

Case study - Vibrant Media

Established in 2000, Vibrant Media spans four offices in two continents – San Francisco, New York, London and Hamburg – with over 120 staff.



Company
Vibrant Media



Business Type
Life and critical illness insurance broker.



Number of employees
80+



Requirements
Disappointed with the call quality from its initial VoIP provider, Reassured needed a reliable supplier for its call centre that could guarantee high call quality.



Solution
VoIPOffice™ Hosted for Call Centres
Business Multi Plan
talkAssure™ SIP trunking

THE REQUIREMENT

Providing contextual advertising solutions to leading publishing companies, Vibrant Media enables an international network of leading web publishers and advertisers to increase the effectiveness of advertising relationships and maximise their revenue potential.

When Vibrant Media was looking to move offices to Central London, they had discussions with their numbering provider who stated that it was not possible for them to take their existing telephone number from one exchange to another despite being less than a mile apart. Vibrant Media wanted a flexible, reliable and scalable option that would allow them to deploy handsets throughout their private network to connect to staff around the world and also realise substantial cost-savings. Since its offices are spread across two continents, inter-office calling costs were getting too high. As Vibrant Media's business grew, it needed its phone system to expand with it.

Vibrant Media's foremost concern was bandwidth and a solution that would not compromise on voice quality.



Our previous experience with Telappliant led us back to them. Our IP PBX solution is great and having a competent company run it is invaluable. The flexibility of a true VoIP system without the commercial lock-in of other proprietary manufacturers means I can expand this system more rapidly and cheaper.





Replacing legacy technology with VoIP handsets, such as the Snom 360, has been great.

Coupled with my corporate VPN, I can now log in with a softphone when I am not in the office to place and receive my calls. This has been really useful when I am travelling. There were less teething troubles with packages that were created specifically for us than those that were already in existence with other providers.



THE SOLUTION

Vibrant Media required the consolidation of both voice and data traffic over their existing Internet link. Demands of email, web browsing, work on their production network and file replication of the corporate network all had to compete for bandwidth. Telappliant's quality of service (QoS) based voice over IP solution was the only one that met their requirements as a cost-effective, robust and scalable offering.

Telappliant's technical team proposed Vibrant Media with VoIPOffice Standalone Edition, a site-based version of Telappliant's IP PBX . VoIPOffice provided the diverse applications that their business environment necessitated and the advanced customer support that they were looking for.

THE OUTCOME

Telappliant VoIPOffice IP PBX enabled Vibrant Media to route inbound calls to anywhere within their enterprise and provide least cost routing for outbound calls. Vibrant Media was also able to scale the system and deploy several advanced high-end IP telephones into their branch offices to easily connect to staff located in other countries.

Having VoIP handsets in our remote offices means we can call them for free. We're contemplating deploying VoIPOffice to those locations and trunking directly to them, says James Bromberger of Vibrant Media. We are extremely happy with the VoIPOffice solution put in by Telappliant and the ongoing support that we were looking for.

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