

AZZURRI GETS OREGA'S COMMUNICATIONS PLATFORM UP AND RUNNING WITHIN 24 HOURS.

When business centre specialist OREGA wanted to update its existing telephony system it decided to switch suppliers and turned to us for a cutting edge communications platform.

OREGA is an award winning serviced office provider, offering flexible office environments for a wide range of companies. OREGA offers customers the ability to create their own environments within the serviced buildings, and complement this flexibility with a full range of service options including information technology, clerical services and catering, to name but a few.

Challenge.

When OREGA made plans to expand its business it decided the time was right to look at every aspect of its service and identify which areas could be improved for its business centre occupiers. As part of that it took a fresh look at its communications setup and decided that a common platform across all sites was the answer.

The very nature of the serviced office environment means that changes to the building's communications setup are frequently being made depending on the length of contract a company has in place. OREGA targets those companies seeking the benefit of lease term flexibility, as well as keeping medium to long-term comfort and affordability in mind.

At its head office location in Staines, Middlesex, OREGA was finding that, whilst up to the current task, its aging Nortel System was unlikely to accommodate future developments in telecommunications technology.



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Paul Finch, Managing Director, OREGA Business Centres

Overview.

Name:
Orega

Area of operation:
Business Services

Headquarters: Staines, Middlesex

Founded: 2000

Number of employees: 1,150

Key technology:
Mitel® 3300 IP Communications Platform (ICP)

Categories:
ICT Solutions

Key benefits:

- Improved customer service levels
- Successful 'future-proofing' of the network
- Improved reliability and availability of the phone system

"Instead of having a system which allowed us to offer new functionality as the technology matured, we were about to be locked into an increasingly dated and simple system which would not reflect the technology offering we want for OREGA," comments Paul Finch, Managing Director, OREGA Business Centres.

We demonstrated that we possessed the requisite knowledge and expertise to manage OREGA's telephony systems and could provide a high standard of service seamlessly across the OREGA estate through one point of contact.

"When we decided to refresh our communications platform, it was of paramount importance that the new solution was installed over the weekend when our offices were empty and it had to be fully operational by the time the businesses returned to work at the start of the week," continues Finch. "We needed a partner that could provide a cutting edge solution and implement it on time without any disruption to our clients' business."

"We also needed to be sure that Azzurri totally understood the technology issues and demands of our particular industry and could work hand in hand with our own technical staff to provide leading edge IT/telecoms solutions as we begin to distinguish ourselves from the majority of our competitors using technology."

Solution.

We installed a Mitel® 3300 IP Communications Platform (ICP) which provides enterprise IP-PBX capability plus a range of embedded applications including standard unified messaging, auto-attendant, ACD and wireless gateway. Operating across virtually any LAN/WAN infrastructure, the 3300 ICP provides seamless IP networking allowing for full feature transparency within distributed environments by supporting networking standards such as Q.SIG, DPNSS and MSDN.

The 3300 ICP provides organisations with the opportunity to migrate to IP, protecting existing legacy PBXs and investments while delivering all the advantages of a converged infrastructure.

Results.

With refreshed technology in the head office location, occupants can now take advantage of a fully IP enabled communications system. Reliability and availability of the phone system have been dramatically improved and with successful 'future-proofing' of the network, OREGA now has the clear IP migration path they need, without the need for an additional network upgrade.

Moves, adds and changes are still a part of everyday life at the Business Centre but the whole process has been simplified and can now be done internally without having to rely on a third party.

"The combination of Mitel technology which we have already tested in another location, with Azzurri's deep understanding of our requirements and business goals, means that we have a solution in place that clearly enables us to meet our needs, both today and for the foreseeable future. It was the overall package offered by Azzurri and Mitel that impressed us. The fact that we can now improve our customer service levels is of immense benefit to us as a growing organisation and, simply put, helps to ensure that we retain existing customers and attract more new ones," continues Finch.

Martin St. Quinton, Chief Executive Officer at Azzurri, says: "Technology simply provides a means for people to work together more efficiently and deliver a higher quality of service to customers. OREGA has embraced this philosophy and has clearly chosen technology as a platform for distinction with this new implementation in a competitive marketplace."

"We would recommend Azzurri and Mitel's IP solution to any company wishing to make a switchover from a traditional PBX system with minimum disruption," concludes Finch. "Within 24 hours our phone system was up and running, all with minimum impact on our customers."

OREGA is now looking to extend its partnership with us by consulting on a number of other telecoms projects.



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