



Erb's Helps Bradley & Riley PC Communicate with Ease

Company Profile

Bradley & Riley PC is a full service law firm with a wide range of clients. Founded in 1981, Bradley & Riley is now one of the largest law firms in the area with 28 attorneys and two locations.

Situation



Cedar Rapids Location

Bradley & Riley built a second location in Iowa City in order to expand their market. The new location provided Bradley & Riley with countless opportunities but also brought with it some risk.

Communication plays an important role at Bradley & Riley. They needed a telephone system that would seamlessly support their team culture across locations. They also wanted clients to continue receiving the same outstanding service they were used to. After working with Erb's for over 20 years with a variety of other products and services, Bradley & Riley turned to the telephony team for a definite solution.

Solution

Erb's provided Bradley & Riley with a CISCO IP telephony solution utilizing a point to point T1 that supports both voice and data. Erb's designed the system to be seamless and transparent, allowing the Iowa City and Cedar Rapids facilities to easily communicate with each other and with clients. They were able to maintain four digit dialing, incoming calls can be answered from either office and easily transferred, and calls between locations are free of long distance charges. As an added bonus, all of the major components are located in Cedar Rapids for

easier administration. "Erb's did a great job. They were on time with no surprises and no real glitches. The interface with our existing switch went very smoothly and Erb's representatives were very professional and knowledgeable," said Lois Smith, Executive Administrator at Bradley & Riley.

Results

"The solution enabled us to achieve our goal," said Smith, "We communicate with ease between offices so Cedar Rapids attorneys can be present in Iowa City, and visa versa. Service and location are the biggest benefits Erb's offered Bradley & Riley. "We intend to serve the Technology Corridor from both ends and we needed a vendor that could do that too. Erb's is located right in the middle," said Smith. "Recommendations generally come as a result of a job well done. That covers a lot of ground from the sales process, through installation and follow up. Everyone we dealt with at Erb's did a really great job!"

Iowa City Location



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*-Lois Smith
Executive Administrator*

trust
value
partnership