



Elliott Wave International – A Success Story

► Introduction

We are excited to have Elliott Wave International (EWI) as a customer and part of our family. And, we are proud to share a little bit about the solutions we have provided to EWI. First, let's get to know the company....

Founded in 1979, Elliott Wave International is the largest independent financial analysis and market forecasting firm in the world, with approximately 85 employees spread around the world. EWI's 24 full-time analysts cover every major financial market worldwide, 24 hours a day on ElliottWave.com and proprietary web systems like Bloomberg. Their researchers also cover societal shifts due to waves of social mood on Socionomics.net. The company's subscriber base includes tens of thousands of individual investors and people who are concerned with social trends, as well as the world's major banks, money managers, hedge funds, insurance companies and pension funds. EWI's core business boils down to producing valuable content based on the Elliott Wave theory and socionomics.

► Spoil the Ending

A quote from EWI:

"When delivering the timeliest analysis to the world's traders, investors and social-trend-watchers, it's important that our operations run smoothly. Our subscribers depend on us. So, when staff changes, server transfers and phone upgrades hit us all at once, we needed help. Ansley Communications swooped in and helped us make these transitions very smoothly. Our subscribers and staff experienced zero downtime during the changes. Ansley have quickly become part of the EWI team. They helped us handle immediate issues and upgrade our systems, and they are more than just affordable. They save us money."

- **Paul McQuaid**, *Corporate Director, Elliott Wave International*

► The Plot Thickens

The EWI and ACG relationship began when EWI needed to replace their phone system which was beyond end of life (that's a nice way of saying it could not meet their needs and might collapse at any time). The system was costing more and more to maintain because parts were becoming very scarce. Phone communications continue to play a vital role in EWI's business. Not only do the phones support their award-winning customer service department, they also serve as rapid communication through the day, which is essential especially when the financial markets become volatile. EWI wanted the new system to have a proven track record with lots of success in similar environments. It also needed to be able to support EWI's many remote employees, have a low TCO (total cost of ownership) and enable EWI to get some new capabilities they had not even dreamed of. ACG (with Mitel) did a network evaluation and suggested a Mitel Cloud solution. That solution had a low cost of entry and met all the other EWI requirements.

At the time of this writing, EWI is almost a month past implementing the Mitel solution. The process has been seamless (seriously!). Users are happy (who uses “happy” in a technology description? we do!) and the ongoing cost has now become both predictable and manageable.

► **The Plot Really Thickens**

Soon after EWI made the decision to modernize their phones, their longtime Network Administrator unexpectedly left—not an uncommon occurrence in the world of IT. Warren Roper, EWI’s IT Director for 20+ years, who was the person responsible for making the Phone System decision, did not panic. He did not make a hasty decision to hire another Network Admin, and he did not resign himself to doom and gloom. Instead he made the decision to explore integrating managed IT services. Warren created the requirements and criteria that would be used to select the best MSP for his needs. He was pleasantly surprised to find that Ansley also offered IT MSP services – both cloud and on-premises. (Note: Ansley needs to improve their marketing to get the word out about their IT MSP offerings!)

Warren worked with Ansley to create a short-term agreement to provide network management and other emergency support services during business hours and after hours. He then spent several weeks conducting a selection process between the Ansley offering and one other offering.

► **Ponies, Rainbows, and Unicorns**

Warren selected Ansley (of course - why else would Ansley be writing this story). Here are the primary reasons for his decision:

- Ansley listened and flexibly crafted their offering to meet EWI needs
- Skillset – highly trained
- Knowledge of existing technologies as well as emerging technologies
- Integrity
- Fast and effective response to issues
- A “team based” solution – on site and remote resources
- Cloud capabilities that reduce capital cost for equipment
- No hiring process and all the associated costs
- Ability to ramp up at peak times of need
- Seamless integration into the EWI environment

► **What does Tomorrow Bring?**

Warren has several projects on the horizon that he is counting on the Ansley Team to assist with – cloud services; continuing to reduce capital equipment needs, and enhancing network security and uptime.

In closing, let’s repeat that quote:

“Ansley Communications swooped in and helped us make these transitions very smoothly. Our subscribers and staff experienced zero downtime during the changes. Ansley have quickly become part of the EWI team. They helped us handle immediate issues and upgrade our systems, and they are more than just affordable. They save us money.”

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