



TRIPLE AUGHT DESIGN

Creating A Modern Retail Experience

How Triple Aught Design used Dialpad to cut telephony costs by 40%



DIALPAD, INC. SAN FRANCISCO, CA
WWW.DIALPAD.COM



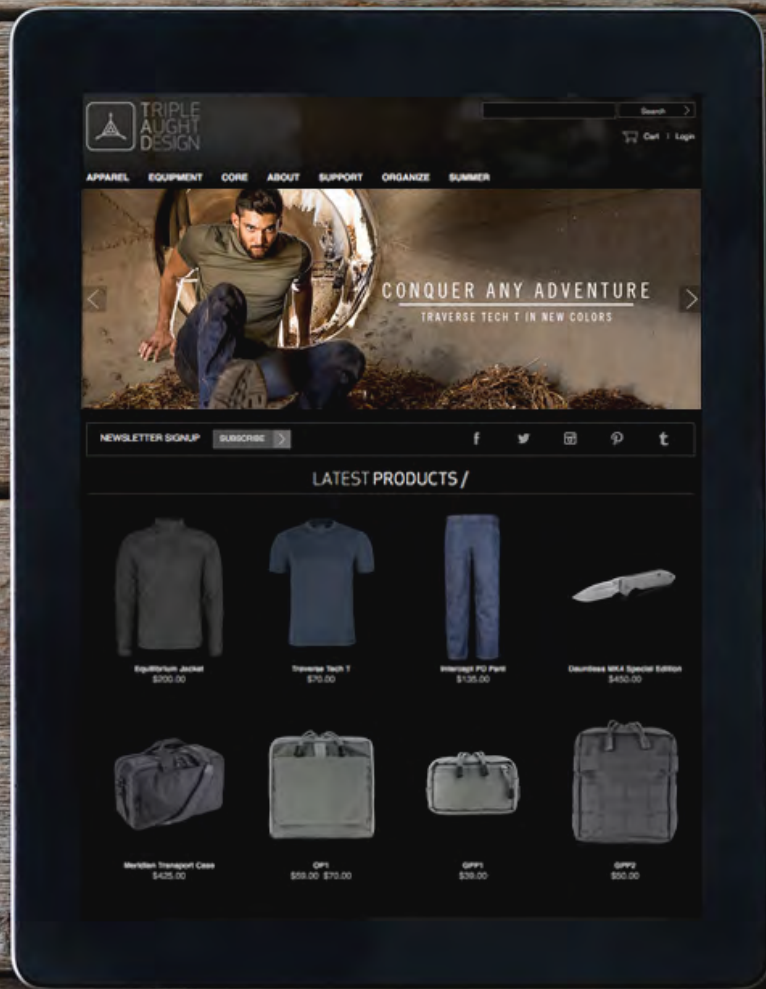


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"With Dialpad, we eliminated employee desk phones."

— Peter Hogg, Systems Engineer at Triple Aught Design

COMPANY MISSION

Triple Aught Design is headquartered in the Dogpatch, a historic warehouse and factory district along San Francisco's eastern waterfront. With the Pacific to the west and the Sierras to the east, we have spectacular landscapes to inspire our designs and rugged wilderness areas in which to test and use our products.

Headquarters: **San Francisco**
Website: tripleaughtdesign.com

Merchandise: **Outdoor Apparel & Gear**
International Distributors: **4**

THE CHALLENGES



Remote Offices



Legacy Hardware



High Telephony Costs



IT Administration

A Modern Retailer

Triple Aught Design is a designer, manufacturer, and seller of high-end outdoor gear and apparel.

The company combines conscious design with precise engineering to create products built to withstand the toughest conditions.

Across the Bay Area, Triple Aught Design maintains an intricate network of warehouses, manufacturing facilities, and retail stores.

The company also partners with several international distributors in Germany, Finland, China, and the UK.

According to Peter Hogg, Triple Aught Design's Systems Engineer, Dialpad has been a perfect fit for the company's modern workforce.





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Dialpad connects all our core departments—marketing, sales, design, manufacturing, and retail operations.

Peter Hogg
Systems Engineer at Triple Aught Design



On-The-Go Employees

Prior to Dialpad, Triple Aught Design suffered from a bulky VoIP system that was difficult to use and administrate.

