



A single phone system for multiple sites

About Audi South West

Audi South West is a car dealership and part of the Silver Street Automotive Group with sites in Taunton, Exeter, Plymouth, Barnstaple and Newton Abbot. As part of the Silver Street Group there are also a number of VW dealerships and van centres in the area as well as TPS in Exeter, a trade parts specialist for Audi, Seat, Volkswagen and Skoda.

The concept behind the Silver Street Group is that if a customer is in Taunton looking for a car, whoever they go to dealership-wise will be part of the same group. From a communications point of view this means there is a need to link in with all the other dealerships and trade parts within the Group, resulting in massive levels of inter-site traffic. All the sites share operational centres and might need to communicate with each other in order to, for example, check with another dealership to see if they have a certain specification of car, or parts availability.

What phone system did they have?

The group has upgraded to Mitel 3300 PBX phone systems over the last two years and has now decided to take this project to phase two which is to enable SIP trunks on each site in order to offer free calls between all branches. Previously the all the members of the Group were using ISDN.

What were they looking to change?

As the Group was using ISDN, it was spending £3,000 on phone calls alone every month. Because 60% of this spend was on calls between sites the group realised that they could make serious savings by moving to a new system that would provide free site-to-site calls.

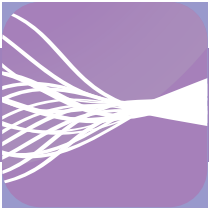
What did they choose and why?

Working with Micron Communications, the Group decided to invest in Gamma SIP trunks in order to make significant savings in the long-term. They made an investment of £1,000 per site on the upgrade and are saving approximately £1,800 every month in call charges. This means that in a month the group has recouped almost all the investment spent upgrading two sites.

They chose Gamma's Assured IP service in order to guarantee that a customer would not be cut off and to ensure that there were SLAs in place.

Combined with smart programming, this new system also gives the Group the feel of having one phone system, with free site-to-site calls and the ability to put people on speed dial and transfer calls directly through to sister sites, thereby resulting in more sales for the Group as a whole. Before the installation of Gamma SIP trunks, they would have had to give the customer a telephone number for the relevant sister site, with no guarantees they would go on to call them.





Case study: Audi South West - Silver Street Automotive

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“ We chose Gamma’s Assured IP service to sit on top of the SIP trunks in order to guarantee that customers would not be cut off. Assured IP Services, together with SIP trunks give us complete confidence in the Gamma services and have enabled us to go to the Silver Street Automotive Group with SLAs in place. With car dealerships, it is essential that all the equipment used matches the quality of service being offered so the Group needed to have premium grade telephony to match its brand. ”

What impact has the new system had?

Call costs: The new system is giving the Silver Street Automotive group savings of £1,800 in call costs each month. All the different sites can now communicate as much as they want for free. In addition, the Group is now better integrated and able to effectively communicate between all the different sites.

Reliability: The Group also benefits from an extremely reliable system, with functionality taken to the next level, through advanced features such as voicemail. Voicemail boxes can now even be used as replacement for email as calls are no longer chargeable.

Business continuity: An additional advantage with Gamma SIP trunks is portability. With traditional exchange lines, such as ISDN and analogue, should a business change address, numbers can only be transferred if the new site is served by the same BT exchange as the old site. With SIP trunks, companies can take their numbers anywhere in the country.

Future Plans

Disaster recovery: In the event of a disaster, SIP trunks can be moved simply by changing the IP address they are attached to, so for business continuity purposes in the future, Audi South West will be integrating redundant systems and ADSL connections across its estate as a disaster recovery precaution. Many insurance brokers are acutely aware of the benefits of SIP telephony and are acknowledging disaster recovery plans in their annual premiums, yet another future saving for the group.

Benefits of IP Direct Connect

- Flexible numbering.
- Supports multiple sites, allowing ISDN Line rationalisation.
- Provides free calls between IP sites and lower cost calls to other destinations.
- Full business continuity model for businesses without Remote Call Forwarding charges.
- Scalable on a per channel basis.
- Can be utilised with existing customer premises equipment.
- Offers full emergency services support.
- Supports application convergence.

The Group has piloted Gamma’s Inbound statistical service, and in the future intends to deploy it across all its sites. The Group will use the service to manage its marketing activities from particular campaigns and monitor each site’s ability to handle calls, ensuring customers are not getting an engaged tone.



Clear. Creative. Communications.

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