



## InfoTrends/CAP Ventures Recognizes Real Savings with the Avaya IP Office Solution

### Industry:

Professional Services

### Business Challenge:

- Updating an outdated, inflexible PBX system
- Lowering long distance charges through use of VoIP technology
- Adding in-house conferencing capability to reduce excessive conferencing charges from an outside vendor
- Adding the capability for remote users to connect to the system.

### Solution:

Avaya IP406, hardphones, softphones, VoIP, conferencing, follow me feature

In order to keep its business analysts at the peak of productivity, InfoTrends/CAP Ventures relies on the Avaya IP Office solution to deliver reliable communications 24 hours per day, seven days per week, around the globe.

### About InfoTrends/CAP Ventures

In business since 1992, InfoTrends/CAP Ventures is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industries. The company provides market intelligence and makes business strategy recommendations based on its timely research, analysis, forecasting and benchmarking to make a competitive difference in its clients' businesses. InfoTrends/CAP Ventures currently has two primary locations: one in Weymouth, Massachusetts that houses approximately 50 employees, and another in Luton, Bedfordshire in the United Kingdom, where approximately 20 more employees are located. The company also has a presence in Tokyo, Japan, where approximately five employees represent the firm.

### Business Challenge

With two international offices and analysts and customers positioned around the globe, InfoTrends/CAP Ventures was amassing

significant long-distance telephone charges. Additionally, its previous telephone system in Norwell, Mass. (prior to the move to Weymouth.) was over 20 years old; and neither flexible nor easily managed, so it couldn't support the company's growth needs. Moves, adds and changes were complicated and often required the assistance of an outside technician, which became costly any time significant system changes were needed. And the system could not be networked with the U.K. telephone system.

Finally, and perhaps most important, InfoTrends/CAP Ventures also used an outside teleconference vendor to support its need for telemeetings. Using an outsourced vendor was costly, considering the international nature of the business and the frequent need to gather groups of analysts, or analysts and customers, together for a single meeting.





In order to address the mounting issues that the company faced as a result of using an outdated telephone system, InfoTrends/CAP Ventures Telecommunications Manager Chris Jones initiated a search for a new communication solution.

### **Avaya Authorized Business Partners: Offering Avaya's Best Fit to InfoTrends CAP Ventures' Benefit**

Upon implementation, Jones found that the Avaya IP Office system met all of InfoTrends/CAP Ventures current telecommunications needs, as well as offering flexibility and scalability to grow with the company in the future.

Jones researched a variety of new systems from manufacturers such as Cisco and NEC as well as Avaya. His search was mainly comprised of traditional PBX systems, all of which were cost prohibitive based on the functionality and future growth capability that InfoTrends/CAP Ventures required to meet its current need and protect its investment in the future. None of the solutions he looked at met every criteria

But Jones knew that such a solution existed: he had been in the company's U.K. office for its installation of a new communications system –

the "Argent Branch" – from what was then Lucent Technologies. Jones asked about the system, learning that Argent Branch was the former name of the Avaya IP Office system in the U.K. And although not yet for sale in the U.S., Jones learned that Avaya was looking for customers willing to be a beta site for the U.S. release of the IP Office solution.

"Avaya's IP Office system was a cost-effective solution that included all of the features my company needed in a new system," said Jones. "The other vendors I researched couldn't match the IP Office value: it offered a robust set of features and applications at a great price."

Avaya and a local BusinessPartner worked to prepare InfoTrends/CAP Ventures U.S. site for the beta implementation, including wiring the site appropriately and getting equipment provisioned.

### **IP Office Conferencing Center: Cost-Effective Means for Global Meetings**

Upon implementation, Jones found that the Avaya IP Office system met all of InfoTrends/CAP Ventures current telecommunications needs, as well as offering flexibility and scalability to grow with the company in the future. As an IP-based system, it offered the ability to network the company's two main sites via IP trunking. Connecting the two locations offers such conveniences as direct dialing of a colleague's extension or call transferring to any extension, regardless of the office where the extension is located. Additionally, through the use of voice-over-IP (VoIP), calls that were formerly long-distance could be placed via IP and charged as local.

Initially, the built-in conferencing capability of IP Office provided a simple and more cost-effective way for InfoTrends/CAP Ventures to conduct its teleconferences, which are mission-critical to the company's global business. Moving forward, InfoTrends/CAP Ventures wanted to offer additional features to participants and gain



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more management control over the calls, so in May 2004 the company invested in the Conferencing Center solution. As the result of this upgrade, executives and analysts now have access to a “carrier quality” feature-rich bridge similar to InfoTrends/CAP Ventures’ specifications and can make conference calls easily, without the hassle of reservations or the high cost of an outside vendor.

