Sapphire Systems Case Study

Avaya Cloud Office UCaaS and Xima CCaaS

Sapphire Systems is a leading global provider of enterprise resource planning (ERP) and financial management solutions (FMS). The business has grown significantly since it was founded in 1993 and employs over 250 people across their global offices in the UK, USA, Australia, India, Mexico and the Philippines. Sapphire Systems pride themselves on a strong track record for implementing successful financial management solutions and this is reflected in their highly respected portfolio of clients with whom they have worked with over the years.

Summary of requirements

- Sapphire Systems were using a hosted phone system (powered by Avaya IP Office) that was supplied and supported by West Pier Telecom. A dramatic rise in remote working bought about by the Pandemic prompted Sapphire to review their communications infrastructure.
- There was a requirement to upgrade the telephone system and migrate the IP extensions to softphones and mobile applications.
- The business also had a requirement to upgrade SIP trunks. This was of the upmost importance. Sapphire was looking to keep the use of their existing local numbers when calling out of their international offices.
- Sapphire Systems was determined to use this telephony upgrade as an opportunity to reduce costs and choose a system that offered a good return on their investment.
- The solution needed to enable members of the team to be more effective when offsite whether they were using Microsoft, MAC/iOS, or Android operating systems.
- Voice, video, and screen sharing conference capabilities were of the utmost importance to enable on-site conferences with external support organisations.

Solutions and services provided

- West Pier Telecom's Avaya Cloud Office (Powered by Ring Central's operating system) UC Solution with licences for 252 IP extensions.
- 45 x SIP Trunks were replaced with network connectivity for all 252 users.
- 2 x receptionist consoles.
- ACO Glip app for voice, video and screen sharing/conferencing.
- 252 x ACO apps
- 10 x Avaya B199 conference phones
- International ACO apps
- Xima CCaaS contact centre solution, featuring voice, email, and web chat ACD software with wallboards.

Business Benefits

- **Reduced App overload and associated costs:** All the communication channels and tools Sapphire needed in one phone system including audio and video conferencing, meetings, and team messaging and collaboration. This eliminated the need for additional services from third-party vendors, immediately removing a layer of surplus expense and complexity. This also made employees more productive as they could access all their communication tools from a single interface, eliminating the need to constantly be switching between applications.

- **Lower multi-site management costs:** Anyone with the administrative rights can add phones and numbers, make changes, and handle moves from an intuitive web interface.

- **Reduced IT maintenance and infrastructure:** All handled in the cloud by West Pier and Avaya, eliminating operational expenses and IT distraction.

- **Elimination of many telephony costs:** This includes removal of several line items such as switches, as all voice, video, and chat traffic travels over the internet.

- **Lower IT service provider costs for ongoing updates:** Avaya Cloud Office handles updates and provides continuous improvements and innovations.

- **Increased worker productivity:** New capabilities, such as direct extension dialling and the ability to forward calls and faxes to mobile phones makes workers more productive.

- **Decreased cost of supporting a mobile workforce:** The unique Avaya Cloud Office app enables Sapphire to turn a smartphone into an office phone, saves carrier costs, especially for conference calling, video meetings, and those associated with international and local travel.

Testimonial

"Five years ago, we attended a demonstration event co-hosted by Avaya and West Pier. We liked what we saw so selected West Pier to replace our legacy on-premises solution with their hosted Stratus solution which was Powered by Avaya IP Office. The solution was great and the support we received from West Pier was tremendous, however when lockdown hit, we decided to move to a true cloud solution to accommodate the increase in homeworking. After consulting with West Pier and several of their competitors – we decided to move to Avaya Cloud Office based on the solutions superiority and the trust we had in West Pier."

Sapphire Systems Operations Director

West Pier Telecom is a Tier 1 accredited Avaya Cloud Specialist Business Partner.

If you would like impartial advice on your telecoms and networking infrastructure give West Pier a call on 0844 264 5522 or email Mathew van Til (matthew.vantil@westpiertele.com)
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