As a one-man IT team, Peter spent countless hours training employees and juggling tedious support tickets. Even basic tasks like updating a password or recording a voicemail greeting required an in-depth walkthrough.

The phone system simply didn't align with the company's fast-paced culture, or inspire collaboration.

Restricted by desk phones, employees were forced to publicize personal cell phone numbers to be accessible on-the-go.

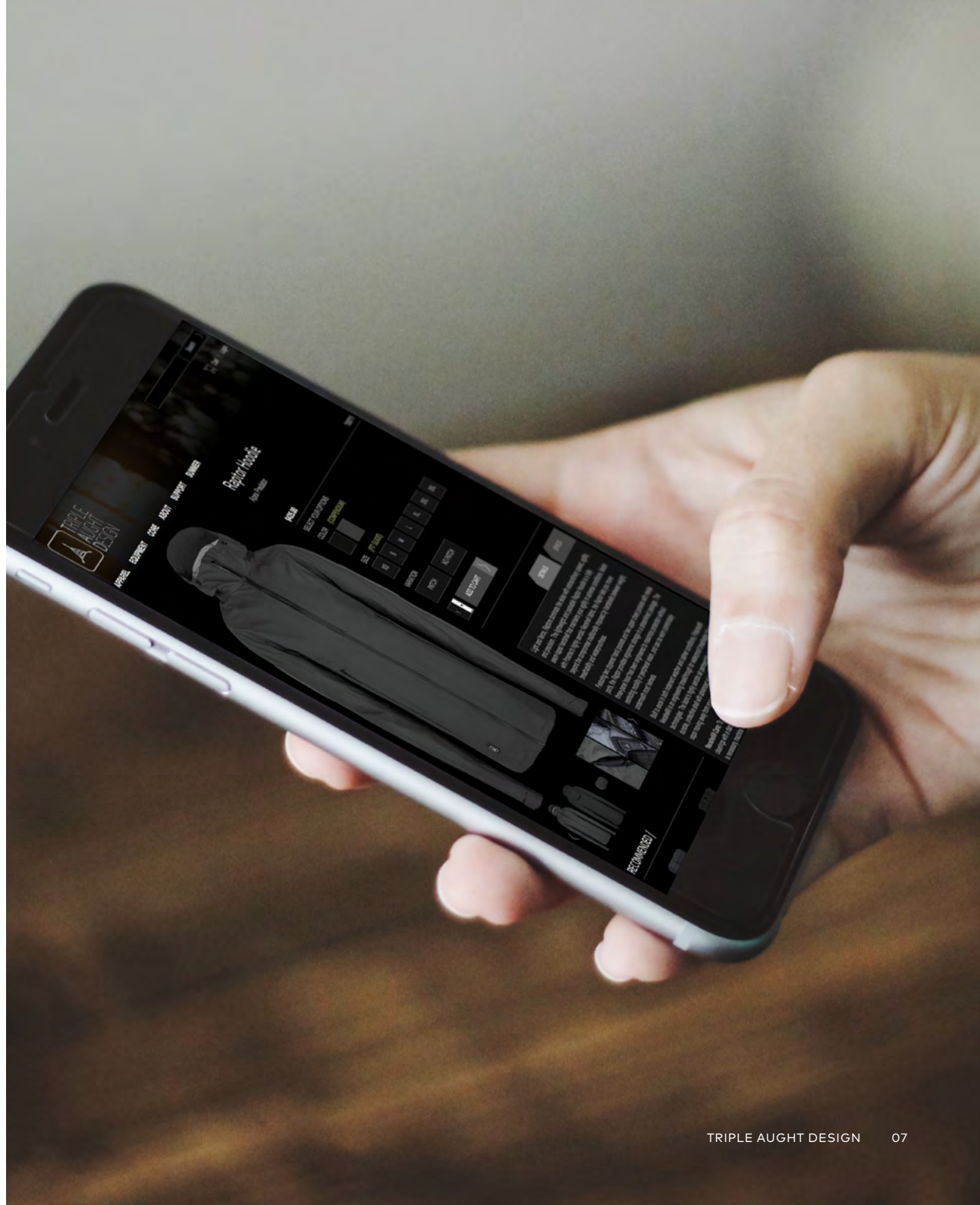
Company-wide smartphone usage spiked, as desk phone usage plummeted.

