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## Plum Communications for Plum

**W**hen Plum Communications replaced their Avaya IP Office telephone system with a new system ... it was for another Avaya IP Office System.

The company operates from two locations - Oldham, Manchester and St Annes, Fylde. Each site has digital ISDN lines and High Speed ADSL internet connections delivered over analogue lines. There are data networks at each site and both locations are connected by a Virtual Private Network (VPN) terminated on a SonicWall PRO1260 Firewall at each end.

As well as providing a secure VPN which allows sharing of data and telephone calls between sites the SonicWall Firewalls prevent unauthorised access to the networks, provide content filtering, anti spyware and anti virus protection. The Avaya IP Office Systems communicate across sites using Internet Protocol (IP) telephony.

Incoming calls are answered by a customer service operator who will either handle the call or transfer to the correct person. Service requests are logged by opening a ticket in the Contact Management System "Sales Logix" and delegated for action. Many faults can be fixed during the telephone call and these tickets are then closed.

Sometimes faults need to be remotely tested, either using network test resources such as BT line test or ADSL Whoosh Test or by remotely connecting to customer equipment. The test may be carried out during the call or immediately afterwards and the fault may require escalation or further diagnostics may be required.

It was important that calls could be answered from either of the two locations and if out of hours the caller would have an option to connect to the 24 hour service desk. Customer and service details are available at both locations and from remote sites using the private data network.

Peter Savic said "The most important thing is that when our customers call they are answered promptly. There is nothing worse than dialling into an auto attendant and then being held in a queue with no indication of how long you are likely to be on hold." Another pet hate was "dialling a direct dial number, landing in voicemail and not being able to get back to an operator without redialling".



Peter Savic

### plum communications

Head Office:  
Bright Street  
Oldham  
OL8 4AB

t: 0845 373 2450  
f: 0845 373 2451  
info@plumcom.co.uk  
www.plumcom.co.uk

offices in Manchester  
and Fylde

✦ The Avaya IP Office systems are completely configurable which means that Plum could recreate the nightmare scenario described above but instead they have chosen for calls to ring on people's desks and only when all staff are busy on other calls, will the caller receive an automated greeting. From all voicemail boxes there is the ability to dial 0 to reach an operator and notice of voicemail is sent to the customer service team by email so if messages are left they are answered promptly.

Peter also said "We tend not to give out mobile numbers and the logic behind this is that customer only need to memorise one number and if they call that number and need to speak to someone who is not in the office the call can be transferred to wherever that person is."

According to Peter the Avaya systems have additional benefits. "If we need to call from the office we can either dial on the telephone or click a button on screen if the number is stored in our contact management system."

"For incoming calls we can view the caller's number and their name if the caller is known to us. It is also possible to bring up that person's details in our system if they are a customer. Additional software shows details of callers who are waiting to be answered and if the call is not answered will provide a list of missed calls.



*Suzanne uses the DT handset one final time before it is upgraded to the DS model.*

"We use Avaya DS5420 handsets on the desks and for mobility around the office Freestyle DECT and Elements DECT cordless handsets. I also use a wireless headset which I find a real boon as it keeps both hands free when on a call and I can move from the desk without being restricted by the curly cord."

The Avaya IP Office systems were upgraded using the Avaya upgrade program with Plum (an Avaya Business Partner) which ensures that hardware and licences are transferable to the new equipment making the whole process efficient and economical.

Plum decided to upgrade their Avaya IP Office as the in house systems are used as demonstration systems and it is important that potential customers can view the latest equipment in an office environment. Many customers now wish to see examples of dialling from databases and screen popping. The Avaya IP Office systems will integrate with many databases and contact management systems including Microsoft CRM.

#### **What was used:**

##### **Oldham**

- Avaya IP Office with ISDN30 module
- 4 port Voice Over IP module
- Avaya DS5420 large display digital handsets
- Avaya DS5402 small digital handsets
- DECT Freestyle handsets for mobility
- Plantronics Headsets
- Door Entry System
- Music On hold
- Category 5 cabling system with full height cabinet
- SonicWALL PRO1260 Firewall with secure upgrade package and antivirus
- Netgear DG834 ADSL Router
- ISDN30 circuit from Plum
- ADSL service with analogue line from Plum

##### **St Annes**

- Avaya IP Office Small Office with ISDN2 module
- In built 3 port Voice Over IP module
- Avaya DS5420 large display digital handsets
- Avaya DS5402 small digital handsets
- DECT Elements and Freestyle handsets for mobility
- Plantronics Headsets
- Category 5 cabling system with wall cabinet
- SonicWALL PRO1260 Firewall with secure upgrade package and antivirus
- Netgear DG834 ADSL Router
- ISDN2 circuit from Plum
- ADSL service with analogue line from Plum

## Avaya Upgrade Program

Avaya have released later firmware versions for the IP Office, new software applications and new look handsets.

Customers have the option to continue using their existing equipment without any change but may wish to consider the benefits of upgrading.

