

GGR
COMMUNICATIONS
BUSINESS VoIP | DATA SECURITY | MANAGED NETWORKS

CASE STUDY

Reeves

Re: business, tax and wealth

Reeves LLP

Major Accountancy and Financial Services Firm

Reeves LLP is one of the major accountancy and financial services firms practising in London and the south east of England. Established over 100 years ago in London, Reeves have built a growing reputation for award winning tax and financial advice. Today the financial firm have offices in London, Chatham Maritime, Canterbury, Gatwick and Eastbourne and employ over 300 staff including more than 40 partners.

The Need

In September 2011 Reeves carried out a major strategic review to prepare for anticipated growth over the next 5 years. As part of this strategy Reeves were keen to transform their corporate culture and modernise the organisation, whilst focusing on their main objective of improving client care.

Network infrastructure and communications was a foremost requirement that formed part of the five identified strategic threads, as the separate voice and data networks could not provide Reeves with the features they required to modernise the business. Looking to update the way the company communicated both internally and externally, the main objectives were to ensure calls were dealt with more efficiently, for staff to reduce the use and need of answer phone messages and to enhance client care through more effective communications.

The Selection Process

Reeves had a clear idea of the solution they wanted and subsequently attended the IT Directors Forum to find the right partner. Although originally not shortlisting Cisco due to the perceived price associated with the Cisco brand, GGR Communications provided an impressive demonstration and proved to Reeves that the market leader could still be positioned competitively. The proposed solution provided them with everything they required and more.

The Solution

With GGR's guidance, Reeves opted for a Cisco Unified Communications Manager Business Edition (CUCMBE) providing the entire suite of on-premise Cisco Unified Communications products, including Voice, Video, Presence, Instant Messaging and Voicemail. GGR Communications provided a completely managed installation of the system which included all configurations of the supplied software and hardware, as well as training sessions within the organisation to help with the introduction of the new technology.

In line with the company's number one objective, GGR Communications implemented advanced call routing features with specific hunt groups and DDI's, helping to reduce

Client:

Reeves LLP

Location:

London & South East

Solution:

Voice

Cisco Unified Communications Manager Business Edition delivers a powerful set of IP Telephony features

Video

Cisco 8945 Handsets enabling rich-media communication

Presence and IM

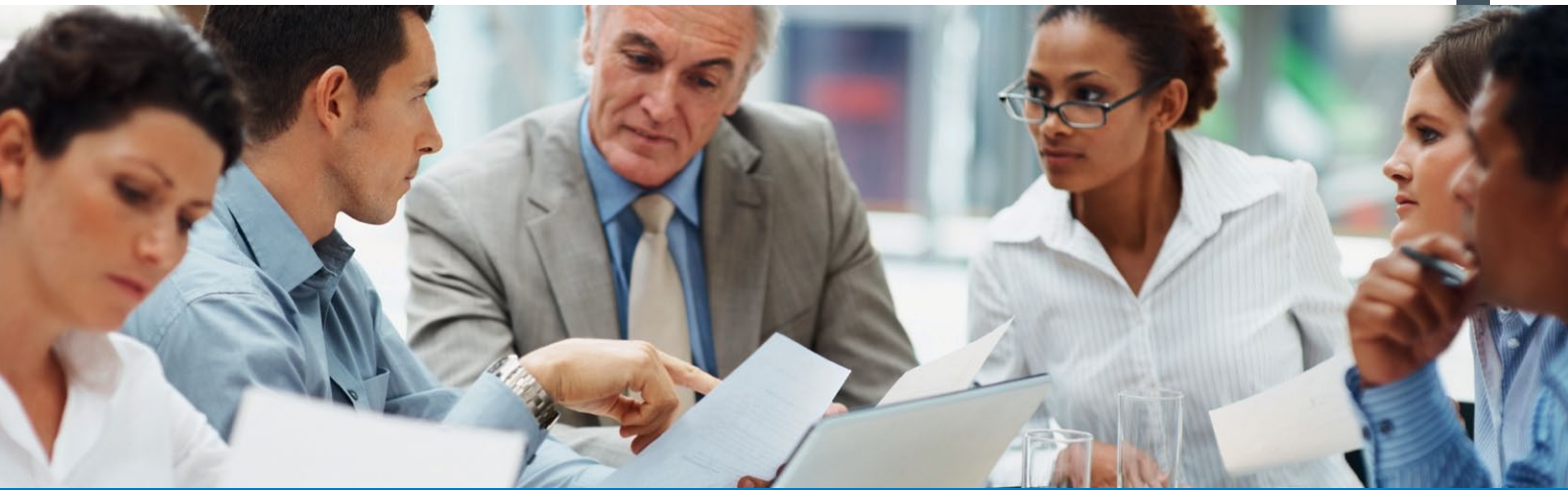
Collaborate using realtime communication and see the availability of colleagues

Voicemail

Cisco Unity allows voicemails to be saved centrally and accessed on multiple devices

Wireless

Simplifying Management with Cisco Wireless LAN Controller



internal calls going via the front desk. This was further enhanced by the use of the presence feature within Cisco's Unified Communications application called Jabber. This enabled employees to find the right people, see if and how they are available, and collaborate using real-time communication.

Cisco Mobility addressed the objective to reduce the use of voicemail by helping streamline communications, giving employees a single number and identity that could be accessed via email, desk phone, mobile, tablet or other. Cisco Unity further enhanced the mobility feature by storing voicemails centrally allowing them to be accessed on multiple devices, not separate inboxes for separate numbers and devices.

Reeves selected the Cisco 8945 Video handsets as although not implementing video in the first instance, the organisation wanted to invest in a cost-effective scalable solution that can grow with the business. To enhance the handsets, GGR implemented their own bespoke software, which enables users IP phones to automatically sign in when logging in to their computer. This integration software facilitated Reeves plans to create hot desking and a more flexible working environment.

To empower the use of the Unified Communications features and applications anytime and on any device and assist with the new Bring Your Own Device Policy, GGR installed a new Wireless network. This solution is centrally controlled by a Cisco Wireless LAN Controller, enabling employees to transition from office to office on the same wireless network, simplifying management and enhancing connectivity.

The Outcome

By using Cisco 0% finance, Reeves were able to bring their project forward instead of having to wait for their annual budget allocation as part of their business strategy. This meant the technology foundations for growth were implemented, enabling the company to focus on other areas of operational plans. Reeves now report a decline in voicemail usage with this feature only being used as a backstop. Alongside this, the front desk team now work together across all five offices with time freed from internal calls to increase their client care. The Reeves IT support desk, which previously relied heavily on answer phones, now report that 70% of all calls are answered, with the system providing management information so that Reeves can exceed their target.

“To me it was a no-brainer to go with GGR Communications and Cisco for our new Unified Communications solution. Proving Cisco could be competitively priced and provide us with all the features we required, along with an impressive team of engineers, GGR Communications were a fantastic find. From design to implementation, the team at GGR have consistently exceeded our expectations and we are very pleased with the entire project. We look forward to strengthening our relationship with the team at GGR over the next few years.”

Stephen Ledger,
Operations Partner,
Reeves.