

Spitfire helps Flemings to successfully link existing and new offices seamlessly

The Challenge

Fleming Family & Partners was formed in August 2000. The Group has a number of companies that work closely together to offer a complete family office service, including asset management, trustee and advisory services. As a leading voice and data solution provider, Spitfire has been supplying business communications services for Flemings since its establishment.

By 2008, Fleming Family & Partners had outgrown its premises and so acquired a second office in central London to allow for expansion. This created a need to provide up to date business telephony and data communications, and to link the two sites seamlessly. Spitfire suggested a number of alternative solutions which would meet the firm's requirements, but with a recommendation of the Avaya Communication Manager telephony system. As an Avaya accredited partner, Spitfire is one of a limited number of telecoms providers that can supply and support Communication Manager. Karen Stanley, Head of Operations for Fleming Family & Partners, explains further:

“We were keen that the implementation of a new phone system would run as smoothly as possible, with minimal impact to the business. After a tender process Spitfire were selected as the provider to implement an Avaya solution, as they offered the best fit for our business”.

The Solution

Avaya Communication Manager is a scalable, pure IP solution which supports up to 36,000 extensions across multiple sites, and is designed for organisations with either large or sophisticated communications requirements. It provides both the comprehensive functionality and the consistent telephony support that is required in order to enable all locations across a multi-site enterprise to communicate effectively.

Communication Manager is also highly configurable, with the flexibility to meet the needs of virtually any organisation, and its specification lists over 700 features. Given the potential size and complexity of such a system, the Avaya Communication Manager also offers some significant disaster recovery features, including a dual processor that can be located several miles away from the main processor via fibre cable.

To provide a dedicated link for voice and data communications between Fleming Family & Partners' two central London sites, Spitfire installed a 100Mb fibre optic cable, working with Openreach. As an Interconnected Fixed Line Operator and one of only 29 CPS (Carrier Pre-Selection) Operators in the UK, Spitfire has number ranges on all UK dialling codes, together with non-geographic number ranges, and so was also able to supply a phone number range for Flemings.

Ensuring that the switch over to the Communication Manager went smoothly was critical to the success of the installation, so Spitfire worked closely with Fleming Family & Partners' IT department on all of the IP network issues involved. Karen continues:

“Spitfire assisted through all stages of the project, from site visits to Avaya, planning and implementation meetings and a final project plan. They took full ownership of the project, ensuring all services were installed and working to the time scales we needed. This included additional PRI circuits, hardware and software purchases, installation, configuration and finally installing phones at staff desks.”



Additional Services

As well as the core Communications Manager system, Spitfire also supplied:

- Mobile twinning for key staff members that require constant contact, so that their desk phone and mobile phones ring simultaneously.
- Tele-working and home working facilities.
- Broadband provision. As a major ISP, Spitfire is a member of LINX - the London Internet Exchange –which is the world's largest independent IP exchange. Being connected to LINX reduces the number of 'hops' that traffic has to take to reach its destination, which increases download speeds for users and also adds resilience to Spitfire's network.
- Full system training for staff, to ensure optimum usage of the new functions and features which were now available.
- Consolidated call and Internet billing. Spitfire's advanced billing system provides Flemings with one bill, which can be viewed online, covering all communications including landlines, mobiles and Internet. Bills can be customised to show vital information such as breakdown by site and number, destination reporting and so on. With a high level of clarity, Spitfire's advanced billing systems mean that Flemings can now monitor and control communication costs easily.

Future Plans

Fleming Family & Partners is planning to provide Avaya client software for staff so that they can manage calls via their computers, with features such as screen popping of incoming calls and dialling direct from applications such as Outlook. This will allow the firm to take full advantage of its investment in the features and functions of the Avaya Communication Manager system.

With the new solution in place, calls between the 250 staff at the two locations are now free and are made simply by using the appropriate extension number, and outside callers are

greeted by operators at either location, depending on availability. Essentially, for the purposes of telephony, it is as if the firm is operating from one site. Karen concludes:

“The project was a success, with a solid solution which offers us flexibility and growth for the future. Cost savings were also made, as we were able to incorporate voice recording which was previously a pain point for us, when using legacy solutions. A real success point was the way Spitfire tested every desk phone was working correctly, and trained staff on how to use the phones. Their personal approach at this stage ensured that our IT staff could continue with the core IT business.”



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