

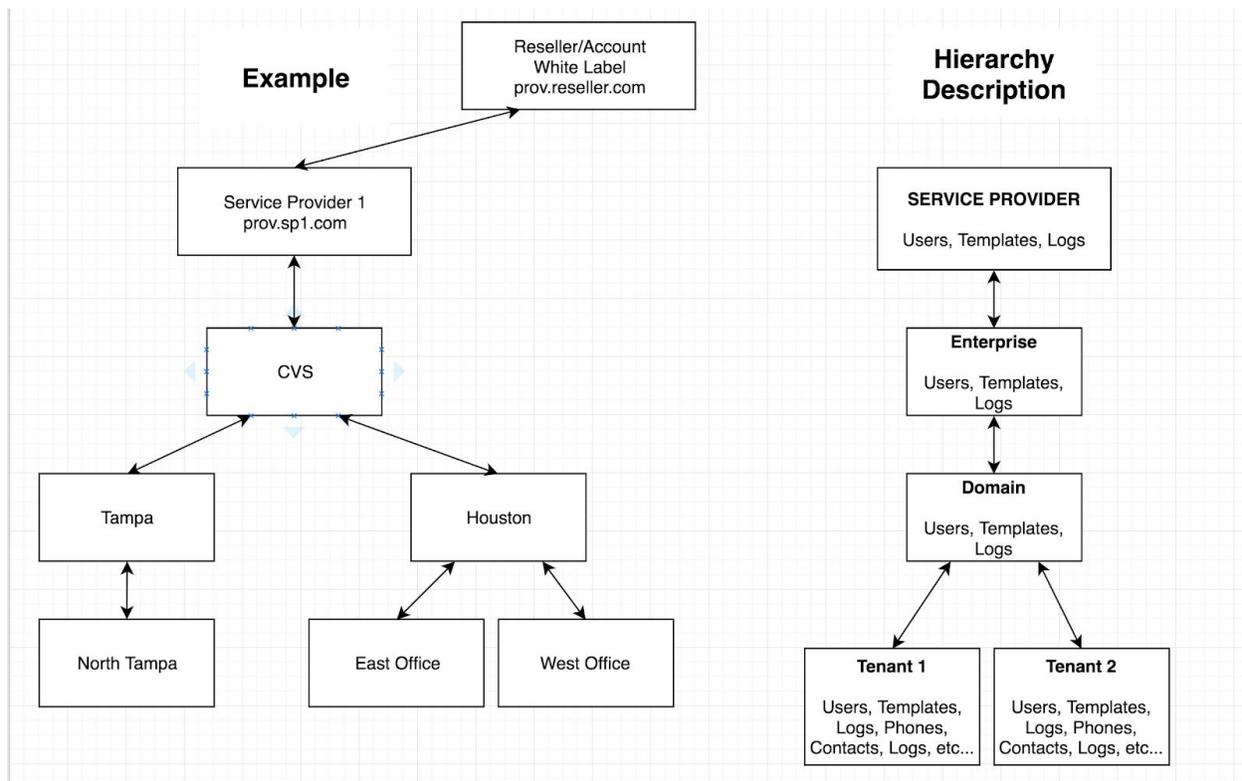
What is Hierarchy?

The application hierarchy in Phonism enables our customers to organize their device deployments into logical groups that fit their needs. This helps service providers to easily push individual device, site, or network-wide changes and provide advanced device customization at scale.

Hierarchy levels (top to bottom)

- Account
- Service provider
- Enterprise
- Domain
- Tenant

It is important to note that phones can only be managed at the Tenant level. The other levels of the hierarchy act as folders for organizing your templates, users, and logs.



How should I use it?

Below are some examples of how our customers are using it.

