

## PRESS RELEASE

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### **Pinnacle Installs Its First In-House Developed Enterprise Level Hosted-Hybrid ComXchange Solution For Oldest Brokerage Firm In Washington, DC**



**Folger Nolan Fleming Douglas Inc.**  
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**360 NETWORKS**  
CLOUD & ON-PREMISE SOLUTIONS

With an average of 1,000 calls per day with peaks at nearly double and after more than two years of planning, design and engineering, Pinnacle has gone through months of testing and final cutover of its new Hosted-Hybrid Solution for Enterprise business applications. “We have gone through every connection, every feature, every function for all the devices and hardware multiple times to confirm that ‘everything’ works exactly as designed”, says David de’Marsi, Pinnacle Senior Network Engineer and project leader for the FNFD installation. “This system is loaded with many special features and capabilities and we deployed our ‘White-Glove-Inspection’ to ensure that each and every facet of this customer’s many diverse and sometimes critical operations continue to have telephone communications when they need it”.

Pinnacle Vice President-Hosted Services, Rich Simmons, who was responsible for the design and engineering task explains the concept and challenges. “What we have ultimately created is unique and very powerful and well beyond what the customer was anticipating. We have been in the telecommunications business for nearly 30 years and installed thousands of PBX and hosted solutions, mostly for hotels which is very specialized in its own way, so we have a lot of custom engineering experience. Enterprise business applications are much different from hotels. For hotels, the focus is on the guest and insuring telephones in their rooms are simple to use and easy to understand. At the Enterprise level it’s far more complex with the focus on the workers and providing many more features and functionality. Our design solution was the merger of the on-premise based workhorse capabilities and flexibility of the ComXchange PBX combined with the reliability and cost savings of our cloud-hosted networking to link the different FNFD offices providing security and backup and far more functionality than they had in the past. A stock-broker’s telephones have to work, there’s no room for failure. We are really proud of our new hybrid solution and think this will have a lot of future success in Enterprise and also for hotels.”

Founded in 1889, the 130-year-old firm of Folger Nolan Fleming Douglas is located just steps from the White House in the heart of the nation’s capital. A member of The New York Stock Exchange and still occupying the landmark Folger Building the company built in 1906, FNFD Inc. is a privately owned, full-service brokerage and investment advisor with branch locations in Hunt Valley, MD and Cambridge, MD. With an expert staff of Financial Advisors with an average of twenty years of experience, the company is the oldest brokerage firm in Washington, DC.

Pinnacle installed a ComXchange voice solution by 360Networks LLC, and linked it with its data center facility in Silver Springs, MD. The new system provides several levels of failover protection, consolidates telephone connections for all FNFD branches and remote teleworkers, provides distinct feature configurations for each of company’s operating divisions along with over 250 DID (Direct Inward Dialing) extensions and all new SIP feature telephones.

“I’m really happy with our team’s success on this project”, says Bill Mitchell, Pinnacle CEO/VP Cloud Solutions, “FNFD is a prestigious and notable client and thanks to our creative and talented staff starting with Rich Simons and Dave de’Marsi, and everyone who contributed, ‘Well-Done’ for all your efforts. We have been able to not only greatly enhance FNFD’s telecommunication capabilities but also significantly reduce their operating cost. Using ComXchange in combination with our hosted services is an outstanding hybrid solution.

For information about Folger Nolan Fleming Douglas Inc., Washington, DC:

Visit: <https://www.fnfd.com/>

For information about ComXchange:

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