



# Hosted IP Telephony from VanillaIP Simplifies UK Wide Construction for Midas Group



## Solution Overview

- 550 Users
- 65 Sites
- Plug and Play Installation
- Fixed-Mobile Convergence
- Pre-pay and Rental users

## Applications

- Uboss Self Service Portal
- Centralised Billing
- Shared Call Appearance
- Fax-to-email

## Technology

- Voice ADSL & MPLS
- Polycom IP handsets
- BT numbers and ADSL porting

## Introduction

The Midas Group is one of the largest independent providers of property solutions in the UK, offering a complete range of development and construction services across every industry sector. Midas's turnover is over £200M and the company counts household names such as Adsa, Tesco, McDonalds and Virgin Airways among its corporate clients. Headquartered in Exeter, Midas has 8 regional offices and up to 60 construction projects live at any given time across the country. Their employee headcount varies from 400 – 550 depending on how many projects are currently being undertaken.

Traditionally, Midas had used a mix of PBX systems in their regional offices and construction sites, all with local

ISDN and maintenance contracts. With sites ranging from 5 to 50 extensions and with 3 month to 2 year durations this proved not only expensive but logistically very difficult to manage. Each site existed as a separate "island" with no management capability for the Midas IT staff in HQ.

## Solution

Following a successful trial in late 2005, Midas rolled out a Hosted VoIP solution from VanillaIP. The VoIP solution requires no equipment on-site, except the IP handsets. While Head Office is connected direct to the VanillaIP core over an MPLS network, all VoIP service to construction sites is delivered over ADSL circuits. All services are charged on a per user/month basis on 30 day contracts, a perfect fit with the

*"We needed high end functionality and the ability to easily support multiple remote sites."*

*Dave Beaton - ICT Manager, Midas Group*

varied duration of the construction projects. As Dave Beaton, ICT Manager at Midas said “Our requirement was to find a system that was flexible enough to provide high-end functionality to our office based users, whilst allowing construction users the ability to turn up on-site, plug in their phones and start working.”

As a hosted system, the upfront and on-going charges with VanillaIP are a fraction of an equivalent PBX/ISDN based system. As Dave notes “The economic benefits were a key deciding factor for us. 40% of our calls are between sites and group offices, these are now free. Furthermore we don’t pay for PSTN lines, system maintenance or to send any telephone contractors or IT staff to site. For a company like ours hosted telephony is a no brainer”.

**“We don’t pay for BT lines or system maintenance”**

*Dave Beaton - Midas Group*

Ease of installation and the ability for Midas to self-manage were crucial requirements. As Beaton adds “Through the Uboss web based portal we arrange the analogue line, ADSL installation and build the users. There is no equipment on-site. It takes us less than an hour to build a new site with 20 users and the IP phones are connected by the people installing the portakabins”. Once the phone is connected it pulls down the user config from the VanillaIP network.

“More importantly, we can cancel services with the click of a button making it easier to de-provision a site. All changes are done in real-time and we can manage all departmental billing structures online – so the bill comes out correctly”.

SIP support has also allowed to Midas to incorporate their company mobiles into the VanillaIP platform to provide a seamless mobility solution. Once the user enters their VanillaIP

**For More Information:**

**VanillaIP**

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

**T: 0800 9700971**

**Midas Group**

**W: [www.midasgroup.co.uk](http://www.midasgroup.co.uk)**

**“It takes less than an hour to build a new site with 20 users”**

*Dave Beaton - ICT Manager, Midas Group*

authentication details, the Nokia functions as their VanillaIP desk phone whenever they are in a Wi-Fi zone. For their 90 roaming users this allows them to walk into any Midas site in the country and make and receive calls on their desk extension.

### **Summary**

From an operational viewpoint the VanillaIP hosted solution has been a big hit with users. “We can better share resource, consolidate receptionists and support home working with some nice-to-have features like Outlook integration, voicemail-to-email, fax-to-email and screen popping. 30 day contracts allow us to scale up or down with the prevailing economic conditions. We only pay for what we are using” adds Beaton.

Since the roll-out was completed towards the end of 2006, Midas has seen their call charges drop £50k and their line rental charges drop £45k per annum. In addition, the number of full time telephonists and the administration overhead has been significantly reduced.

As Dave Beaton sums up “We have moved from having 100 telecoms systems to having 1, with lower operating costs, better user functionality and the ability for us to manage everything 100% centrally. It’s hard to overstate the importance of that for us”