

GGR
COMMUNICATIONS



**KRESTON
REEVES**

CASE STUDY

KRESTON REEVES

Kreston Reeves is a global network of innovative, like-minded accounting firms that puts trusted relationships and exceptional care at the heart of everything they do. Kreston Reeves membership covers 125 countries. Services offered include audit & accountancy, tax consultancy and business advisory counselling.

“GGR are always willing to help... during the Covid lockdown they were fast to deliver changes needed to support our business. moving everyone to working from home with little notice.”

Chris Madden - IT & Operations Director

Based in the South of England, the organisation has multiple offices covering the London, Kent and Sussex areas. The organisation serves businesses and individuals close to home in the UK, as well as internationally.



Kreston Reeves were experiencing network performance issues. The business uses a Citrix platform to access all internal critical applications. Whilst Citrix enables simple management of end-user terminals and a secure infrastructure, it has also proved to be very bandwidth intensive.

As a result, Kreston Reeves' network capacity was being oversubscribed causing slow connectivity for end users and frequent disconnects from Citrix sessions during important customer interactions. This not only impacted their customer service, it also reduced the efficiency of their workforce.

Kreston Reeves were concerned that their networks were not built for the bandwidth requirements of highly dense Citrix sessions. The core of Kreston Reeves' network had a 10Gbps backbone. However, all other parts of the LAN were limited to 100Mbps access ports, which caused data throughput bottlenecks. Sections of the LAN had also been expanded in an ad-hoc manner, using hardware from different vendors. This made it challenging to monitor and manage certain portions of the network. This lack of visibility made troubleshooting a painful process and affected their time to resolution of end-user faults.

Kreston Reeves engaged GGR to investigate their network traffic flows. Following this analysis, it was discovered that whilst the network's baseline throughput hovered at around 20% of its capacity, there were instances of micro-bursts throughout the day. These bursts were the cause of the disconnects between advisors and their Citrix platform.

Kreston Reeves were also limited by their telecoms infrastructure. Their Cisco Call Manager operated on legacy ISDN connectivity. Over the years Kreston Reeves had grown. It had acquired new businesses, new branches and had assimilated smaller offices into larger workforces. The ISDN telephony infrastructure was proving to be inflexible, which was making growing pains of this acquisition growth model more pronounced. Simple tasks such as managing call flow, call forwarding, identifying inbound/outbound call sources became very difficult. Furthermore, Kreston Reeves were unable to monitor the quality and duration of customer interactions and were hampered in their ability to easily redirect calls between departments.



THE SOLUTION

Following a review of the Kreston Reeves' network, GGR proposed a technology refresh strategy with the aim of implementing an efficient, future-proofed, network. Proposed improvements included WAN, Wireless, LAN & switching:

WAN circuits for the business were upgraded and made resilient with additional failover at all sites. As part of the refresh, new WAN connections were specified. Pricing for WAN infrastructure was renegotiated and provided a cost saving of over 16% per annum. At the same time, WAN and Firewall hardware were updated with newer equipment (ASA5525-X next generation firewalls with full URL filtering and ISR4331 Routers).

Switch and wireless hardware were refreshed as part of the project in order to update and optimise the network architecture. This allowed GGR to ensure that leading-edge technology was implemented through a deployment of Catalyst 9200 switches and Aironet 2802 Access Points. Therefore, hardware on the network would be future proofed. GGR were also able to simplify the process of managing licensing of hardware by Co-terminating all licenses and Cisco SMARTnet, allowing for a single, controllable renewal process.

Legacy ISDN phone lines were migrated to SIP channels, enabling the implementation of a brand-new Cisco Unified Communication Management solution (hosted by GGR). The new Cisco telephone system was also paired with GGR's in-house ADAPT software, as well as a suite of Cisco collaboration applications. GGR ADAPT provides an integration between AD and CUCM which allows for telephone extensions to be automatically deployed when user profiles are created within Microsoft Active Directory.

THE OUTCOME

Since the Kreston Reeves WAN has been upgraded, data transmission bottlenecks on the network are now a thing of the past. Data throughput requirements during peak periods are now fully accommodated. Users experience increased data speeds across the estate, whilst removing the negative effects of Citrix dropouts.

The new firewalls provide a host of automated, AI based, network security features. These include reputation and category-based URL filtering, Malware and Ransomware protection and IDS/IPS via Cisco's Firepower Services.

The legacy ISDN based voice system has been replaced with a flexible SIP platform, powered by a Cisco UC solution. This enables staff to move between offices, whilst allowing call flow/call routing to be managed with ease. The implementation of GGR's proprietary ADAPT system, combined with the Cisco Unified Call Manager, also affords for automatic deployment of new telephone extensions, upon the creation of an AD user's profile.

