

Missouri Beef Industry Council

“Socket listened to what our business needed for telephone, long-distance and Internet services. They created a perfect package for us and delivered on all their promises.”

– Darla Eggers, Executive Director
Columbia, MO



www.mobeef.org

Industry

Agriculture/Non-Profit

Socket Services

16 Voice and Fax Lines
Local and Long-Distance
Telephone
Dedicated Internet

Geographical Location

Columbia

Socket beefs up technology at Missouri Headquarters.

Client

The Missouri Cattle Industry Headquarters (MCIH) in Columbia, Mo., is home to the Missouri Beef Industry Council, Missouri Cattlemen’s Association, and Missouri’s Cattlemen Foundation. Each organization has separate interests but shares common goals, including the promotion of Missouri’s beef industry. With all organizations under one roof, information is easily accessible to assist anyone with a special interest in the beef industry.

Challenge

Prior to 1999, each organization operated in a separate location. A central building made rounding up information and resources easier than ever, but each organization acted independently in terms of technology. The facility was paying separate companies for telephone and Internet and being charged three different rates for long-distance. To make matters worse, the building’s entire telephone system collapsed in 2005. MCIH needed a stable telephone system to communicate with thousands of members, so a replacement was necessary to keep things running smoothly.

Solution

The company installing the new phone system recommended Socket for the facility’s other telecommunication needs. Missouri’s Cattlemen Foundation was already using Socket’s high-speed Internet, so the established relationship made the entire facility open to additional services and new technology. Socket customized a bundled package for the MCIH, including local and long-distance telephone service at a steady rate and a more reliable T1 Internet connection.

Result

Socket’s integrated solution resulted in cost savings and improved communications for the MCIH. Thanks to one monthly bill and the ability to easily track the facility’s long-distance usage online, the organizations aren’t sorting bills ‘til the cows come home. With one telephone and Internet provider, the facility now enjoys coordinated technology and more time to better serve the cattle industry.