Among its many benefits, Conferencing Center offers a PIN (personal identification number) checking security feature, the ability to call out to participants, and web conferencing that allows 24x7 access from anywhere. Employees also gain efficiencies with the ability to immediately schedule a conference call with a client for “on the fly” conferencing. Security issues are also resolved by hosting the calls in-house. Conferencing Center also allows call managers to quickly invite more participants onto a call if needed when resources were booked in advance. In addition, features that have been traditionally only available to “big bridge” users such as listen only or “whisper” can now be used by InfoTrends/CAP Ventures employees. All of these benefits help InfoTrends/CAP Ventures present a more professional, high tech image to its clients.

In addition to the IP Office features that met InfoTrends/CAP Ventures immediate needs, the solution offered added features that improved customer service and productivity for the company’s analysts, who travel frequently to conduct InfoTrends/CAP’s research. Jones cites the “follow me” feature as a benefit that’s widely used by staffers. The feature allows calls coming into a user’s extension to be automatically forwarded to a number where it’s more convenient for them to be reached, such as their mobile phone.

Finally, InfoTrends/CAP Ventures receptionist benefits from the Call Status feature, which shows the status of the entire telephone system, right from a computer screen, allowing

more effective management of incoming calls. Previously, she could only see a portion of the lines, as the PBX reception console only offered a fixed number of buttons to show lines in use.

### **Avaya’s IP Office Solution Save Money**

**InfoTrends/CAP Ventures has realized significant benefits as a result of simply testing the Avaya IP Office solution.**

First, there has been a significant reduction in the firm’s long-distance charges as a result of calls being placed via the IP network. Jones estimates that the firm will recognize a savings of between \$8,000 and \$10,000 annually as a result of the reduction in toll calls.

Additionally, the IP network has improved employee productivity, as decreased costs make staff members less hesitant to call customers or colleagues overseas for information. Business can more readily be conducted in “real time”, eliminating the necessity for return calls or more time-consuming methods of communication.

“It’s interesting to note that, although our long-distance charges have decreased significantly, international call volume actually seems higher,” explained Jones. “Our analysts and managers aren’t as wary about placing a call to an overseas customer or colleague, since they know that the cost to place the call has dropped. So, they’re able to get more done quicker

The IP Office’s “follow me” feature is a significant help to traveling analysts.

“Our analysts find “follow me” a big help in increasing their productivity and ability to serve customers,” Jones explained. “Customers can reach any employee at any time, whether the staffer is in or out of the office.”

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The CAP Ventures receptionist has also become more efficient and is better able to serve customers by using the Call Status feature: by seeing at a glance the status of any individual phone line, she can quickly and accurately transfer calls to available employees who can immediately help the caller, rather than forcing a customer to hold while she checks the availability of the requested employee.

Perhaps most dramatic is the benefit InfoTrends/CAP Ventures enjoyed by employing the IP Office system’s Conferencing Center. Jones estimates that his firm will save between \$15,000 and \$20,000 annually by using Conferencing Center for 90 percent of its conference calls rather than an outside vendor. Now only larger calls requiring a large number of participants are handled by an outside vendor, resulting in significant bottom line cost savings.

So all totaled, the Avaya IP Office will save InfoTrends/CAP Ventures between \$23,000 and \$30,000 per year in telecommunications costs compared to what they were paying for the same services while using the

previous PBX system; a significant amount for a growing firm to re-invest into its core business. And, company employees have the ability to enhance productivity and customer service as well. Jones is very pleased at the outcome.

“All in all, the Avaya IP Office is a next-generation system that has offered us a real cost savings and enhanced our professional image as a high-tech company, particularly the Conference Center feature” Jones said. “The IP Office solution has delivered tangible value above and beyond our expectations.”

### Learn More

To find out how Avaya IP Office can enhance your communications solutions, please contact your Avaya Authorized BusinessPartner or Avaya Client Executive, or visit [www.avaya.com/smallmidbusiness](http://www.avaya.com/smallmidbusiness).

For more about Avaya and our other award-winning solutions, visit [www.avaya.com](http://www.avaya.com).

<p><b>About Avaya</b></p> <p>Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.</p>	<p>Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.</p>	<p>reach <b>AVAYA</b> a higher plane of communication</p>	
IP Telephony	Contact Centers	Unified Communication	Services

