



# Hosted IP Telephony Implementation from VanillaIP Unifies Communications For International Research Company

## Solution Overview

- 9 International Users
- BT Number Porting
- Web Based Self Serve Management
- DDI and Unified Voicemail
- Remote Working

## Applications

- Unity Client
- Simultaneous Ring
- Shared Call Appearance
- VanillaIP One Number

## Technology

- ADSL
- Polycom handsets
- LAN switching

## Introduction

Fly Research is a London based, online market research company, primarily engaged in mapping UK consumer behaviour but also managing B2B campaigns and international research. Their unique My Voice panel allows their clients to better understand behavioural trends for products from margarine to movies. Greg Ward, MD at Fly Research says "We have an extremely good relationship with our key clients. You can't underestimate the importance of being contactable". Good clients can also be demanding. "It's not unusual for us to get a call at 4pm, have a campaign online by 6pm with the results back to client by midday the next day. Saying there was nobody to take the call is not an option".



With users spread throughout the UK, in France and with the development team in India and the Panel Management team based in Sophia, Bulgaria, there is an international flavour at Fly Research. A key challenge was finding a telecoms solution that could productively knit these locations together in a way that was transparent to their client callers and maintained the customer service standards they had come to expect.

## VanillaIP Solution

A Hosted VoIP system, installed by VanillaIP in September 2007 combined all users, regardless of their geographic location. What's more, the Unity Windows client allows users to "see" their colleagues, whether they are on the phone, Instant Message them and control diverts and conference

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*Greg Ward - Director, Fly Research*

calls etc on their extension. Now when a call comes into the main number it can be answered from anywhere.

Greg goes on “As part of a recent audit we were quizzed on our Disaster Recovery plans. For us we live and breathe our DR programme. If the office should collapse our main number and diverts are all still operational. For us, the office is more of a social centre rather than a critical business location”.

“We have a One Number policy and only give out our DDI number, where we rely on the intelligence of the VoIP system to find us. There is no need to be office based. Most of us travel or work from home so we use Shared Call Appearance and Simultaneous Ring from VanillaIP to route the call to wherever we are”.

“Cost effectiveness is very important, but not as important as finding something that actually worked”

Greg Ward - Fly Research

Fly Research recently acquired another research company, QResearch but it was a simple process to assimilate their users and port their published BT numbers across to the VanillaIP platform.

## Summary

Hosted VoIP from VanillaIP is a perfect fit with the distributed resource at Fly Research. According to Greg “We had some trial and error with different systems before moving to VanillaIP. Cost effectiveness was very important but not as important as finding something that actually worked. We take it for granted, it just works”.

“Saying there was nobody to take the call is not an option”

Greg Ward - Director, Fly Research

“A key requirement for us was versatility. All our users need is an Internet connection to be able to use VanillaIP IP phones. This saved us a major headache by not having to worry about VPN’s and special connections. We are currently using ADSL services for all our users. When we add a new user we simply plug the phone in and it configures itself”.

**For More Information:**

**VanillaIP**

**W: [www.vanillaip.com](http://www.vanillaip.com)**

**T: 0800 9700971**

**Fly Research**

**W: [www.flyresearch.com](http://www.flyresearch.com)**

## Services Explained

**Shared Call Appearance** - Shared Call Appearance allows multiple SIP endpoints to be connected to a single users extension. This allows remote workers to have an IP telephone [or laptop soft-phone] at home in parallel with their phone in the office. Any direct DDI calls or hunt group calls will ring all available endpoints. This also includes wi-fi SIP extensions on Nokia N and E series mobiles

**Simultaneous Ring** - Sim Ring allows multiple external numbers [for example, the users home number or mobile number] to ring when their VanillaIP extension is also ringing. This does not work like a diversion, though diversion services are also available, but rings the external numbers *at the same time* their IP phone is ringing. Sim Ring only applies to direct inbound calls