

## CONSOLIDATED GRAPHICS

### Testimonial

"Our Global Crossing conferencing service is customized to suit our company's specific needs, and it really improves employees' productivity and collaboration. We've had a great experience with the service, as well as with our representative, who is unfailingly attentive to our needs." -- Darrell Whitley, president of CGXmedia, Consolidated Graphics information technology, Internet and eCommerce division.

"As our company's largest user of Global Crossing's Ready-Access® conferencing service, I've found it to be an easy-to-use, invaluable tool that has improved our collaboration and allows us to solve daily challenges quickly and easily." -- Martin DeCamps, director of finance, Consolidated Graphics.

### Story

Global Crossing's renewed commitment to customer service provides Consolidated Graphics with customized, competitively priced conferencing services and unmatched account support.

### Customer

Headquartered in Houston, Texas, Consolidated Graphics provides the service and responsiveness of a local company with the economic and geographic advantages of a national printer. Through its vast network of printing companies in 25 states, Consolidated Graphics produces high-quality, custom-designed print materials for a broad customer base that includes corporations, mutual funds, advertising agencies, graphic design firms, catalog retailers and direct mail distributors. Under the banner "Not Just Ink on Paper," the company also offers an extensive and growing range of digital and Internet-based services and solutions. Consolidated Graphics uses its national presence and resources to support its operating companies in the areas of finance, operations, management, and technology to ensure future growth. Its common stock is listed on the New York Stock Exchange under the symbol CGX. To learn more about the company, visit its Web site at [www.consolidatedgraphics.com/cgx.html](http://www.consolidatedgraphics.com/cgx.html).

### Challenge

Consolidated Graphics needed a cost-effective means to conduct employee training and allow collaboration between employees and customers dispersed across 25 states from coast-to-coast.

### Requirements

Consolidated Graphics requires a flexible conferencing solution that can be used at a moment's notice and allows them to host as many participants as they need on a call.

In addition to a reliable, flexible solution, Consolidated Graphics requires the backing of an attentive account management team that can ensure continued performance at or above Consolidated Graphics' specifications.

### Solution

Global Crossing worked diligently to offer a comprehensive solution that was fully customized to meet the company's needs.

Consolidated Graphics uses Global Crossing's Ready-Access audio conferencing services and expects to expand to Ready-Access Web Meeting in the near future. Daily conference calls average three to seven participants, while quarterly training sessions generally host up to 80 connections, with multiple participants listening on each line.

**Result**

Frequent conference calls encourage innovation, collaboration and problem solving among employees from various departments or corporate groups. In addition, DeCamps regularly brings together groups of vendors and customers to discuss issues and gain agreement on courses of action, rather than spending time acting as a go-between among several parties. He also uses the tool for training, for example, if several vendors all have the same problem with a new IT implementation that he manages, DeCamps brings them together on Ready-Access and explains the solution once, rather than telling each vendor individually. Consolidated Graphics is more responsive to its own customers as a result.

Whitley says that Global Crossing Conferencing "gives customers what they need."

**Why Global Crossing?**

"In a word, service," says Whitley. "I rarely offer to take part in case studies like these, but because the relationship with our Global Crossing account representative is so strong, I agreed to participate. She is the best, promptly returning calls and providing us the best conferencing solution possible."

"Ready-Access has become more valuable to me than even email! Although the benefits at times may seem intangible; they differentiate you from your competition, allowing you to work more efficiently and broaden your base of information by linking many groups of people, quickly, efficiently, and easily." -- Martin DeCamps, director of finance, Consolidated Graphics.