

Case Study

Craft Architectural Communication Services Finds New Solutions



CRAFT STUDIO



Challenge

Build a communications solutions that combines all voice, data and mobility applications onto one integrated solution that supports international communications. The solution must support multiple language voice prompts/IVRs, remote workers, mobile extensions and data tools.

Solution

Grandstream's powerful UCM6102 IP PBX Appliance was installed along with Grandstream's GXP1405 IP Phones.

Value Created

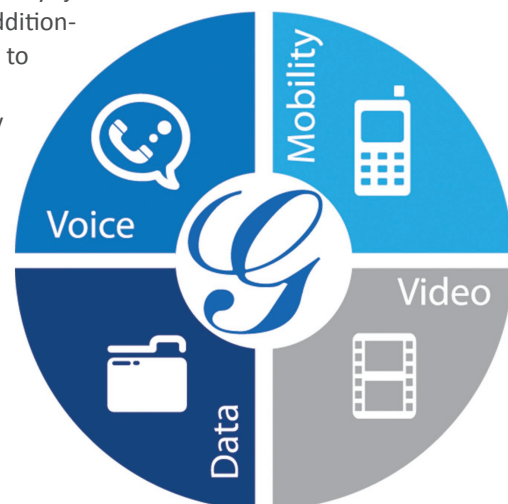
- Over a 75% cost savings across all communications services
- Over 80% savings on international calls and calls to/from remote workers
- Improved company image by creating a robust voice prompt system to handle all incoming calls. Calls are automatically routed to the appropriate office location, in the appropriate languages based on where the caller is calling from
- 1500% increase in concurrent call capacity while combining SIP, Skype and Analog lines onto the same solution to allow calls to be re-routed across multiple calling platforms
- Major increase in business communications, productivity and efficiency

Craft Studio

Craft Studio is a major player in the architectural services industry in Latin America and the United States. The company, based in Buenos Aires, Argentina with a second office in Miami, Florida, USA, provides architecture and construction firms with a variety of sales and design tools – such as 3D renderings, visualizations and animations – to help these companies create and promote their architectural designs to clients and perspective clients.

Current Communication System

Craft was using a basic and outdated communication system. Because they have offices, employees, and clients in two different continents and therefore needed affordable long-distance calling, Craft was primarily using Skype as their phone system for all incoming and outgoing calls. While Skype is a popular global calling platform, it only allows one-on-one communication between callers and does not have any ability to transfer a call to another user, create a conference, switch the call into a conference call and does not allow for redirection of the call. Audio quality of Skype calls was often poor and gave off a negative impression of the company to perspective clients. Craft's Buenos Aires office communicated with clients and employees in South America through 2 analog telephone lines. A major drawback of this setup was that these two lines were the same two lines used by internal employees to communicate within the office or with remote workers – which often led to unwanted competition and delays just to be able to make outbound or internal calls. Additionally, because remote workers did not have access to a fixed phone line, they always had to use their mobile phones to make calls – which is extremely expensive and does not allow these calls to be transferred to other employees through Craft's outdated phone system. Because Craft was using analog landline phone lines they had no ability to integrate their Skype lines with their in-office phone system and therefore they were not able to transfer calls incoming from clients/employees in the USA to another employee within the Buenos Aires office.



Requirements of the New System

Being spread out through two different continents, Craft Studio needed the ability to easily and efficiently communicate with customers and perspective customers throughout North America from their headquarters in Buenos Aires. Being that they also have an office in Miami, Florida as well as a group of remote workers, Craft needed to be able to easily communicate between the 2 offices through a direct connection between their 2 offices to enable in-network calls from office to office and office to remote worker, while allowing callers to communicate with another office or remote worker simply by dialing an extension. Craft has both English and Spanish speaking customers and employees, therefore Craft needed a communication solution that could automatically detect whether the caller was calling from Latin America or the USA – and then provide a voice menu in the appropriate language. Craft's new communication solution needed to support and integrate multiple types of phone calls onto the same network (internal, VoIP trunks, land-lines, mobile phones and Skype calls). Overall, Craft was looking for a communication solution that reduced communication costs while increasing functionality and allowing them to communicate across the world as easily as if they were calling the person sitting next to them. In addition, Craft needed data tools that would allow them to measure and track their calling habits while being able to record calls for use as training tools or for various other uses.



