



Partner Highlight:

Xceltek

Who is Xceltek?

Founded in 2010, [Xceltek](#) is a managed service provider (MSP) that offers a growing realm of IT support and services. Based out of Tulsa, OK, the company has established a successful reputation in the medical space, with an emphasis on general dentistry. A notable competitive advantage is the organization's expertise in dental hardware, including industry equipment like x-ray machines and vital signs monitors. Their staff's ability to speak the same language as oral surgeons, combined with an understanding of practice management systems, separates them from a run of the mill IT shop.

Leading the company's technological procurements, Xceltek's CTO, Andrew Gole, works day to day with the sales, marketing, product, and engineering teams. Their current suite of services include vendor infrastructure management, help desk support, data security, network design and installation, hardware consulting, secure email and chat, and a variety of cloud services. Other key verticals Xceltek supports include manufacturing, retail, auto, and legal.

Why partner with Consensus Cloud Solutions?

In the last few years, Xceltek has become a prominent reseller of VoIP (Voice Over Internet Protocol), a technology that replaces traditional landlines by transmitting voice and multimedia content over an internet connection.

The presence of VoIP technologies has grown rapidly in today's market, as organizations seek more efficient ways to streamline their internal and external business communications.

Xceltek's client base, particularly those in heavily regulated industries, lean towards turn-key solutions that improve productivity while meeting compliance requirements. Andrew had always been open to the idea of adding more cloud services to Xceltek's offering and soon recognized the potential value of bundling VoIP with a cloud-based fax solution. He and his team began their search on Google, targeting the top-ranking cloud fax providers.

Aside from scalability, which is nearly a default among most vendors, they filtered for enterprise-grade solutions that adhere to compliance regulations. The medical providers that they support strongly prefer solutions that are HIPAA, SOC 2 and PCI compliant.



eFax Corporate®, by Consensus Cloud Solutions, stood out as a clear leader in the cloud fax space.

Organizations could expect more robust security with eFax since it transmits sensitive customer data as email attachments, riding over a secure, encrypted network to the final destination. In addition to encryption, features like single-sign on and around the clock network monitoring would further support their clients' needs for enhanced security. Other advantages the Xceltek team favored were the fact that the eFax Corporate global network is protected by firewall, redundancy, and ensures a 99.5% uptime with rapid delivery times.

The nationwide reputation of eFax Corporate also narrowed down options as Xceltek prioritizes well-distinguished partners that they can easily rely on and grow with. Considering the modern trend in remote work, they found eFax to be especially fitting for companies with hybrid and remote staff that still need to execute high-volume faxing. Marking these boxes off was vital for Andrew and his team, and immediately canceled out other competitors in their search for a secure, reliable, cloud fax partner.



How has the partnership benefited Xceltek?

Ease of Use

From their first eFax Corporate demo, the Xceltek team was surprised at how scalable and user-friendly the platform is. This was crucial as a portion of the offices they service do not have highly technical-oriented staff. They felt confident that even the least technically inclined employees could quickly learn to navigate the platform. Andrew comments,

"The functionality for both sending and receiving faxes couldn't be any more effortless."

Andrew also shares his affinity for the portal, describing it as particularly well-made, aesthetically and systematically.

Andrew recounts vastly different experiences when comparing solution onboarding from other partners. **"We've had numerous situations where it's just been one guy with a headset. There is a great reassurance in knowing your partner cares about the relationship and values your time."** Andrew says the eFax sales team has been knowledgeable and maintains surprisingly quick turnaround times.

Customer Satisfaction

He reports minimal training needed for customers that have implemented eFax Corporate. The importation of numbers and domain level send have been noted as critical upgrades from the multi-management of 10 different user accounts. Andrew states

"The overall experience is unparalleled, it's been as simple as plugging in the domain name and away they go."

He has been particularly impressed by the corporate porting team and their consistent availability. **"Relying on that team has been a significant value-add for us. They make the off-loading process very trivial, removing the burden of having to hunt down numbers and carriers"**.

He adds that the best implementations are generally with the clients that haven't reached out since. From his experience, not hearing back from customers after their set-up usually indicates a lack of issues. For MSPs like Xceltek, no news is good news.

