

# ALL-IP Case Study

**Business:** Digital Marketing Company

**Owner:** Jarvis Huynh and Jessie Schneider

**Goal:** Improve communication and collaboration

**Current technology:** Ethernet & ISDN phone system

Jarvis and Jessie run a successful company in the digital marketing space, employing 58 executives, designers and technical staff. The employees work in small teams, each headed by a lead designer.

Their office has an Ethernet connection to support high volumes of web activity and a separate legacy ISDN 30 for their phone system.

Their IT manager has discussed the change to “All-IP” and the need to address this before it’s too late and Jarvis and Jessie agree that now would be a good time to update their communications solutions. They would also like to improve how they communicate and collaborate internally and externally.

The company only use Mac computers, so any new solutions would need to be compatible with Mac OS.

The IT manager approached their telephone provider to discuss the available options and decided to migrate to Hosted Voice solution with collaboration tools that offers a softphone application, Webex, meaning they no longer need desk phones.

Webex enables users to join and schedule client meetings and allows the teams to collaborate together in their own virtual space.

Many of their staff enjoy a hybrid working environment, meaning they need a solution that will help them work efficiently from both the office and home.

## Business Wish List

Replace their dated phone system & prepare for the future

Ability to work more flexibly

Allow teams to collaborate internally and externally

Must be compatible with Mac OS



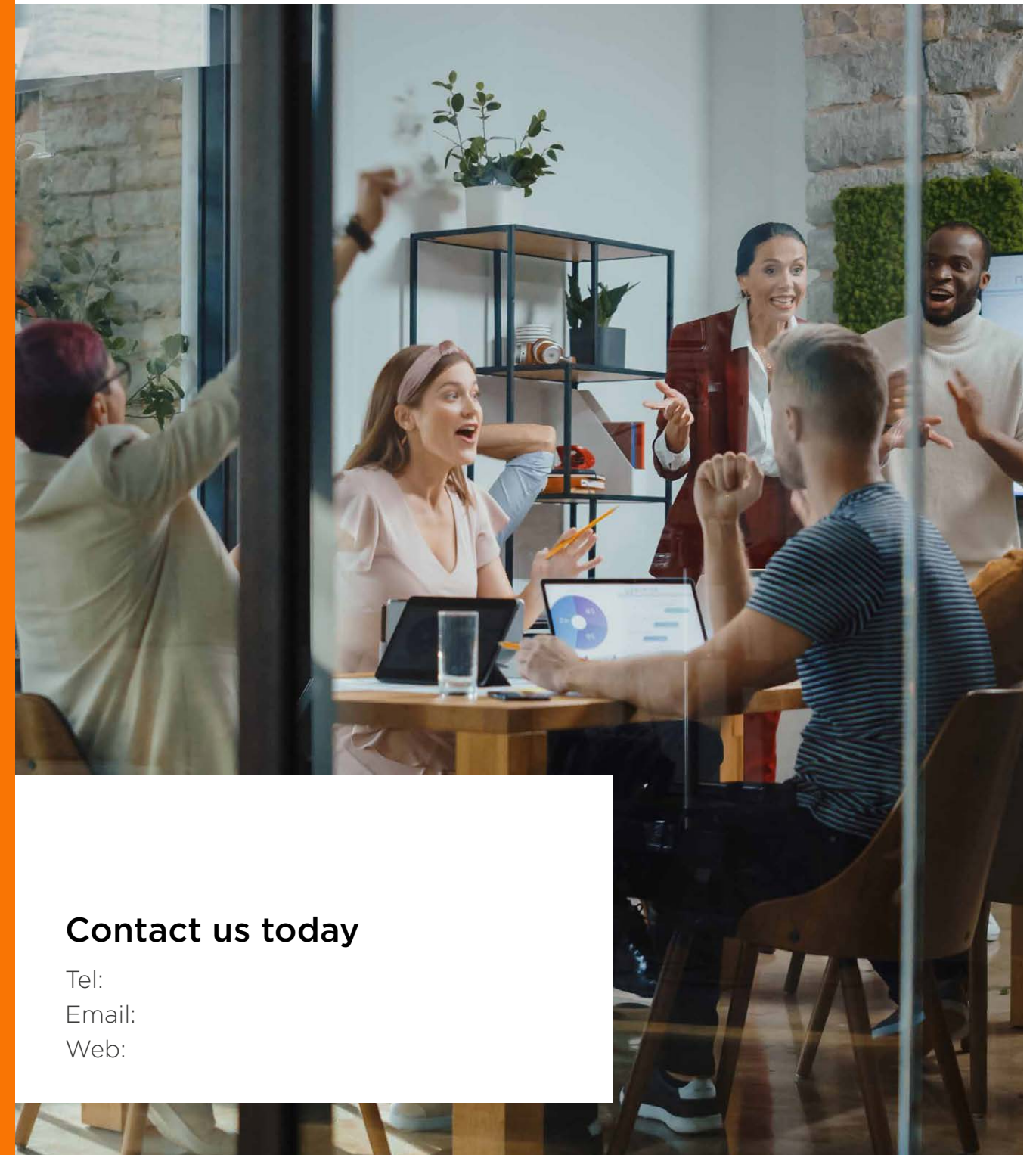
# Jarvis and Jessie's All-IP Solution

## New technology: Upgraded Ethernet and Hosted Voice Connectivity

- Ethernet circuit upgraded to a Full Fibre connection compartmented for Voice, meaning the Ethernet connection can handle simultaneous data and voice traffic without any slowdowns or lost voice quality.

## Voice

- The old ISDN was removed, meaning they no longer had to pay for line rental or any expensive hardware and maintenance.
- All 58 team members set up with Hosted Voice licences using Webex, enabling softphone capability for flexible working.
- The main business line and DDI range were ported from ISDN to Hosted Voice, meaning they could keep their existing numbers.
- Call Routing was set up to replicate their redundant PBX and ensure a smooth and straightforward calling experience for clients.
- The Webex application enables all users to make and receive calls from their desktop, laptop or mobile device, meaning they can now join meetings from anywhere.
- The collaboration functionality enables teams to screenshare and instant message, meaning they can work as one team, no matter where they are.



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This case study is based on a fictional company but uses real-world IP products and deployment examples.