



Virtual Desktops



VOIP



Hosting



Consultancy

“The more we used our VoIP system, the more we realise how entrustIT has helped us transform our business. The features and facilities that we now have mean that we can focus on helping our members and the general public, secure in the knowledge that our telephone systems is in safe hands.”

Helen Pinder  
Business Information Manager  
National Federation of Builders

## CASE STUDY

### A Telephone System Fit For Purpose

#### The National Federation of Builders

The National Federation of Builders (NFB) provides business solutions/resources to builders, contractors and house builders across England and Wales; protecting businesses, saving members time and money, and allowing them to focus on their core business of construction. Much of the strength of the NFB lies in its regional structure, covering both England and Wales and providing individual service by dedicated staff with specialist knowledge of the challenges and issues facing construction companies within their own geographic areas.

#### The challenge

The NFB's existing digital telephone system was expensive to operate, technologically out-moded and failed to deliver the features and capabilities that the Federation needed.

“The telephone system was very rigid and expensive to operate,” explained Helen Pinder, NFB's Business Information Manager. “We had no facilities to redirect calls, set up individual mail boxes and no warning if there were recorded voice mails awaiting attention. We also relied on ISDN lines which pushed up the overall cost. We just weren't getting value for money.”

The NFB evaluated several telephone systems options before deciding to implement a VoIP solution. “VoIP would give us the features and capabilities that we needed,” continued Helen. “We invited a number of suppliers to tender for our business but were particularly impressed with the solution proposed by **entrustIT**.”

Of the six suppliers that responded to NFB's tender, only **entrustIT** proposed the concept of a hosted service – the remaining five responses required the NFB to purchase, install, manage and maintain its own VoIP system.

“We had no idea that a hosted VoIP service was available,” added Helen. “We are a relatively small organisation and the concept of outsourcing the hosting, support and maintenance of our entire telephone system was completely new to us. However, the more we looked into **entrustIT**'s proposal, the more attractive it became.” A quick demonstration of the benefits that VoIP would bring convinced NFB to partner with **entrustIT**.

#### The solution

The **entrustIT** proposal was based on the company's hosted VoIP solution - a corporate-calibre tool that allows organisations to benefit from multiple features previously unavailable to small and medium sized companies without substantial investment in technology, in-house management and support. Because **entrustVoIP** is a fully hosted system and because calls are routed across an international network rather than the public internet, the system offers an unrivalled set of telephone features.

“This was by far the best option for us,” said Helen. “We could benefit from all of the features that an advanced telephone system would deliver, but without the hassle and costs of setting up and maintaining our own system. Best of all, if we opted for an in-house solution we would have to ensure that it was up and running day and night but by outsourcing to



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“We have seen all kinds of benefits. The system has excellent voice mail facilities and we can now easily handle all incoming and outgoing calls, redirecting calls to other members of staff and even to mobile phones if people are out of the office.”

Helen Pinder  
Business Information Manager  
National Federation of Builders

entrustIT we would get all of the benefits without any of the problems.”

“entrustIT is a managed service provider with the objective of bringing enterprise-class, industrial-strength technology systems within the reach of smaller companies,” explained John Hardstaff, entrustIT’s Sales and Marketing Director. “VoIP based hosted telephony solutions require no local telephony installation and by utilising the very latest broadband internet access coupled to specialised technology, our VoIP services can be delivered anywhere in the world, 24 hours a day and 365 days a year.”

Six months on, NFB’s VoIP telephone system continues to impress Helen and her colleagues. “We first implemented entrustVoIP in our head office and once we were confident, we rolled it out across our regional centres,” continued Helen. “The entire roll out process went very smoothly and even when we had a couple of issues with some of our routers, entrustIT were on-hand to sort the problems out.”

In addition to the obvious advantages of a best-of-breed VoIP system, the NFB cites two additional (and not immediately apparent) benefits.

Firstly, the VoIP system has encouraged staff to use telephones as their prime method of communication with customers, the general public and Federation members. “Our adoption of VoIP means that our staff now prefer the telephone to emails,” added Helen. “It has made us far more responsive and productive, and improves relationships.”

Secondly, VoIP technology means that the NFB can encourage ‘home working’. Staff members simply connect their VoIP handset to their home broadband to enjoy all of the features of the new system – just as if they were in the office.

## Benefits:

- **Reliable** hosted service, managed and monitored 24 hours a day, seven days a week
- **Redundant** platform backup ensures seamless take over in the event of system failure
- **Reduced** costs with minimal up-front investment in handsets, and free calls within the network
- **Hosted** service saves money in upgrades and training
- **Future proof** solution delivers the services that are required with the flexibility to expand into newer technologies
- **Safe and secure** service with firewall protection and intrusion detection and prevention to prevent unauthorised access from the public internet
- **No specialist** on-site infrastructure required. Handsets connect using standard local area network ports