Craft's New Communication Solution

Craft brought in IT Plus, Inc. to design and build their new communications solution. At IT Plus' recommendation, Craft deployed an IP-based network consisting of Grandstream's powerful UCM6100 series IP PBX Appliance along with Grandstream's GXP1405 IP Phone spread throughout the 2 offices.

UCM6100 series IP PBX Appliance

As the central anchor of the entire communications solution, Grandstream's UCM6100 series IP PBX is a ground-breaking IP PBX for the SMB market that provides enterprise-grade voice, video, data and mobility solutions to SMBs in an extremely easy-to-manage fashion with no licensing fees, upgrade fees or any recurring fees. The UCM6100 series offers Craft state-of-the-art communications solution that gives them a great deal of video, data and mobility communication abilities in addition to drastically increasing the voice options available to them. The UCM6100 series allows Craft to install an extremely affordable and easy-to-manage IP PBX in the Buenos Aires office and the Miami office and peer them together so that the 2 offices share the same network and all calls between the 2 offices can be done without long distance calling simply by dialing an extension. The UCM6100 series also allows Craft to integrate their Skype lines onto the same communication system as their internal/external calls.

One, Powerful, Integrated Solution

A UCM6102 (2 FXO ports) was installed in both the Buenos Aires and Miami offices and a direct connection between the 2 was created to ensure seamless communication between the 2 offices through simple extension dialing. Peering the two UCM6102s together also allowed both offices to transfer calls to users in the other office regardless of whether the call came in through a Skype line, a SIP trunk or a landline. The UCM6102 allowed Craft to also redirect calls to remote.



“Grandstream’s UCM6100 series of the IP PBX appliances is the perfect fit for Craft Studio as well as any business looking to increase their communication abilities while drastically cutting costs. The UCM6100 series gave Craft a wide variety of customized communication solutions that allowed them to build a system of voice prompts in multiple languages, support all mobile and remote workers, merge, and take advantage of robust data solutions. The best part of Grandstream’s UCM6100 series is how easy they are to install and manage.”

Gilberto Villegas
Communications Engineer
IT Plus Inc.

Customized, Multi-Language Voice Prompts and IVRs

The UCM6100 series features a state-of-the-art 5-level IVR system that can recognize the location in which a user is calling, speak to them in their local language and direct the call to the appropriate office based on the location of the caller. Callers from the USA are given voice prompts in English and directs the call to the receptionist in the Miami office speaking English if no option is chosen. If a caller from the USA needs to speak to someone in the Buenos Aires office, they can choose the option to talk to someone in the Buenos Aires office from the voice prompts, and then the call is redirected to the Buenos Aires office through either a Skype line between the 2 offices or a through another SIP trunk connection between the offices. Callers contacting the Argentina office from Latin America are automatically given voice prompts in Spanish, and users who do not choose any option are directed to the Spanish-speaking receptionist in Buenos Aires. If someone calling the Argentina offices chooses the extension of a user in Miami, or if they tell the receptionist they need to talk to someone in Miami, the call would be transferred to that office through either the dedicated Skype line or a second SIP trunk.

Call Recording

The ability to record calls to use for employee training or future reference in addition to the ability to track calling habits are features that Craft would benefit from, however these abilities were generally only available from IP PBXs designed for enterprises that required annual licensing fees that could reach tens of thousands of dollars. Grandstream’s UCM6100 series included full call recording abilities and a lot of options to customize call recording. The UCM6100 series allows Craft to have all calls incoming and outgoing calls to/from any trunk, line, or extension recorded, to only record certain trunks/lines/extensions, to record calls only at certain times or to allow users to turn call-recording on and off simply by pressing one button on their Grandstream IP Phone (1-touch call recording).



Call Detail Records (CDR)

The UCM6100 series also features call detail records (CDR) that allows Craft to view and track all calling habits while also being able to narrow down call statistics based on time, date, location, trunk, extension, line, and more. Craft was able to access all call recordings and CDR simply by logging in to the web user interface of the UCM6100 series – where they can also export the data and/or recording files.

Supports Remote Workers and Mobile Extensions

Craft was able to communicate with remote workers in much more efficient and affordable way through IP calls and the use of softphone applications. Grandstream’s UCM6100 series is able support the GSM voice codec, which is used by all mobile phones. 7 extensions were created specifically for use by remote workers’ mobile phones. These remote users are able to download the softphone application of their choice and pair it with a SIP account registered to the UCM6102. These remote workers can now make and receive SIP calls using their mobile phones – completely eliminating all long distance mobile calls and allowing remote workers to redirect calls elsewhere within the company while also having calls redirected to them. Grandstream’s UCM6100 series also allows any employee, using their cell phone or any external phone line, to call into Craft’s main phone line, enter a set code, and then make an outbound call anywhere in the world using a SIP trunk or Skype line registered to the UCM6100 series. This feature, Direct Inward System Access (DISA) allows all Craft employees to easily make long distance calls without the long distance price.