Sales Enablement

While working with the eFax partner team, Xceltek sales reps have familiarized themselves with the solution and how to best introduce it to prospects and current clientele. Since faxing is frequently overlooked, beginning conversations with more relevant pain points is always ideal. For Xceltek, first focusing on an organization's phone system before discussing

faxing helps bridge the gap, leading to a greater likelihood for bundled packages. They also make sure to educate their customers on the ongoing degradation of POTS (plain old telephone service) Lines, backed by the FCC's announcement regarding replacement services.

Another eFax differentiator is the capability to store all phone numbers in one place, whereas a typical Internet Service Provider requests separation by service address. The latter framework is more laborious to manage for businesses with multiple locations, accounting for varying addresses, account numbers, and phone numbers.

Overcoming Challenges

Andrew mentions it can be initially difficult to build new relationships with certain medical practitioner groups as they are highly selective over tools they are willing to adopt, or even consider. With that comes a reluctant disposition towards any new, substantial changes to existing workflows. That's where the Xceltek team steps in with their core white glove approach, closely working with an entire medical staff's effort to help appease any concerns. Their goal is to ensure that the end users within these offices fully acclimate to the new technology after having used the same fax machines for so long.



One of their common practices has been sending an engineer to the client's site for a 30-60 minute training session. They've concluded that spending this time in person makes a worthwhile difference- going over how to log-in, send faxes, receive faxes, as well as answer any questions.

Once a level of comfort is established, their clients are quick to realize the benefits of moving to the cloud with eFax Corporate, optimizing their day to day administrative duties by replacing expensive fax machines with a single portal that lives anywhere in the office. It becomes a simple case of cost-deduction and increased productivity, compared to spending a fortune on the ongoing maintenance of outdated equipment.

Recent Wins

Xceltek has closed two very recent back to back deals. The first was for a Foot and Ankle Specialist group based out of Tulsa, OK, with various office throughout the country that upgraded their on-prem infrastructure to eFax Corporate. The opportunity began with a VoIP system inquiry that led to a conversation about bundling cloud fax. The second win was a well-known auto dealership that had first met with Xceltek for assistance with a breach they experienced. With 300 active phone lines, the auto group migrated from a traditional Cox provider plan to eFax Corporate. The end result was 10 fax lines, approximating to a little over 2K faxed pages a month.

What's next?

As an eFax partner, Xceltek has enhanced its solution suite while further expanding its reach within the digital landscape. The team is excited to do more business with Consensus and maintains a great relationship with their account manager whom

they meet with regularly. When discussing other Consensus solutions, [jSign](#) has sparked interest as a potential replacement of their own eSignature tool. Andrew states they are underwhelmed with their current solution as the portal is average at best and lacks a modern interface.

Outside of the Consensus partnership, Xceltek has recently branched out into partnerships with several major DSOs (dental service organizations). Similar to industries like real estate, these organizations are contracted by dental practice owners for support and management of the non-clinical areas of the business, including administration, operations, marketing, and human resources. DSOs also heavily rely on managed service providers like Xceltek to support their specific services. However, there is a strict set of criteria in place to partner with a DSO, and the fact that Xceltek is also SOC 2 compliant confirms they have completed their due diligence as a potential partner, checking off areas like security, best practices, and risk analysis. Andrew and his colleagues look forward to Xceltek's growth within this niche.



About eFax Corporate

eFax Corporate is the leading HITRUST r(2) certified digital cloud-faxing solution, trusted by five of the top 10 global enterprises and four of the top 10 Fortune 500 healthcare companies. The eFax Corporate product transmits billions of documents annually and is widely used in the USA, Canada, Europe, and Asia-Pacific. Its appeal and success are built around three key features: the widest selection of phone numbers; an easy way to send and receive faxes and voicemail by email; and a fast, reliable and secure communications network. As a core product of Consensus Cloud Solutions' leading interoperability suite, it creates operational efficiencies and enhances communications for paper-reliant industries such as healthcare, legal, insurance, manufacturing, finance, and real estate.

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About Consensus

Consensus Cloud Solutions, Inc. (NASDAQ: CCSI) is a global leader in digital cloud fax technology. With over 25 years of success with eFax® at its core, the company has evolved to be a trusted provider of interoperability solutions, leveraging artificial intelligence and secure data exchange to transform digital information, automate critical workflows, and maximize operational efficiencies. Consensus maintains industry-leading compliance standards, making it a preferred partner for heavily regulated industries including healthcare, the public sector, financial services, insurance, real estate, and manufacturing. For more information about Consensus, visit consensus.com.

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