

Optimizing Communication Effectiveness with IP Phone Solution



IP Phone Solution

Benefits

- Cost-reduction
- Mobility
- High Productivity
- High Flexibility
- High Scalability
- Simple Infrastructure
- Simple to maintain

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Frontiers Digital specializes in digital marketing and provides clients with full agency services in media planning, buying, web marketing and consultancy. The scope of services includes web consultancy, graphic communications, email marketing, digital advertising, leads generations and behavioral targeting. With headquarters located in London and regional offices in Hong Kong and Shanghai, Frontiers Digital is well positioned to serve their clients effectively throughout Europe and in Asia.

Challenge

Frontiers Digital is one of the renowned international agencies in digital marketing. The company strives to comprehend customers' needs, share innovations and best practices in nowadays global market, provide the best breed of services and deliver maximized returns in media investment for their clients.

Being the newly developed regional branch of Frontiers Digital, the Hong Kong office recognized the importance of internal and external communications. When designing the communications infrastructure, they had clear objectives to meet when selecting the new telephone system for the new office.

"Frontiers Digital is an international company with customers, vendors, partners and associates all over the world. Keeping close relationship with all of them is a challenge and we cannot always travel around the world to meet for business. Reliable voice communications maintains the lifeline of our business" said Shera Mak, Office Manager of Frontiers Digital in Hong Kong.

"We realized that by using the IP solution, we can merge telecommunication into our LAN network that would greatly reduce our communication expenses, such as wiring cost, equipment cost and IDD charges for our executives. We deemed that ICT provided us the best solution that achieved our objectives." Shera added.

Solution

Frontiers Digital Hong Kong branch decided to invest in the latest telecom technology using IP. The company chose **ICT** as their technology partner to provide the latest IP solution in this new initiative.

After studying the communications requirements in detail, **Zed-3 SE30P** was selected as the system core to support critical users. The capacity of **Zed-3 SE30P** is ideal for most of the SMEs in Hong Kong. Frontiers Digital has chosen a mix of multi-functions IP phones and soft phone client installed in laptop PCs. Six sets of CN2x4 were installed in the branch office for daily-use. Executives with soft phones



installed in their notebooks can access remotely to their IP system core from hotels, airports, coffee shops with the WiFi or internet access over there. The convenience, flexibility and performance of Zed-3 IP Phone system are satisfied by all the users.

Moreover, it only took ICT two days to complete the project cycle from investigation, site-check, and solution design to installation and commissioning. The quality of work and efficiency demonstrated by ICT was appreciated by Frontiers Digital.

Benefits

TOC Reduction

One of the most important objectives of Frontiers Digital is to reduce the Total Operating Cost (TOC) in telecommunications. The strategy to install IP phones help to save the once-off installation expenses by re-using existing LAN cable for system connections and reduce, in the long run, operating cost for executives' expenses in long distant calls.

"In the past, we spent a lot of money for long-distance when our staffs were traveling on the road. They were paying premiums when calling back the offices or contacting overseas clients in hotels, and it was really high expense for the company. With this new system, they connect to phone

system in HK with their PC and can call anywhere in the world benefiting by the lower IDD tariffs used in the office. It eliminated most of the overseas toll charges and the effect is immediate and significant." Shera explained.

Mobility

With soft phone installed in their laptop PCs, executives can now telecommute from anywhere such as home, other regional offices or in headquarters and stay in touch with their clients and colleagues. Such mobility greatly enhanced the company's competitiveness in current global market.

Flexible and Scalable

Shera also mentioned "IP phones resolve problems in Moves, Adds and Changes (MAC) that a traditional phone system or Key Telephones are having." With an IP system, the phone numbers are simply following the employees when they are moving to a new location. Whenever the company needs to hire new staffs, extension numbers can be added easily by simple configurations. Hence, network management and maintenance expenses are greatly reduced.

"We are pleased with the services and solutions offered by ICT and would consider to expand our IP phone network to other regional offices in future." commented by Frontiers Digital.

IP Phone System - Configuration

HK Office LAN