You're managing: [Account](#) >> [Service Provider 1](#) >> [Enterprise 1](#) >> [Domain 1](#) >> [Tenant 1](#)

Organizing customers by region

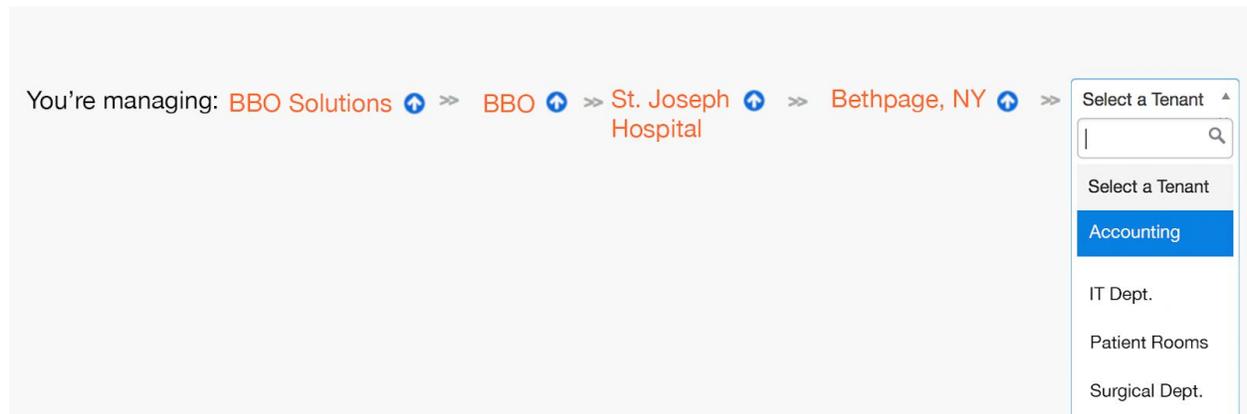
Large Enterprise

You're managing: [BBO Solutions](#) >> [BBO](#) >> [CVS](#) >> [Great Neck, NY](#) >> [510 Middle Neck Rd](#)

Here is an example using a company like CVS. CVS is in nearly every city across the country, often with more than one location within a city. In this example we have created an Enterprise named "**CVS**". Within the CVS Enterprise we created a Domain "**Great Neck, NY**" which will contain all CVS stores within the Great Neck area. Each store is a Tenant under the Great Neck, NY domain with the address of the store as the Tenant name.

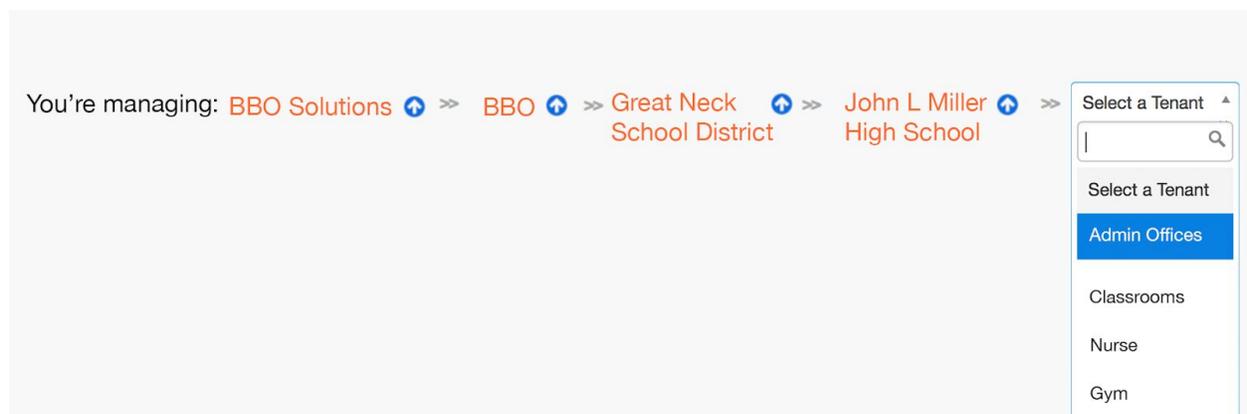
Organizing by department

Hospital (multi-location)



Here we have a hospital with multiple locations across the country. The hospital sits at the **Enterprise** level. We have the **Domain** level assigned to different cities in which the hospital operates. At the **Tenant** level, we have organized by department, which often needs unique settings.

