



Case study: Hosted Telephony (VoIP)



PR firm communicates through the cloud

When one of the UK’s celebrity PR firms wanted to upscale their office they turned to cloud computing – for their phones. ITS delivered a more flexible system at the fraction of the cost of a normal phone system.

The problem

When a celebrity PR company needed to upgrade its office it was clear the old phone system was holding them back and costing them money.

However the company did not want to invest any equipment nor be tied into working from one location.

More specifically the company had the following requirements for their phone system:

- Minimal upfront capital investment.
- Free calling between three different locations (including one in Spain).
- Make the most of low cost internet calling.
- Easy to move the phone system in the future should they move premises.
- Flexibility to grow during the peak summer season, without incurring year long contracts.

The solution

ITS implemented a cloud-based telephone system, where the customer rented a central PBX for less than their previous line rentals.

The customer had standard handsets in their offices (and at home) so they could receive, transfer and pick-up calls as normal.

Latest telephone system

- Upgraded phone system to a more capable and reliable hardware platform.
- Staff can use modern phones or computers (softphones)
- Great new features like voicemail to email, fax to email, click to dial.

50% cheaper telephone costs

- No expensive line rentals
- No maintenance fees
- Free calls between sites and travelling staff
- International calls typically 1.7p per minute.

PR Telecoms:

- Replace an out-dated phone system as part of an office upgrade for minimal investment.
- Allow the staff to work from anywhere / any device.
- 50% lower cost of telecoms through no line rental and lower calls.
- Customer can add and move numbers on-demand.