



Case Study: Unified Communications



The Client

Our client is an Asset Manager. Originally based in London but now with offices throughout the world from Hong Kong to New York. When Tribeca started working with the firm, there was around 40 people based in London, in the space of 4 years that increased to over 200 members of staff in six offices globally.

The Challenge

During the initial onboarding process, it was identified that the existing telephony solution was no longer fit for purpose. Originally designed for a small business, it was not able to meet the demands of the growing workforce and was prohibitively expensive to scale.

The Leadership team within the client's businesses want a unified communications solution they could scale to their global offices and ensure that they were always able to take calls regardless of which office they visited. Travelling was a very frequent event for the senior management team, so access to the company telephony system from mobile devices was key.

The Solution

Tribeca designed, installed, and supported a 3CX Unified Communications solution through the global offices. 3CX is a software-based PBX which includes the following key functionality:

- **Phone Calls**
- **Live Chat**
- **Web Conferencing**
- **Presence Information**
- **Mobile Phone Application**

Using VoIP technology rather than expensive ISDN circuits, not only were Tribeca able to provide a much better end user experience, but the costs of the new solution for 200+ users represented a cost saving on the previous system for just 40 users.

A 3CX server was configured in each of the major hub offices. Each of the servers were bridged together to provide free of charge phone calls between all their offices globally. Furthermore, presence information and instant messaging was available for every member of staff regardless of location.

The 3CX mobile client was deployed to corporate mobile phones, providing the ability for team members to take calls wherever they were, as though they were at their desk in the office. This feature also provided a significant cost saving on mobile phone bills for the leadership team who travelled frequently.

Overall Benefits to Client

- **Unified Communications solution**
- **Ability to scale very quickly**
- **Improved remote working capacity**
- **Cost savings**



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