



Hosted IP Telephony Implementation from VanillaIP Paves the Way for Expansion

Solution Overview

- 85 Users
- 26 Sites
- £48k Capex deal
- Desk-to-desk dialling
- Pre-pay and Rental users

Applications

- Centralised Admin
- Centralised Billing
- Shared Call Appearance
- Fax-to-email

Technology

- Voice ADSL
- Polycom handsets
- BT numbers and ADSL porting

Introduction

Capitol Tiles, based in Coventry, is an importer and distributor of high quality tiles to the construction industry and home owners through their 26 sites across the Midlands and London. Established in 1968, the company has grown to turnover in excess of £15M on the back of their reputation for excellence, innovation and outstanding customer service. Sourcing tiles from Portugal, Spain, Turkey and as far away as China, Capitol Tiles supplies over 3M square metres of high quality floor and wall tiles per annum. Their Design Studio works with architects to create custom tile installations for many of the UK's most illustrious developments; Hilton Hotels, Citroen, Holiday Inn, Somerfield and De Vere hotels are valued partners alongside



one off developments such as Aston Villa Football Club.

Today, Capitol Tiles operates from a strong retail and online presence but mostly through distribution and trade. Their natural growth saw the opening of a number of new shops to give them a local presence in new markets on the High St, alongside their four main warehouses.

Challenge

Rapid growth often brings its own set of challenges, particularly in regards to telecoms infrastructure. As Brenda Hall, Systems Administrator at Capitol Tiles, says "We needed to make sure we had a clear picture of the cost and number of the various lines we had coming into the business". In addition there was a

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Brenda Hall - System Administrator, Capitol Tiles

need to bring the telecoms “in-house” so all sites could be managed by the IT department in Coventry.

VanillaIP Solution

The solution was a Hosted VoIP service deployed in March 2009 by VanillaIP reseller Solacomms. With VanillaIP working alongside Solacomms to provide much of the Project Management, admin and user training and providing first line support, the project was implemented rapidly over 3 weeks across all sites. The numbers involved for such a short rollout were challenging; over 100 BT analogue lines were ported to VanillaIP then reduced to about 40, all ADSL circuits were migrated and 83 Hosted VoIP users were installed – all while Capitol Tiles’ business operations did not miss a beat. An immediate benefit was that Capitol Tiles had all elements of the

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Brenda Hall - Capitol Tiles

telecoms spend on a single invoice, accessible with online reports and site breakdowns.

As Brenda adds “desk-to-desk dialling was a key requirement for us. We field a considerable number of end user queries through Reception in Head Office. Now we simply transfer these to the appropriate shop, at no cost to us, rather than asking the customer to redial. This provides a more efficient, organised impression to the caller”.

All VoIP services to the shops are provided through a single ADSL connection that also manages the VPN and other connectivity back to HO. Shops vary in size between 2-4 users and being able to consolidate the VoIP extensions on the same ADSL, while keeping the published numbers, represented a considerable saving on BT lines. Being a hosted service, there is less hardware required to make the solution work, and less things to go wrong. The initial £48k capital

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“We can simply plug the phone into our home Internet connection— it’s brilliant”

Brenda Hall - System Administrator, Capitol Tiles

investment was put on a standard hardware lease alongside the monthly Hosted VoIP service charges. By using a mix of pre-pay and monthly rental services Capitol Tiles are able to flex their users and VanillaIP services to ensure they are only paying for resource as it is being consumed.

Summary

Dave Nicholls, MD at Solacomms, says “The Hosted VoIP solution from VanillaIP was a perfect fit with the business requirements at Capitol Tiles. It was excellent to commence a project where we could leverage pure IP telephony to reduce the customer’s costs, support overheads and to give them a template they can roll-out as they grow”.

One downstream benefit Brenda has seen is the ability for staff to work remotely or even take their IP phone home temporarily. She adds “We can simply plug the phone into our home Internet connection, its brilliant. I would rather get a call about a problem in the weekend than walk in on Monday morning to a disaster”

The need for tiles and the ability to communicate with one another are ancient requirements. The partnership between Solacomms, Capitol Tiles and VanillaIP puts a modern twist on an enduring trade.