

## Case study - BTC Activewear

BTC Activewear is the UK's leading multi-brand distributor of promotional, corporate, school and work wear. Now part of the Falk and Ross Group, the largest multi-brand distributor in Europe, it has been selling school, work and sports wear to garment embroiders and printers for more than 20 years.



**Company**  
BTC Activewear



**Business Type**  
Promotional,  
corporate, school and  
work wear distributor



**Number of employees**  
100+



**Requirements**  
With an in-site PBX  
already in place, BTC  
Activewear needed a  
reliable supplier for its  
call plan, SIP trunking  
channels and incoming  
geographic numbers.



**Solution**  
Business Landline Call  
Package  
talkAssure™ SIP Trunking  
Global inbound numbering

### THE CHALLENGE

BTC Activewear's aggressive expansion since 2008 meant the business had four completely separate phone systems. The result was the unintentional creation of four 'teams', leading to disjointed and uncoordinated internal and external communications.

### THE REQUIREMENT

Three of BTC Activewear's four sites were equipped with traditional British Telecom (BT) analogue phone systems while the newest office was equipped with an on-site IP PBX appliance for VoIP calls.

Using its PBX, BTC Activewear sought to bring all four sites onto a single telephony system. It therefore needed a UK landline call plan, more than 50 SIP trunks to provide the necessary channels for simultaneous calls and more than 50 incoming UK geographic numbers.



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*After trials with several companies, we chose Telappliant for our VoIP call plan, SIP trunking channels and incoming phone numbers. Telappliant has unified our multiple phone systems, reduced our telephony costs, provided valuable support for growth and facilitated remote working. We couldn't be more satisfied.*

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#### THE SOLUTION

Starting with non-essential phone lines, such as those for the accounts department, BTC Activewear successfully trialled Telappliant's Business Frequent Landline Call Package, talkAssure SIP trunking and incoming UK geographic numbers.

The Business Frequent Landline Call Package provides 20,000 inclusive UK minutes along with benefits such as a voicemail to email service and time of day forwarding to manage incoming calls.

With the talkAssure SIP trunking solution, BTC Activewear benefits from 50 virtual telephone lines and 50 extensions over a single high-speed Internet connection.

#### THE OUTCOME

BTC Activewear's IP PBX appliance has now replaced the BT analogue phone systems. The company benefits from a single unified VoIP telephone system, which offers the same user and customer experience across all four sites. The Business Frequent Call Package provides UK landline calls from just 0.004p per minute to significantly reduce call costs. Similarly, the talkAssure SIP trunking solution reduces costs by more than 60 per cent compared to legacy phone lines and gives BTC Activewear enough capacity to handle 50 simultaneous calls – and the company can instantly add additional SIP trunks as required.

The 50 incoming UK geographic numbers support BTC Activewear's rapid growth and enable national market coverage with no incoming call costs and no charge to the caller for the diversion. Calls can be routed to any VoIP destination, diverted to a landline or mobile number, or sent to a personal mailbox.

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*Since switching to Telappliant, we have been able to support more remote working initiatives, which are proven to increase job satisfaction. The service from Telappliant is excellent. Everyone is very helpful and there has never been a problem.*

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Telappliant is an Internet telephony specialist with more than 80,000 subscribers and one of the largest Voice over IP (VoIP) networks in the UK.

We offer advanced, feature-rich telephone systems and low-cost call tariffs to businesses of all sizes. Call 0345 400 4040 or visit [telappliant.com](http://telappliant.com)