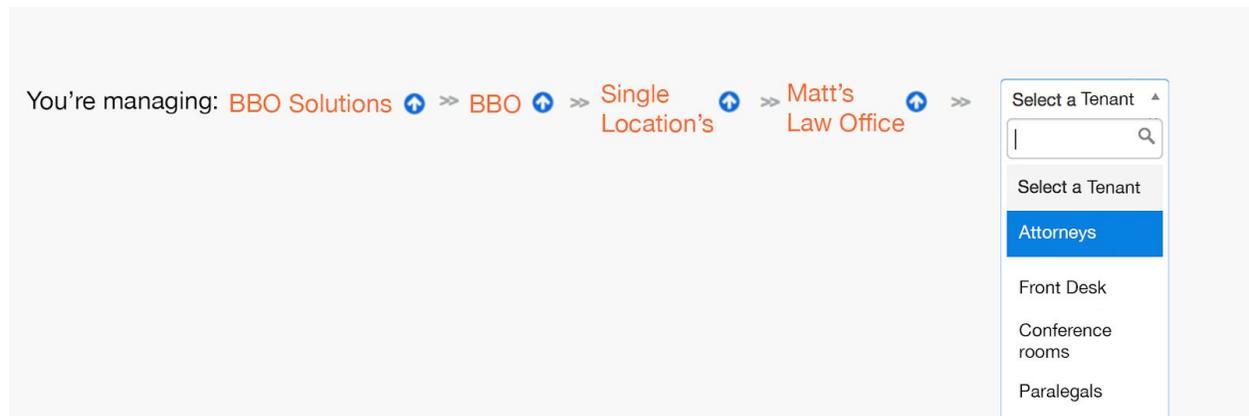
Local School District (multi-location)



In this example, we have taken a more local approach. Here we are managing phones for a local school district. The school district is created at the **Enterprise** level. Below that, at the **Domain** level, we have each location within that district. Lastly, at the **Tenant** level, we have organized our devices by their use case. Often we see groups of users that want specific customizations based on the use case.

For example, admin offices may have certain unique features, while devices in the classrooms are limited to specific speed dials.

Law Office (Single Location)



Maybe you have a mix of multi-location and single location customers. Here you can easily manage single location businesses by creating them at the **Domain** level & organizing the devices by department at the **Tenant** level.

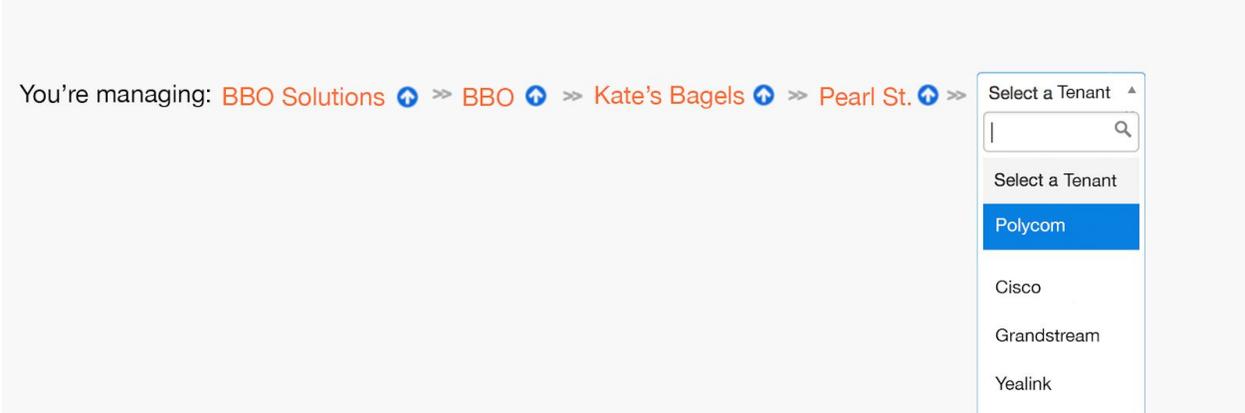
Organizing by brand

Polycom (Single Location)



To get a little creative, you could organize your customers by brand & create an **Enterprise** called Polycom customers. This illustrates the flexibility of hierarchy to organize your deployment.

Polycom (Multiple Locations)



We have also seen some service providers who have a mix of devices at a particular site.