

# Case Study

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## Titan Technology SD Voice and Video - Karmarama

Karmarama is a West London based independent creative agency focused on making their client's budgets work as hard as possible. They create big ideas without boundaries, from TV to online communities, and are passionate about effectiveness not creative awards. Some of the reasons why clients like Nintendo, Unilever and Coca Cola choose to work with them.

### Background

When Liam Stratton joined Karmarama in October 2008 as their Operations Manager he already knew that the company had problems with their telephony set up.

"I had been advised before I joined the company that Karmarama was suffering from a sub-standard telephony system. We had poor call quality and, as I quickly discovered, very poor customer service where there was absolutely no supplier ownership of the problems. We had a hosted telephony solution where calls were of patchy quality, kept dropping out and suffered from unacceptable delays. We were struggling to hear people which was totally unacceptable.

I quickly organised a meeting with Inclarity the incumbent supplier and our account manager and made them aware I was not happy and that we needed to see a rapid improvement in the quality and the level of service. None was forthcoming but we were tied to an 18-month contract where the service was if anything deteriorating. To make matters worse there was no communication between various departments nor with the broadband supplier and we finally reached a point where Karmarama were without phones for two days. Because of all these problems we managed to negotiate ourselves out of the contract early."

Meanwhile Stratton had been in contact with the supplier of his telephony services from his previous company, Lee Cassidy of Solihull based SD Voice & Video.

"I was shocked that the hosted telephony solution at Karmarama was so much worse than the one I had used before. That system had worked so well I didn't see why it would not perform the same for us here as I did not see the need to go for an expensive traditional PBX system with a five year, or longer, tie in."

### On the Desktop

"We decided to opt for a combination of Polycom IP330 fixed line desk phones and Siemens IP DECT phones for added mobility.

The Polycom phones are just so user friendly with great call quality whilst the DECT units offer a number of additional features for the 27 users we identified as needing a mobile solution.

For example, our account management team all have the portable phones which allows them, in the large open plan office we have, to move to a quieter or more secluded part of the building to discuss more sensitive issues with their clients. Additionally the four partners in the business alongside some of our projects team also benefit from having the Siemens DECT phones.

Our principal call answering point, or reception, has the Polycom Attendant Console which delivers advanced call handling capabilities to help boost productivity and is a real productivity-enhancing solution which allows simplified monitoring and management of up to 24 concurrent calls on up to 12 lines.

Voicemail was also provided for all users and we have implemented the option to have all voicemail messages emailed to users as well so that we have the added flexibility of forwarding messages as standard sound file attachments to other users or clients. We use Apple Macs throughout the business and this feature integrates with our Microsoft Entourage email, calendar and address book application seamlessly.”

### **Simultaneous Ring**

SD Voice & Video has implemented a very useful feature for Karmarama whereby users can opt to have both their office phone and their mobile cell phone ring at the same time.

Liam Stratton, “For those of us that have highly mobile roles within our office this is an invaluable feature and means that we can be more readily available to support our colleagues and, most significantly, our clients.”

### **Quality of Service**

There were a few teething problems as there are with any new system installation but these were quickly resolved says Stratton.

“The previous network infrastructure was not entirely as it should have been with data comms applications ‘plugged’ in to the voice sections and vice versa but that has all been resolved by SD Voice & Video who were very pro-active in the whole installation process.

Today we have excellent quality of service on our calls and as far as customer service is concerned they are one of the best companies we have ever dealt with.”

### **Reseller Comment**

Lee Cassidy, Director of SD Voice & Video, says that the Titan product is very stable. “Stability is the key issue for resellers. We have to know what we are dealing with and when you put the service in you know what you are going to get. Titan Technology also looks after us very well from a support perspective – any problems we might get are very quickly addressed and resolved.”

One of the more unique aspects of the implementation at Karmarama is that we have deployed the Vibe platform from VoIPex. This provides header compression on SIP trunks so for G.711 we get twice as

many calls down the same pipe. It also gives the user failover while keeping the call active and live monitors the traffic down the tunnel for jitter and packet loss.”