



g3 telecommunications

## Case Study Marketing Agency



Leading Marketing  
Agency reduces  
costs and increases  
communications  
network flexibility  
with G3

Case Study

## Leveraging your success through our expertise

As a fast moving advertising agency, this company relies upon speed, constant uptime and easy access to information for delivery of its services. The company was faced with moving offices while maintaining its network uptime. Additionally, the agency wished to improve the network technologies it used, increasing integration between applications and adding new functionality to its network.

The business is challenged with the need to balance the creativity and flexibility of the advertising arena with the expectations of its bluechip client list. The company revolves around a high paced daily agenda where information has to be accessible from anywhere to meet this need.

Key to maintaining its position as a leading advertising agency, the company needs a communications network that allows its employees access to the local area network, from anywhere within its offices and worldwide. Additionally, the agency must use and have a strong understanding of the latest technologies as its clients, which include Nokia, Saab, Tesco and Nestle, are among the producers and users of many hot technologies.

At its old offices, the company operated with separate voice and data networks, increased costs and reducing flexibility and daily efficiencies. The separate networks also meant the use of the latest technologies was often not possible. The company's traditional Avaya telecommunications switch with analogue phones restricted staff to working from their desks, whilst office changes were part of a lengthy process because of the system's complexity.

The agency chose G3 as its business partner to install an IP based converged communications solution into its new office.

The first priority in the office move was to ensure the transfer of its networks did not disrupt business. Relocating its existing systems would cost the business around four days downtime and the cost of transferring its old systems to the new office would equal the cost of buying in new technology.

Added to this, the company was under pressure to update its network so it could keep pace with the advancing digitisation of the advertising world. The company needed to maintain its customers' expectations of the business' use of the latest technologies.

G3 installed an Avaya S8700 media server in the agency's new offices, a solution designed to aid large distributed corporations keep flexibility in their communications network. Around 400 IP handsets

were installed, a unified messaging solution and wireless IP was also implemented. The new communications network was then integrated into the company's Cisco local area network.

The agency's move went smoothly with no downtime. Thanks to the added flexibility of the new network, staff are able to access the information they need from anywhere in the office or globally, increasing efficiencies. Unified messaging has improved customer service and customer satisfaction. Future expansion of the company is set to be simple due to the capabilities of the new solution.

The European IT director at the agency, said: "G3 gives us a better service than anyone else. G3 was the only Business Partner able to meet our requirements, an end to end solution for us that would cover all our needs."

# Case Study



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“The office is now a far nicer environment to work in, and one that is greater suited to the creative, high pressure world of advertising. The easy to configure and manage network solution will allow the company to perform future expansion with ease.”

European IT Director

#### **The Solution**

G3 installed an Avaya S8700 media server at the new office to upgrade the network to IP and increase flexibility of the solution for the company. The company's Cisco local area network was integrated with the new multimedia communications network. Around 400 IP phones were installed across an IP local area network, with G3 making sure that a high quality of service was maintained over the network for voice calls. Unified messaging solution, Corus Messaging from Zeacom, was installed by G3 and integrated with the agency's Lotus Domino server for email. Lastly, G3 ensured that the total new solution was encrypted to the highest security standards.

#### **The Benefits**

The new system runs at a lower cost with increased efficiencies through accessibility and flexibility for the company. With its customised voicemail functionality, the new system can be tailored to leave specific messages for different customers. This has enabled the company to be more proactive in managing its client base and increasing customer satisfaction.

Its wireless IP network allows the staff at the agency to enjoy the flexibility to work anywhere in the office, from the bar to the rooftop. Additionally, moving desks while keeping the same extension is fast and simple.

