

## The Problem

Established in 2001, Site Operative Solutions Ltd comprises of three divisions which offers a wide range of program resolution and staffing solutions to a variety of industry sectors, including utilities, power generation, power distribution, construction and mass transit.

SOS Finance Director, Zoe Cornford explains why they needed Zenzero's help in creating a more reliable and more cost effective phone system. "We needed a new phone system, we were using BT who were expensive and gave poor levels of service. BT had turned off our microwave system, they wanted to charge us £15,000 to install new copper wiring to the property and to top it off they wanted to tie us into a five year deal; and we would still not own the phone system. This was clearly unacceptable so we needed to look at other options."

"We had already been working with Zenzero, they were managing our IT and had been helpful in the past regarding our telecommunications so it seemed logical to speak to them about the potential of using a VoIP solution to solve our problems."

Rob Pring, SOS's account manager at Zenzero explains the particular challenges involved with this project. "There were several issues which all pointed to using VoIP as the solution, the SOS office is located 7 miles away from the closest BT exchange, which made connectivity a problem. Previously they had invested in a satellite dish to run microwave connectivity to solve this issue, however BT had decommissioned this hardware. Another issue that the SOS office suffered from was the high number of power outages they experienced which resulted in the phone system going down."

SITE OPERATIVE SOLUTIONS LTD.



## Key Benefits

- No downtime with VoIP
- Modern and flexible phone system
- Significantly lower call charges

## The Solution

"Using a VoIP solution was the clearest option. We implemented two BT infinity connections which were provided by Zen Internet, we then segmented server and VoIP traffic on to separate lines using a SonicWALL TZ210 firewall, which along with the router and POE switch were fitted with an uninterruptable power supply so that in the event of a power outage, the phone lines would continue to run."

"With a Broadsoft VoIP platform, which was hosted by Jola, and Polycom VVX410 handsets the overall solution was complete."



**“My favourite thing about Zenzero has to be the staff; they are always incredibly friendly and courteous as well as being exceedingly helpful, it’s certainly a massive difference from dealing with BT!”**

**Zoe Cornford, SOS**

## The Results

Zoe Cornford describes how the project went from the perspective of SOS. “The actual system installation went pretty smoothly, with little or no disruption to our business, which was really important for us.”

“Moving to the new VoIP solution enabled us to seamlessly migrate from the old system without any downtime or losing any calls. Overall the new phone system is a lot more responsive, not to mention more reliable. One of the biggest benefits however has to be the significantly lower costs, which is something any business would want.”

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## Advantages of a VoIP solution powered by Broadsoft

- Fixed monthly rentals per extension
- Unlimited standard UK mobile and landline calls
- 100% availability, disaster recovery guarantee
- Work remotely as if you are in the office, your number follows you to multiple devices including your mobile



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