Project Highlights

- 75% cost savings across all communication services
- 1500% increase in calling capacity
- Ability to route incoming calls to the appropriate office based on the location and language of the caller
- Supports all remote workers through mobile extensions and softphone apps
- Adds call recording, call-detail-records (CDR) and other data solutions
- No on-site IT staff required to install or manage the solution

A State-of-the-Art, Future-Proof Solution

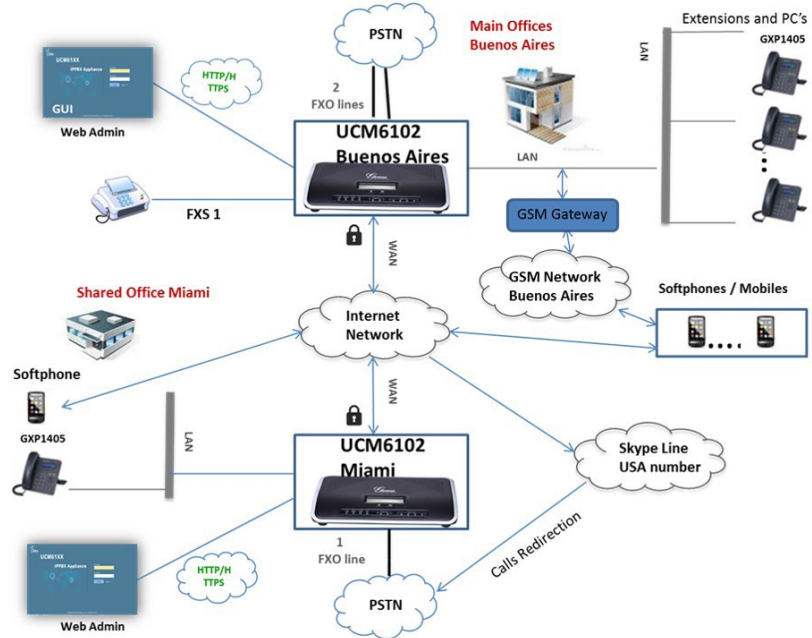
Though Craft is primarily taking advantage of the hundreds of state-of-the-art voice, data and mobility features included in the UCM6100 series, this IP PBX from Grandstream offers a next-generation, future-proof communication solution that also features full SIP video integration. At any time, Craft can add IP video phones, such as Grandstream's ground-breaking GXV3240 and GXV3275 IP Video Phones for Android™, to easily communicate with employees and clients face to face through video calls using a wide range of video calling platforms. Craft can add any SIP-based Video Conferencing solution, a network of IP video surveillance cameras, IP Door Cameras and/or any other service or device that uses SIP video. All of these products and services can be seamlessly integrated with the UCM6100 series for powerful and affordable video communications that enhance productivity while cutting costs.

About IT Plus

IT Plus is an integrator of communications technologies based in South Florida aimed at Latin small and medium businesses that require customized solutions so significantly boosting productivity and reducing long distance costs between 80 and 90%. This is achieved mainly using Grandstream products that offer a cost / benefit ratio unmatched in the market. The three related lines of operation at IT Plus are: Voice-over-IP, video-security systems and data networks (wiring infrastructure), leading to customers dealing with a single supplier instead of three. Visit www.itplusinc.com.



CRAFT STUDIO BUENOS AIRES-MIAMI



Grandstream Networks

A Complete SIP Business Communications Provider

A supporter of all things IP, Grandstream Networks believes that every business is unique and that 'no size fits all.' From its inception selling ATA's to customers wanting to migrate to IP while using their older analog telephones, Grandstream has consistently worked to introduce products to help businesses, of all sizes, around the globe implement VoIP solutions that positively impact productivity and the bottom-line. A decade later, Grandstream has expanded its product set from ATAs to also include SIP-based telephones used in a variety of on-premise or hosted environments to IP Multimedia Phones for desktop video calling and Internet applications to IP video surveillance cameras for physical security monitoring. Grandstream helps bring the business value of VoIP to the desktop.