

## CASE STUDY

ESP gives Outbound a smooth and trouble-free transition to a hosted VOIP solution that gives enhanced performance, management, support and greatly reduced call charges



Outbound wanted to move away from a conventional phone system to one that was easy to manage, hassle-free, completely tailorable to their current need and scalable to accommodate their rapidly growing business. With characteristic flexibility, ESP worked with Outbound to develop a fully hosted VOIP phone system that delivered exactly what they required, nearly halved their call charges, with minimal disruption to their business all without the large capital expenditure required to replace a conventional system



Outbound has provided independent channel development and marketing services to global IT and technology companies since 1999.

As channel development specialists, they know what works. They provide specialist knowledge, creativity and flexibility to maximise the potential of their customer's sales channel. They have built their success upon delivering measurable results for clients through targeted, strategic campaigns. They design and drive projects, then measure the results to give their customers a clear return on their investment. The depth and breadth of experience in the Outbound team enables them to deliver services that bridge the gap between manufacturer, partner and customer. They work closely with their clients to truly understand them, their products and their business objectives.

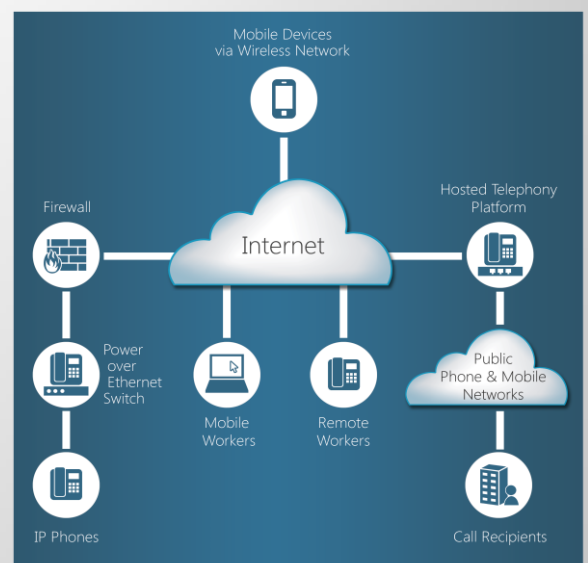
[www.out-bound.co.uk](http://www.out-bound.co.uk)

## The Situation

Outbound Field Marketing Services Ltd is a channel development specialist and marketing services company working with a number of Tier 1 vendors. Outbound's current voice system was in need of replacement and the support they were receiving from the traditional telecoms providers did not adequately support their business requirements. They needed an up to date, easy to manage and hassle free phone system that was completely tailorable to meet their ever growing business needs, supported by a company that understood the mission critical nature of the telephony with over 10,000 calls being made a month.

## The Solution

ESP supplied a fully hosted Voice Over Internet Protocol (VOIP) solution. The major benefit of a hosted system is cost. Not only did Outbound see their call charges almost halve but also there is no need for expensive, specialist hardware to be installed on the customer's site as it is already installed up in the cloud. As part of the solution ESP's VOIP specialists designed the full specification and call flows in conjunction with Outbound so that from day one the system was working to their requirements. Being a cloud-based solution also brings the huge benefit that future configuration changes can be performed almost immediately by ESP's specialists without the need to attend site. The support of the system integrates with the current Managed Service supplied by ESP so Outbound now have a single point of contact for all their IT and telephony needs.



## The Technology

VOIP systems utilise the internet to make all voice calls, and the quality of voice transmission is ensured by prioritising it over data. A full evaluation of the local area network (LAN) equipment was performed and as part of the solution ESP installed and configured a new LAN infrastructure which allowed for the network to be configured perfectly for the installation of the telephony hardware. The connection to the Internet is supplied by a fixed 10mb leased line connection provided by ESP, this ensures the performance and quality of service required for the volume of expected calls, but slower lines are often suitable when the number of calls is expected to be lower.

The handsets used for the solution were connected into the LAN switches and the user PC or laptop connected into the handset, which allows the phone to prioritise the voice traffic on the network. Each handset is configured individually to the user so any office relocation can be performed easily. The phones can be plugged in anywhere on the network. The handsets connect directly to the Internet to communicate with the SIP provider, which allows for home workers to use the office telephone system by simply connecting their handset to their home internet connection.

The preparation of the system was completed in ESP's network configuration and roll-out lab so all handsets were configured and fully tested before deployment to site.

"The solution provided to Outbound", comments Stuart Brown, Business Solutions Manager for ESP, "met and exceeded all requirements, they are now experiencing the benefit of a state of the art hosted telephone system with enhanced performance, management, support and greatly reduced call charges."

When asked to comment on the success of the implementation, Jane Crummey, Operations Director for Outbound commented, "In the initial stages of the project, both Outbound and ESP allocated the correct resource and time to the planning process. This enabled a smooth and trouble free transition throughout the period of the project. In implementing a hosted system there was no need for an expensive initial outlay, which assisted in the decision making process to changeover to a cloud based solution. The ongoing support provided by ESP means that any alterations to the hosted system are performed quickly and efficiently without any downtime. ESP have a very personable team, whose customer service is always 100%."



## About ESP

ESP is trusted by global organisations to deliver tailored IT support and infrastructure solutions wherever they operate from around the world, 24/7.

We have added value to our customers for over 20 years by listening to their needs and proactively delivering the service they want.

Experience-led, lean solutions are developed using a combination of desk-side support, our IT Service Desk and specialist repairs and logistics centre, all coordinated by our toolset built on innovative technology and hosted from our highly resilient datacentre.

That is why we are the preeminent ATI support organisation in the UK and the default go-to for many multinational companies on a global scale.

Since we were established in 1992 to offer bespoke managed IT support services, an unparalleled drive to build support solutions that deliver exactly what our customers want has permeated our ethos.

ESP today is a formidable player in the global outsourced IT industry providing desk-side support and smart-hands resource. We boast locations across the UK and Ireland and regional Service Delivery hubs in Hong Kong and Trinidad to give you a point of contact within your working day wherever you are in the world. We support more than 100,000 devices in over 110 countries using a combination of direct employees and our Global Service Network of like-minded partner companies. Our purpose-built headquarters in the UK hosts a specialist infrastructure that forms the epicentre of our global business by coordinating the complexities of delivering global service so our clients experience a consistent touch-point, uniform levels of service and blended pricing irrespective of location.

Running 24x7, our IT Service Desk is the primary point of contact for all clients and runs a toolset inspired by our customer-centred philosophy, underpinned by innovative technology. End-to-end spares resourcing managed side-by-side with the Service Desk and our own highly skilled repair centre completes the cycle.

As we look to the dynamic changing face of IT services into the future, the "can-do" culture at ESP nurtures the development of other services to support our clients, freeing us from the normal constraints of a service company and allowing us to grow with our customers in a mutually beneficial partnership.

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