

"Small business maximizes customer and business flexibility with VoIP phone solution...."

Case Study

Information Gateways



An aging digital PABX, and ever changing business requirements, required a new solution. Information Gateways had upgraded from old phone systems before, but the thought now was... "It's time for a paradigm shift".

Previous phone systems had tied the office, business, and employees to a physical location. The company had the necessary infrastructure in place, with permanent internet connection, Windows desktops, and 4 ISDN lines with a 100 number ISDN indial range.

"We wanted agility and flexibility, so we could better serve customers changing needs, from anywhere we worked, or roamed worldwide" the company's Managing Director, Simon Maxwell said.

"We chose CloudWare in December 2005 as an in-house VoIP PABX, as opposed to just a hosted VoIP solution. Polycom 501 & 601 handsets and a Polycom SoundStation IP4000 conference phone were installed, as well as a number of SoftPhones (software) for mobile workers' laptops and for the receptionists console on her existing PC."

Mr Maxwell continued, "These are some examples of some of the new flexibility we have achieved:

- Call transfer and a phone hunting where if one number doesn't answer it then tries another number and then another, etc. Optional redirection to voice mail, via email, depending on a wide range of conditions and options.
- Automatic call transfer after hours based on specific indial numbers, e.g. to several of our suppliers' worldwide 24x7 support lines which have USA based numbers.
- Reception can tailor the phone answering based in certain indials that relate to our specific business units or products
- Conference calls with multiple parties within Australia and overseas. We can host these ourselves. We or our receptionist can now manually join multiple parties in conference, or we can provide an indial number which is dedicated for conference calls. We no longer need a Telco to setup or provide multi-party conferencing.
- Mobile workers, where our staff use the phone system from their laptop, either at home, or around Australia or overseas. The staff can see who else in the office is busy on the phone

system, or other mobile workers who are logged into the system. Many times we've made or received calls in hotels rooms on the other side of the world, or in NZ, or interstate, and our customers or suppliers or employees can contact us as if we are sitting in our normal office.

- Naming of extensions, creation of groups, ringing at multiple phones/locations, and customization of announcements. Tracking users and usage.
- Integration with our multi-user CRM so that support or sales staff just click on a persons name and choose a number to dial automatically, and vice versa for indials where the customer's information will pop-up in the CRM. This uses the CloudWare Outlook SoftPhone TAPI interface.
- Dynamic choice of call providers. The system was installed/operational January 2006 and in October, a VoIP hosted SIP Trunk service was also added from Engin. This has allowed a number of additional lines, and cheaper calls (eg.untimed national calls). The additional Engin lines work transparently in conjunction with the existing 4 ISDN lines. We've got the best of all worlds, flexibility of a 100 indial number range, multiple additional lines, and choice of providers (manually or automatically) for calls.”

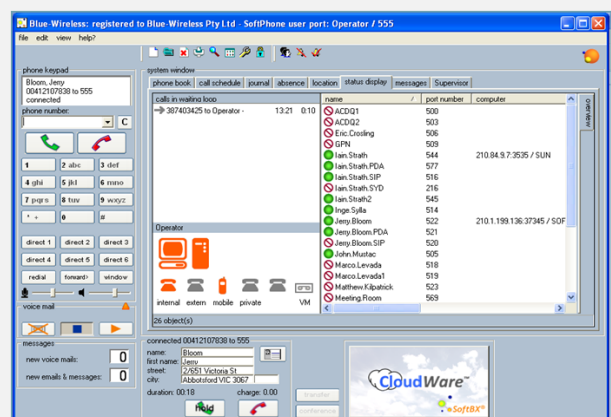
“Quality of voice calls is very good. We have enjoyed excellent tech support on the solution, for example we have had a number of ‘what if’ or ‘how to’ questions along the way, and we have found the software to be mature and reliable.”

“We've been selling ‘rules’ based engines for email content/policy management for 10 years, and it's great to see a ‘rules’ based phone system which gives us lots of ongoing flexibility. The rules can be changed quickly, so if we are doing a campaign, it's quick to customize our phone system to suit our campaign if necessary.”

“Plans for the future include connecting to interstate and overseas SIP Providers, so we can advertise local numbers say in Brisbane or Auckland, which link into our phone system in Sydney via the internet (in place of using a phone number redirection)”, Mr Maxwell concluded.

The CloudWare solution at Information Gateways offices in Gordon, NSW is installed in an office located in a multi-room modern building and comprises:

- Server – 2 ISDN BRI cards (4 voice channels), 16 extension licenses
- 4 ISDN lines and 100 number indial range supplied by Telstra
- 1 SIP Provider trunk supplied by Engin
- 1 Operator SoftPhone license
- 4 Windows SoftPhone licenses
- 4 Outlook SoftPhone licenses
- 2 Cyberphone USB handsets
- 5 Polycom IP501 SIP phones
- 5 Polycom IP601 SIP phones
- 1 Polycom IP4000 SIP Conference phone
- Voice Mail connected to email server
- Conference Bridge



For more about Information Gateways see: www.ig.com.au/ig.htm

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