

BT SmartNumbers Mini Case Study

ISIS Equity Partners

ISIS Equity Partners, is a private equity partnership that invests in profitable small to medium-sized UK businesses run by entrepreneurial managers. Its team of more than 50 professionals is based in four offices across the UK: London, Birmingham, Leeds and Manchester.



The Business Challenge

When ISIS became independent it sought its own efficient voice network system with low call costs and next generation services. This needed to support the mobility of its investment professionals and communications between regional sites without being reliant on mobile phones and their inherent costs.

ISIS also wanted a sophisticated directory to enable staff to communicate amongst themselves when on the move, visiting clients or working from home, without resorting to a long list of mobile phone numbers. In addition to this agility and mobility, ISIS also sought a service that has in-built business continuity.

ISIS believed that these attributes would only be attainable if they invested in an IP telephony system and managed it in house.

The Solution

ISIS discovered that they could save money, time, space, risk and management overhead with BT Hosted Voice with integrated SmartNumbers as its solution. The low cost of calls coupled with the modern feel of its web directory service supports mobility while keeping costs down, and the integrated directory shows presence, location and availability of staff. This technology required no extra equipment and also complemented ISIS' business continuity strategy without the need for any new hardware.

Results

SmartNumbers is the perfect solution for ISIS. SmartNumbers enables staff to communicate amongst themselves when on the move, visiting clients or working from home. The disaster recovery capability provides peace of mind knowing both calls and faxes from clients will continue to flow without interruption.

“ SmartNumbers is the perfect answer to our needs. The business continuity capability was an added bonus – we recently conducted a business continuity exercise and I could have peace of mind in the reliability of our voice service since SmartNumbers has that built in. I know that if we cannot make it into the building, both calls and faxes from clients will continue to flow without interruption. This not only protects our reputation, but also our revenue, in a crisis. ”

Matt Hernandez, ISIS EP