

## Case study - So Quartier

So Quartier offers contemporary accommodation for long and short stays in London. It provides more than 140 rooms, spread across three locations and of various sizes to cater for both business and leisure guests.



**Company**  
So Quartier



**Business Type**  
Serviced apartments and hospitality



**Number of employees**  
150



**Requirements**  
A flexible, easy to manage VoIP telephony solution that will unify its 140 rooms across three locations and incorporate a comprehensive hotel phone billing platform.



**Solution**  
VoIPOffice™ Hosted Professional  
Business Multi Plan  
talkAssure™ SIP Trunking  
Bespoke hotel phone billing software

### THE CHALLENGE

When So Quartier approached Telappliant in 2011, the company was looking for a simple solution to its inflexible, expensive and difficult to manage analogue British Telecom (BT) phone system. Baji Shaik, IT Manager at So Quartier, explains: “The analogue system was no longer working for us. Between the three locations on three separate phone systems, I spent a considerable amount of time travelling to different sites to make simple changes and fix glitches. This was proving to be extremely unproductive and was having a big impact on my workload.”

### THE REQUIREMENT

As well as a VoIP phone system that would be easy to manage across its three locations and 150 users, So Quartier needed to incorporate a bespoke hotel phone billing platform to allow calls to be charged to each guest room.



*Telappliant has eliminated our multiple phone systems and integrated our geographically dispersed accommodation with a unified and flexible VoIP telephony solution. We manage the VoIPOffice phone system remotely, which saves us considerable time and it integrates with a bespoke hotel phone billing platform, which works perfectly for us.*





*Telappliant has revolutionised our telephone system. I now manage everything from my desk, make changes and add extensions with no hassle and if I need support, I receive it within a matter of minutes. We have saved time and money by switching to a unified VoIP solution and I now have the tools and capacity to support our year-on-year expansion.*



#### THE SOLUTION

So Quartier worked with a dedicated Telappliant account manager to determine the most appropriate VoIP solution. With the ability to incorporate So Quartier's three separate phone systems into one and integrate with Telappliant's bespoke hotel billing platform, VoIPOffice Hosted Professional was ideal.

VoIPOffice Hosted Professional is an IP PBX solution hosted by Telappliant 'in the cloud'. Not only are hardware and maintenance costs eliminated, but changes and troubleshooting can all be managed remotely from Baji's office. As well as advanced business telephone system features, VoIPOffice Hosted Professional provides free internal calls and external calls at less than 1p per minute, significantly reducing So Quartier's call expenditure.

The Business Multi Plan package 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 So Quartier needs, Telappliant's talkAssure SIP trunking solution provides 30 virtual telephone lines and 150 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.

#### THE OUTCOME

Within a few weeks, So Quartier's new unified VoIP telephony solution was in place. The company made a smooth transition away from its three BT analogue systems and suffered no downtime during implementation.

Telappliant's bespoke hotel phone billing platform provides advanced billing management software. Each room has its own phone number and calls made by guests can be billed accordingly. As every phone is connected to the same VoIP phone system, both So Quartier and guests benefit from free internal calls.

Thanks to Telappliant's talkAssure SIP trunking service, So Quartier can instantly add additional telephone lines as required. SIP trunking also provides flexibility for growth, with a further 60 extensions added early 2013 following the completion of new accommodation.

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)