with extensions in the cloud with very favorable telephony service charges".

### BENEFITS

U Lead values the fact that IsMyConnect is a reliable, cost-effective and easy-to-manage service. It also recognizes that CallMyWay's Customer Service Center team provides agile and efficient support.

In the words of Juan Pablo, "We appreciate that IsMyConnect makes it easy for our sales team to do their work from home, which consists of making local and international follow-up calls in an economical and effective way".

CallMyWay will gladly support your inquiries, and will answer your support request through our Customer Service Center.

## CUSTOMER SERVICE CENTER

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