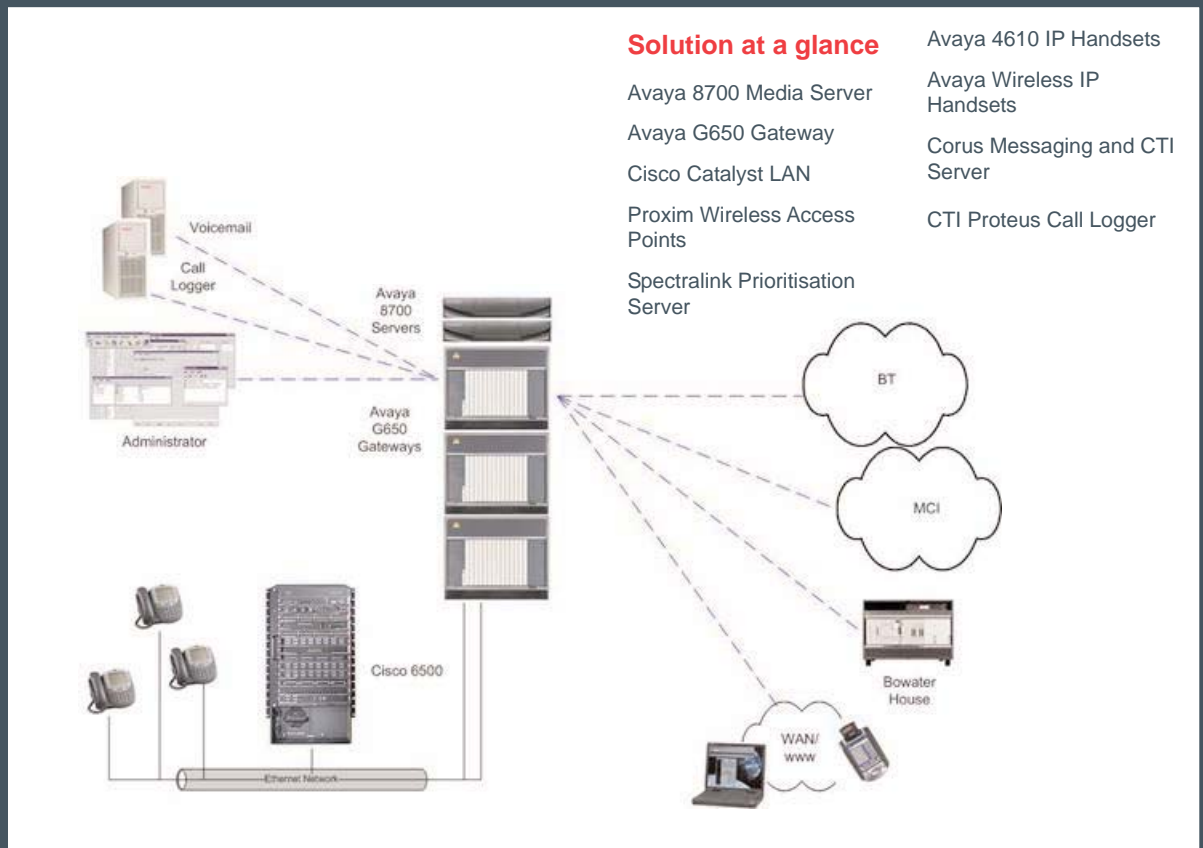
**“With our new solution, people are not tied to their desks any more. Our staff can work on the roof terrace, look at the clouds and be creative”**



## Leveraging your success through our expertise

“We know our new network is flexible enough to do whatever we want to do now. With IP, managing our network and expanding it in the future is a really easy job.”

European IT Director



### About G3

G3 designs, delivers and maintains converged voice and data networks. G3 uses best of breed technology solutions to develop customers businesses. A leader in the market, G3 delivers reliable and proven IP communication solutions that will enable companies to lower risk, reduce costs and grow revenue.

Focused on both large and small enterprises, G3 really understands the business needs of the customer. As one of the only companies to fully understand and deliver truly converged solutions, G3 has reference sites with many global household names, some of which have been customers of G3 for 16 years!