Network Alchemy users should certainly consider an upgrade as the equipment is end of life and support may be difficult to sustain. Fortunately upgrading is not a difficult process, but advice will be needed on how additional applications such as Voicemail are hosted as system requirements have changed.

Top reasons for upgrading with Avaya are:

- Increased Functionality**
- New Applications**
- Improved Call Logging**
- Call Recording**
- Voice Over IP**
- Multiple Site Connections**

## Faxes in your Inbox

Fax to email is a service launched earlier this year by Plum. You are allocated a personal fax number and all faxes sent to the number are forwarded to your email account.

This means that you can receive faxes anywhere you collect your email and if you are not on line when a fax is sent the fax is saved for the next time you connect and choose to download.

The advantages are:

- security** - fax is not printed out in an open office but waits in your email box for you to open
- mobility** - faxes can be retrieved from anywhere you have internet/email access
- simplicity** - easy set up just provide us with your email address
- cost saving** - no need for a dedicated fax line or a fax machine to receive incoming faxes

Cost of the service using an 0871 number is just £15 per annum with no set up charge  
Service can be set up within 48 hours.

0207 numbers also available for additional charge.

## Glossary

### ISDN

#### **Integrated Services Digital Network**

Digital Lines can be either ISDN30 (Primary rate) or ISDN2 (Basic Rate). These lines enable advanced features to be provided such as caller display, direct dialling to extensions, ability to transfer calls off site to another location during the call.

### ADSL

#### **Asymmetric Digital Subscriber Line**

Digital data circuit provided over copper wire commonly used to supply internet access. The download speed is different to the upload speed. Where speed in both directions is important for example remote working applications it may be necessary to bond multiple ADSL services or use SDSL (Symmetric Digital subscriber Line).

### Internet Protocol (IP)

The method by which PCs talk to one another over the internet and used by most organisations in their data networks. Voice can also be carried over IP circuits. (VOIP).

### Auto Attendant (AA)

People either love them or hate them. When used badly they can be a nightmare and their very thought conjures up visions of poor service and waiting in queues but when used effectively they can speed up calls and route callers to the correct location quickly. When choosing an auto attendant system attention to design of the service and a flexible scripting package is very important.

### Router

Device which connects one network to another thus an ADSL router will allow an office to connect its PCs to the Internet. Routers can also be wireless enabled and Netgear routers incorporate a basic firewall.

### Firewall

A firewall is connected to a data network to protect the network from unwanted traffic in either direction. Common reasons for use are to prevent hackers from accessing private network but equally firewalls can be used to prevent unwanted traffic leaving a network. SonicWall Firewalls will provide these basic functions plus much more, they can be used to link sites together in a secure manner and police anti virus, anti spyware and content filtering.



# plumoffers

## **BROADBAND**

### **8Mb ADSL Broadband only £19 per month and Office Service only £25 per month**

Plum Customers can now purchase ADSL Broadband for just £19 per month plus VAT. Download speed is up to 8Mb depending upon distance from exchange and line quality.

This type of connections is intended for one or a few PCs. For larger locations we have an Office Service at £25 per month (plus VAT) which allows many PCs to share the same connection.

All Plum ADSL connections are provided with a static IP address, mail sending via SMTP and if required web space and email handling.

Plum also provide Domain registration and hosting and for customers on the move we provide web-mail which allows emails to be collected from the plum website.

Migration to the service is free and for a limited time the company is providing free activation subject to a minimum contract period.

## **MOBILES**

### **Free Audit of your Mobile Costs**

Plum provide a free audit of mobile costs and a recommendation on potential savings. We offer tariffs from all 6 main networks and also our own bespoke tariff for low volume users with line rental from £4 per month

A wide range of handsets are available and full itemised billing is available through the on line service. High volume users will benefit from specially designed bundled tariffs. Full analysis of bills is available as part of the plum service.

Single handsets can also be purchased on line from the Plum website [www.plumcom.co.uk](http://www.plumcom.co.uk).

## **TELEPHONE LINES AND CALLS**

### **Free Audit of your Telephone Charges**

Are you paying too much for your telephone calls? We provide a free audit of your current telecoms spend including calls and line rentals. Savings of 20% to 40% are typical and all charges can be shown on one monthly bill. There is no loss of service and if you need to make changes in the future you will benefit from a single number with dedicated account manager.

## **TELEPHONE SYSTEMS**

### **Audit of your Telephone Equipment**

Plum Communications is offering businesses a free review of their telephone systems including analysis of current equipment, service costs and future requirements. These highly popular reviews have helped other businesses save several thousand pounds per annum and have provided advice on how to invest effectively in new technology.

For further information about any of the articles in this newsletter or to request additional paper copies please contact:

#### **plum communications Ltd**

Head Office:  
Bright Street  
Oldham  
OL8 4AB

**t:** 0845 373 2450

**f:** 0845 373 2451

[info@plumcom.co.uk](mailto:info@plumcom.co.uk)

[www.plumcom.co.uk](http://www.plumcom.co.uk)

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