

Case Study 3 – Financial Services Company

Customer Requirements

This financial services company has around forty staff, with sixty extensions including meeting rooms and hot-desk areas. Their two offices – one in London, one near Cambridge – are connected via a 10 Mb leased line and employees travel frequently between the two locations. Their existing Cisco system was outdated and an upgrade seemed unnecessarily expensive.

Their requirements included:

- ❖ A new and more reliable system
- ❖ Full feature set at both locations, unlike the current system which gave limited functionality at one location
- ❖ A progressive transfer to any new system rather than a ‘big bang’ approach, in order to minimize any implementation issues
- ❖ Resilience and backup in case either location lost phone connectivity
- ❖ Cost effective teleconferencing and video conferencing without needing expensive third party systems
- ❖ Easily changeable individual call plans to match work patterns
- ❖ Low cost connectivity for employees travelling internationally
- ❖ Ease of use for their technical support staff
- ❖ Easy access to voicemail

Perihelion Telecom Solution

- ❖ Perihelion Telecom installed a fully-featured Voice Server in each location with all phone extensions registered to both Servers
- ❖ Each Voice Server has ISDN PRI connectivity
- ❖ The existing Cisco phone handsets were re-programmed as SIP phones so that they could continue to be used on the new system
- ❖ The Voice Server was configured to connect to the phones (using the H.323 protocol) via the existing Cisco system so that individual extensions could be gradually migrated
- ❖ Each extension can call out from either location regardless of where the employee is located, simply by selecting a button on the handset
- ❖ Any handset can be taken home by employees, connected to their local networks and used to make calls as if they were in the office
- ❖ The Voice Server has been configured to send voicemails via email if a user requires this function
- ❖ Internal High Definition video conferencing has been implemented within and between the locations
- ❖ Reception staff have extended handsets allowing them to view the status of staff in both office locations
- ❖ Multiple call plans have been implemented using the Voice Server's simple configuration utility

Benefits of Solution

- ❖ The use of two low-cost Voice Servers enables resilience in the event of one location losing PSTN connectivity, as calls can be made via the other location with the push of one button
- ❖ The re-use of existing handsets kept down the cost of migration and protected the previous investment
- ❖ The Voice Server's flexibility enabled migration to be accomplished in easy and well-planned stages to minimize the possibility of any disruption
- ❖ Home-working employees are able to make calls as if they were in the office, with all calls automatically billed to the company, promoting more efficient use of time and allowing for tight cost control
- ❖ Voicemails are automatically forwarded as MP3 files via email – a facility that prevents urgent messages from being overlooked and has been well appreciated by busy staff
- ❖ The highly-configurable call plans enable flexible call routing. For instance, an incoming call is routed first to Reception, then to a call group, and finally to the alternate location.
- ❖ Employees travelling internationally – as one does frequently to India, for instance – are able to speak to the office at no cost and to make other official calls through the office connections, all billed to the company
- ❖ The IT support group find the Voice Server interface significantly simpler to use than their previous system, with consequent time and cost savings
- ❖ Video conferencing is now inexpensive and simple to use and support, cutting costs and preventing unnecessary travel between locations