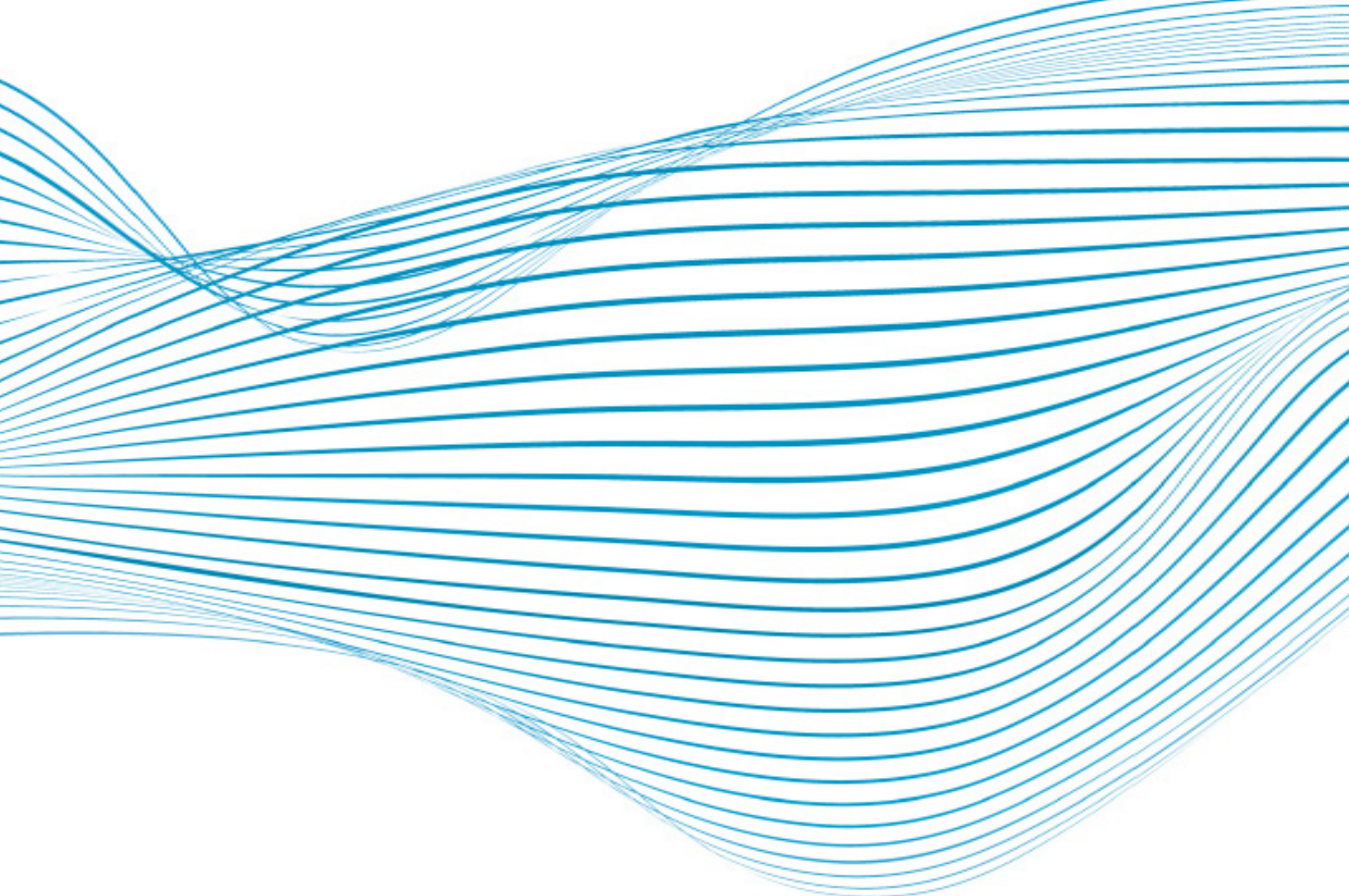
The equipment refresh for Kreston Reeves has required the replacement of a large amount of key infrastructure, which has been managed by GGR. This has been achieved with zero downtime for the business. Kreston Reeves have also had an improved return on their investment following the network refresh. Staff are now able to adopt a much more fluid approach to where they work and can easily be based from a number of offices or remotely from home.

The changes implemented by GGR have enabled Kreston Reeves to enact strategic goals and provide a far more stable network infrastructure for their team. The network can now scale with the organisation's growth while introducing flexibility with collaboration opportunities for staff.

"Through GGR's advice we made substantial savings on our telephony costs by migrating to SIP from the traditional ISDN service we had. This was seamless to our people even though the migrations happened during the working day."

Chris Madden - IT & Operations Director





GGR Communications Ltd, De Salis House,
De Salis Drive, Droitwich, Worcestershire,
WR9 0QE

web: www.ggr.net | tel: +44 01905 825900