

## Case study - MSR Business Consulting



**Company**  
MSR Business Consulting



**Business Type**  
Business consultancy



**Number of employees**  
120+



**Requirements**  
A flexible, easy to configure VoIP telephony solution to facilitate customised services across its international offices.



**Solution**  
VoIPOffice™ Hosted Professional Business Multi Plan talkAssure™ SIP Trunking Global inbound numbering

MSR Business Consulting serves an international client base through its offices in the UK and India. From the UK, MSR delivers business and technology consulting and provides IT services, product-based solutions and infrastructure management services.

### THE CHALLENGE

MSR first approached Telappliant in 2011. The company was using a traditional analogue phone system, which offered little flexibility or functionality. Frustratingly, MSR was not able to deliver customised regional services, which was limiting the telephony experience for both employees and customers.

### THE REQUIREMENT

MSR wanted a cost-effective VoIP phone system that would provide flexibility for customised services across its various offices. A high level of customer account support was also an important requirement.



*Telappliant has delivered an easy to manage VoIP telephony solution which enables us to customise the services and experiences we provide to our clients across our international branches. In addition to an excellent product, the level of ongoing service and support is outstanding.*





*VoIPOffice has met all our expectations. The interface is very easy to use and despite the complex international arrangements we have in place, we are able to manage the system ourselves. We can, for example, design different queues for different areas of the business or change preferences for various users.*



## THE SOLUTION

MSR worked with a dedicated Telappliant account manager to determine the most appropriate VoIP solution. Offering complete flexibility to customise the telephony system and service according to the requirements of each office, VoIPOffice Hosted Professional, partnered with the UK and International Business Multi Plan call package, offered the ideal solution.

VoIPOffice Hosted Professional is an IP PBX solution hosted by Telappliant 'in the cloud'. It consolidates business communications from multiple locations anywhere in the world under a single high performance IP telephony platform. It also allows MSR to enjoy the features and benefits of an advanced business telephone system, without the hardware and maintenance costs.

The Business Multi Plan sits alongside VoIPOffice and brings together landline and mobile minutes for UK, European and international destinations in one inclusive call plan.

To deliver the telephony capacity MSR requires, Telappliant's talkAssure SIP trunking solution provides 20 virtual telephone lines and 50 extensions over a single high-speed Internet connection. This reduces costs by more than 60 per cent compared to legacy lines and provides enough capacity to ensure phones are never engaged.

Global inbound numbering additionally provides MSR with its international geographic phone numbers for a low-cost monthly fee.

## THE OUTCOME

Within a few weeks, MSR's new VoIP telephony solution was in place. The company made a smooth transition away from its analogue system and suffered no downtime during the implementation process.

The company now benefits from a flexible, easy to manage phone system which supports its international operations. VoIPOffice also provides an extensive range of advanced business telephony features, including audio conferencing, voicemail to email and music on hold. MSR has found the enhanced automatic call distribution (ACD) feature, which automatically distributes inbound calls and informs callers of their place in the queue, especially useful.

Telappliant hosts the VoIP service in its secure data centre, so it is maintenance-free and there is always space to accommodate growth. Thanks to Telappliant's talkAssure SIP trunking service, MSR can instantly add additional telephone lines as the business expands.

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)