

# *CenTrio* Transformed Their Communication with BluIP®

## Introduction

**C**enTrio, a leader in the sustainable energy industry, is known for its extensive North American portfolio of district energy systems. As a provider of critical utility infrastructures to various sectors, including university campuses, healthcare systems, cities, and communities, CenTrio faced the challenge of maintaining 100% uptime for its communications infrastructure. The company's communications technology team needed assistance unifying telecom services, billing, and omnichannel workflow capabilities, leading them to seek an efficient, cost-effective, and easily implementable communication platform that would function flawlessly across multiple locations. To address these challenges, CenTrio turned to BluIP to implement a Hosted PBX system, Microsoft Teams direct routing, and 4G backup.

## The Challenge

CenTrio faced several challenges with their previous communications technology stack:

- **Critical Uptime Requirement:** As a key energy provider, CenTrio required uninterrupted communication services to ensure smooth operations and respond to emergencies promptly.
- **Inadequate Solution Integration:** The aging on-premise PBX system was no longer supported, and other existing solutions hindered effective communication among users and reduced overall productivity.
- **Cost-Effectiveness and Easy Adoption:** CenTrio sought a cost-effective solution that could be easily implemented across multiple locations, ensuring smooth user adoption and no disruption to their day-to-day business processes.
- **Multiple Platform Usage:** CenTrio needed a flexible platform that could accommodate users on both Microsoft Teams and Hosted PBX, catering to their diverse communication needs.
- **Device Convenience:** The company sought a communication system that could be accessed conveniently across various devices, promoting remote work and enhancing mobility.
- **Low/No CAPEX:** CenTrio aimed to minimize capital expenditures while ensuring they received a robust and reliable communication solution.



## The Solution: BluIP's Unified Communications as a Service

CenTrio faced a significant challenge in selecting the precise solution provider that would address two key differentiators in the market.

1. Legacy Meets Innovation: Is the organization agile enough to migrate from an aging legacy platform to a flexible full-featured solution that will serve us well into the future without disrupting our current business?
2. Will the organization help us meet or exceed our customers' rising expectations via automated workflows that improve internal communication?



## What is UCaaS?

Gartner defines Unified Communications as a Service (UCaaS) as:

Unified communications as a service (UCaaS) is a cloud-delivered unified communications model that supports six communications functions:

- Enterprise telephony
- Meetings (audio/video/web conferencing)
- Unified messaging
- Instant messaging and presence (personal and team)
- Mobility
- Communications-enabled business processes

UCaaS infrastructure is owned, operated, maintained and delivered by the provider.

Among organizations that deliver similar products and solutions, BluIP's resilient platform and technology partnerships were the most robust – offering enterprise-grade FCC-licensed Tier 1 Global Carrier services and flexible, best-in-class software development. CenTrio chose BluIP because the organization builds off software platforms engineered by the most reliable companies in the industry such as Cisco, Broadsoft, IBM, and ACME Packet, all deployed as a geo-redundant solution.

Upon engaging with BluIP, CenTrio's communication transformation began in earnest. The objective was to have the entire setup operational within six months of initial engagement, and BluIP delivered. The BluIP solution comprised:

- **Hosted PBX System:** BluIP implemented their Hosted PBX system providing CenTrio advanced communication capabilities. This allowed CenTrio to streamline its communication processes and increase efficiency.
- **Microsoft Teams Direct Routing:** With BluIP's expertise, the CenTrio team could communicate via internal chat and utilize Enhanced Calling through Microsoft Teams, enabling smooth collaboration and internal communication.
- **FirstNet Peplink 4G Backup:** BluIP utilized Peplink's FirstNet 4G backup (a service provided by AT&T to ensure the highest uptime, which leverages the FirstNet public safety broadband network. This provided reliable backup for CenTrio's communication services and ensured their responsiveness in critical situations.
- **130+ Users Across 14 Locations:** BluIP successfully deployed UCaaS solutions for over 130 users across 14 locations throughout the United States. This feat demonstrated BluIP's capability to implement robust communication systems. Within six months from start to finish, BluIP deployed the entire solution without any major challenges.

Hosted vs. On-Prem?

## What is the difference between Hosted PBX and an On-Prem Solution?

Many factors need to be considered when moving from On-Prem PBX to a Hosted Solution.

	Hosted	On-Prem
Location & Ownership	In the cloud via third-party service provider like BluIP	Hardware and software are owned and operated by the organization
Cost Structure	Cost-effective, subscription-based with no upfront hardware costs	Initial capital expenditure and installation
Maintenance & Support	Provided by a third-party service included in the subscription fee	The organization is responsible for maintenance and security updates. Usually requires IT staff.
Scalability & Flexibility	High scalability that can accommodate remote or distributed teams	Constrained with hardware infrastructure and licensing fees.
Redundancy & Reliability	Redundant systems and backup plans ensure minimal downtime, if any.	Depends on the organization's IT capabilities and disaster recovery plans.

“BluIP provides CenTrio with a flexible, highly reliable, and fully integrated solution that enables us to focus on delivering our critical energy services without worrying about communications outages.”



David LaBrosse  
Vice President, CenTrio



## Return on Investment

The impact of the BluIP solution was impressive and resulted in rapid ROI for CenTrio:

- **End-of-Life Legacy System Upgrade:** Deploying BluIP UCaaS allowed CenTrio to move away from its outdated system, eliminating the risk of unplanned outages due to unsupported infrastructure.
- **Cost Savings:** By partnering with BluIP, CenTrio reduced their communications expenses by eliminating \$36,000 annually in fees to maintain seldom-used features.
- **No Hardware Purchases:** The BluIP solution did not require additional hardware purchases, further reducing capital expenditures and preserving CenTrio's previous hardware investments.
- **Payback in Less Than a Year:** The cost savings, efficiency gains, and improved communication processes allowed CenTrio to achieve a greater than 100% return on their investment in a few months.



## Conclusion

BluIP's modern UCaaS solution was the ideal choice for CenTrio's critical communications needs. The successful implementation of a Hosted PBX system, Microsoft Teams direct routing, and Peplink FirstNet 4G backup enabled CenTrio to achieve 100% uptime across their 130+ users and 14 locations. The solution addressed CenTrio's challenges and resulted in significant cost savings and a quick return on investment.

CenTrio's experience is a testament to the importance of partnering with a reputable communications solutions provider like BluIP to address challenges effectively and achieve tangible business outcomes. With their new and efficient communication infrastructure, CenTrio is better equipped to continue confidently and reliably leading the sustainable energy industry.

# CenTrio

## About CenTrio

As the leading provider of sustainable energy solutions in the United States, CenTrio partners to deliver centralized heating, cooling, and electricity solutions to university campuses, healthcare systems, cities, and community customers. CenTrio owns and operates assets in Baton Rouge, Chicago, Denver, Houston, Los Angeles, New Orleans, Portland, Seattle, and Syracuse, using intelligent thermal energy systems that generate, store, and distribute energy.

Learn more at [centrioenergy.com](https://centrioenergy.com).

[bluip.com](https://bluip.com)

# bluip™

## About BluIP®

BluIP® is a Tier1 global service provider and communications technology innovator. The company develops artificial intelligence and enterprise-grade telephony solutions for leaders in hospitality, restaurants, healthcare, small business, and the enterprise. BluIP's comprehensive suite of products includes the industry-disrupting, all-in-one artificial intelligence platform, AIVA® Connect with modules that improve every customer interaction, streamline business processes, and provide in-depth business intelligence to help customers optimize resources and drive more revenue.

Learn more at [bluip.com](https://bluip.com).

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