After searching for a communications platform that would better fit the company's work-from-anywhere culture, Peter came across Dialpad.

Now, employees can link all conversations—text, voice, video, or chat—to a single business number that lives on any device.

Teams can customize the way they communicate, and choose the channels best suited for their specific work style.

From the initial design of a product, to its final shipment, Dialpad now plays an integral role in Triple Aught Design's daily operations.





Integrating With Google For Work

By deploying a communications platform with a native integration to Google Apps for Work, Triple Aught Design synced its two mission-critical services.

Dialpad users can now log in with their Google credentials, making it easy for IT to manage accounts and enforce two-factor authentication.

Peter's teams are also no longer reliant on a static spreadsheet of contacts.

Instead, Dialpad's company directory syncs directly with Google Apps, ensuring that everyone's contact information is always up-to-date.

A People-First IT Experience

Deployment was a quick and efficient process—Triple Aught Design's entire workforce activated Dialpad within 48 hours.

For employees, it felt intuitive to navigate business conversations that lived on their favorite mobile devices.

"From an admin perspective, I never had to think about Dialpad past the initial setup," said Peter. Provisioning users only took a few clicks, and the interface required very little training—users could simply log in and start calling.

Dialpad's lightweight architecture also means IT can continue to scale the platform, without the need for third-party support.



A background image of a construction worker in a trench, wearing a hard hat and safety gear. A spirit level and a shovel are visible in the trench. The image is overlaid with a teal color filter.

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Since Dialpad works on any device, our teams aren't tied to their offices—they operate from anywhere.

Peter Hogg
Systems Engineer at Triple Aught Design



Building Store-to-Corporate Connectivity

Voice is weaved into every aspect of Triple Aught Design's business. From the initial mock-up of a product, to its final shipment from warehouse to customer, voice matters.

On any given day, Triple Aught Design relies on Dialpad to curate a modern retail experience for online and in-store customers.

The company's geographic footprint spans retail managers in the Bay Area, remote teams in Colorado, and corporate headquarters in San Francisco.

Dialpad is embedded across every location, enabling IT to inspire a culture of collaboration.

The Results: 40% in Cost Savings

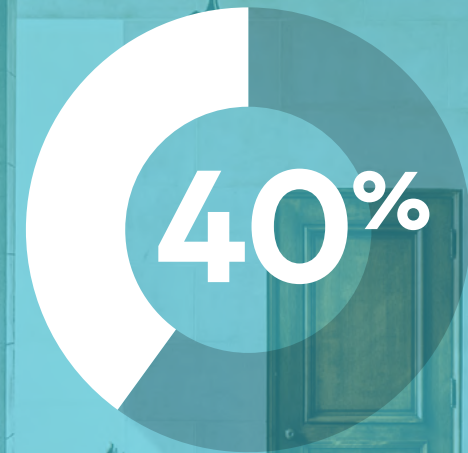
As the retail industry evolves, organizations are shifting away from legacy hardware and into the world of mobile-to-mobile interactions.

Today's retailers rely on voice to connect stores, facilities, and corporate offices around the globe. In fact, these conversations lay the groundwork for building memorable customer experiences.

Dialpad takes collaboration a step further. Now, Triple Aught Design's workforce has 24/7 access to conversations.

Employees can text customers from their desktops, hop on product calls in-flight, or chat about design proofs en route to the warehouse.

Every line of communication is flexible, reliable, and always-on.



in Cost Savings

"Dialpad has revolutionized the way our teams communicate."

— Peter Hogg, Systems Engineer at Triple Aught Design

Freed from their desks, Triple Aught Design's manufacturers, designers, and sellers can now create and innovate in real-time—regardless of where work takes them.

THE RESULTS



48-Hour
Deployment



0 Desk Phones
Required



40%
Cost Savings



Intuitive
IT Administration



CONNECT EVERYONE



WORK ANYWHERE

DIALPAD FOR
DESIGNERS | MANUFACTURERS | RETAILERS

GET STARTED TODAY