



# Case Study

## The Delta Group

The Delta Group are a major visual communications groups who specialise in the design, print and fulfillment of promotional marketing materials. Since being formed in 1991, Delta has grown into one of Europe's largest suppliers of printed promotional materials for retail marketing campaigns. Their clients include global brands, European retailers and international entertainment companies such as Disney Studios, Universal Studios, Tesco, Sony, BBC, L'Oreal, Citroen and many more.

Therefore they needed to offer reliable, high-quality communications for the international roster of clients, establish a platform that would be a good investment for the long term, allowing them to take advantage of VoIP capabilities for integrating telephony and computer software, therefore eliminating the need for outsourced services.

The brief was to have an integrated system operating across five sites, Los Angeles, two in London, Welwyn Garden City and one in Dublin, as well as seamlessly integrating their mobile workforce. They required a centralised global system with the following benefits:-

- To integrate all offices together as if they were on one system
- Centralise Global Operators/Receptionists
- Free calls between sites for all users
- Hot desk capability incorporating DECT cordless phones
- Twinning Blackberry's and desk handsets
- Automate conference calling
- Lower mobile phone and call costs
- Centralise administration
- Built-in resiliency
- Call recording
- Remote / home users have full presence as if they were in one of the offices
- Video conferencing

Having looked at and given consideration to seven of our competitors we were awarded the contract because we fulfilled their specific requirements at a competitive cost. The solution was the Avaya IP Office 500 systems. It has all the capabilities and functionality the client requires and more, enabling the possibility for future expansion.

The IPO 500 allows flexibility, scalability and functionality all at an extremely competitive price. It is a reliable platform which the operators can control via touch screens.





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Delta Group with our assistance then chose to move in the direction of Unified Communications by establishing Avaya IP Office and Microsoft Office Communicator as their comprehensive applications solution. Avaya IP Office was an excellent fit to their requirements because it is a highly modular IP telephone system designed specifically for the needs of small and midsize businesses that want the latest advancements in converged voice and data technology. It supports IP and digital telephone operation, with large desktop display phones that offer sophisticated screen-driven feature access, and a private audio-conference bridge that enables employees to conduct meetings over the phone to collaborate, share information, and make decisions.



The installation was completed with minimum disruption and maximum efficiency. A total of 140 extensions on the new site and over 350 users throughout the company.



The smooth changeover has resulted in an improvement in the efficiency of the mobile work force. Allowing staff the ability to 'hot desk' anywhere throughout the five sites with their own DDI number reaching them immediately they sign on. Microsoft Outlook permits them to dial from screen, communicate with all sites and have Instant Messaging. With over 90 roaming IP DECT handsets across 4 of the sites, users can seamlessly travel between offices with one handset and the systems automatically logs them on on their arrival.

