

IP DIRECTCONNECT

CASE STUDY



IP DirectConnect and Assured IP Services Keep Audi South West Dealerships Connected

About Audi South West

Audi South West is a car dealership and part of the Silver Street Automotive Group with sites in Taunton, Exeter, Plymouth, Barnstaple and Newton Abbot. As part of the Silver Street Group there are also a number of VW dealerships and van centres in the area as well as TPS in Exeter, a trade parts specialist for Audi, Seat, Volkswagen and Skoda.



The concept behind the Silver Street Group is that if a customer is in Taunton looking for a car, whoever they go to dealership-wise will be part of the same group. From a communications point of view this means there is a need to link in with all the other dealerships and trade parts within the Group, resulting in massive levels of inter-site traffic. All the sites share operational centres and might need to communicate in order, for example, to check with another dealership to see if they have a certain spec. of car, work or with another dealership on a part exchange.

What phone system did they have?

The group has upgraded to Mitel 3300 PBX phone systems over the last 2 years and has now decided to take this project to phase 2 which is to enable SIP trunks on each site in order to offer free calls between all branches Previously the Group were all using ISDN.

What were they looking to change?

As the Group was using ISDN, it was invoicing £3,000 on phone calls every month. 60% of this was on inter-site traffic meaning that they stood to make savings of £1,800 each month by moving to a new system that would provide free site to site calls.

What did they choose, and why?

Working with Micron Communications, the Group decided to invest in Gamma SIP trunks in order to make significant savings in the long-term. They made an investment of £1,000 per site on upgrade. Every month they now make a saving of £1,800 meaning that effectively two sites a month are paying back their investment.

They chose Gamma's Assured IP service in order to guarantee that a customer would not be cut off, and to ensure that there were SLAs in place.

Jonny White, Director at MicronTalk said, "We chose Gamma's Assured IP service to sit on top of the SIP trunks in order to guarantee that customers would not be cut off. Assured IP Services, together with SIP trunks give us complete confidence in the service and have enabled us to go to the Silver Street Automotive Group with SLAs in place. With car dealerships, it is essential that all the equipment used matches the quality of service being offered so the Group needed to have premium grade telephony to match its brand."

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Combined with smart programming, this new system also gives the Group the feel of having one phone system, with free site-to-site calls and the ability to put people on speed dial and transfer calls through directly to sister sites, thereby resulting in more sales for the Group as a whole. Before the installation of Gamma SIP trunks, they would have had to give the customer a telephone number for the relevant sister site, with no guarantees they would go on to call them.



How did the implementation go?

Micron Communications did the implementation in a staged process, which took less than two months to complete. All the lines were installed over two weeks, and the testing and connection periods were all completed successfully and without any major problems.

What impact has the new system had on Audi South West

Call costs: The new system is giving Audi South West savings of £1,800 in call costs each month. All the different sites can now communicate as much as they want for free. In addition, the Group is now better integrated and able to effectively communicate between all the different sites.

Reliability: The Group also benefits from an extremely reliable system, with functionality taken to the next level, through advanced features such as voicemail. Voicemail boxes can now even be used as replacement for email as calls are no longer chargeable.

Flexibility: An additional advantage with Gamma SIP trunks is portability. With traditional exchange lines such as ISDN and analogue, should a business change address, numbers can only be transferred if the new site is served by the same BT exchange as the old site. With SIP trunks, companies can take their numbers anywhere in the country.

Future Plans

Disaster recovery: In the event of a disaster, SIP trunks can be moved simply by changing the IP address they are attached to, so for business continuity purposes in the future, Audi South West will be integrating redundant systems and ADSL connections across its estate as a disaster recovery means. Many insurance brokers are acutely aware of the benefits of SIP telephony and are acknowledging disaster recovery plans in their annual premiums, yet another future saving for the group.

The Group has piloted Gamma's Inbound statistical service, and in the future intends to deploy it across all its sites. The Group will use the service to manage its marketing activities from particular campaigns, and monitor each site's ability to handle calls, ensuring customers are not getting an engaged tone.