

**Small Local Business.
Enormous National Project.**

Dallas/Ft. Worth

Business Profiles

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Red River Technology Group

It's the largest project of its kind anywhere in the world. And a young, local company is playing a significant role in its completion. Red River Technology Group, a three-year-old IT services firm headquartered in Las Colinas, is providing voice and data engineers, project managers and coordinators, and technical field-support teams to help a top financial services corporation deploy 180,000 Cisco Systems VoIP phones across its enterprise in a multi-year project.

RRTG President Suzanne Trahan says that Voice Over IP (VoIP) technology is gaining acceptance and momentum in the corporate world, and that's where the industry is headed. VoIP is transforming the corporate communications matrix: instead of two separate voice and data networks, a single converged network is created to carry both voice and data traffic over the same network protocol, IP. "It's a more predictable cost," she says. "It's less complex and easier to maintain for the enterprise network engineer. It boosts productivity and offers better call management, and can reduce infrastructure costs.

VoIP also has advanced features that many companies are eager to take advantage of. This technology allows businesses to introduce cutting-edge technology by tying in software applications, or even creating virtual call centers, which route inbound calls virtually anywhere at a lower cost than with conventional systems. Just like e-mail can be retrieved from any location, the same holds true for phone calls. "A user's phone can follow them," says Trahan. "I can call you at the one number you've provided me, and you can answer from your office or from your home or even from your kid's soccer game, and I'll never know the difference. It's a very flexible system."

Start Small. Build Big.

RRTG's part in this massive project actually began very small. According to Trahan, the company's minority status allowed it to get its foot in the door.



Back row: Jett Raymond, Suzanne Trahan, Bud Hughes, John Trahan. Front row: Ginny Maril, Andrea Odelein.

"It started with a small opportunity, fairly low risk, low impact," says Trahan. "But once our customer saw how we performed, we were quickly given a greater role." RRTG's part in the Cisco VoIP multi-year project now involves the engineering design, management and deployment of more than 180,000 phones in more than 5,000 banking centers and enterprise locations.

"At the end of the day, it's about business. Minority status aside, customers want to know that you can do the work," says Trahan of her company's expanded role in the project. "We can do the work. Our team takes opportunity seriously and has really risen to the challenge. Our future is bright."



3150 Premier Drive | Suite 100 | Las Colinas, TX 75063 | 972-471-4477 | www.RRTGI.com

