

Redbus Media Group Case Study

Customer	Redbus Media Group Colin Goldstein , Business Development Director Tel: 020 7291 6200	 <p>“The flexibility of the Xorcom system was the decisive factor for us. It enabled us to use existing handsets, which saved us money, and could be configured and supported remotely.” - <i>Colin Goldstein, Business Development Director, Redbus Media Group</i></p>
Industry	Advertising Media	
Integrating Partner	Phones Correct Reaz Mohammed Tel: +44 207 6449245 www.phones-correct.co.uk	
Distributor	VoIPon Solutions UK Ltd.	
Main Challenge	The customer’s new location required a new PBX system that would integrate with his existing Nortel IP Phone 2004 handsets.	
Solution Provided	XR2047 with one PRI connection	

Overview

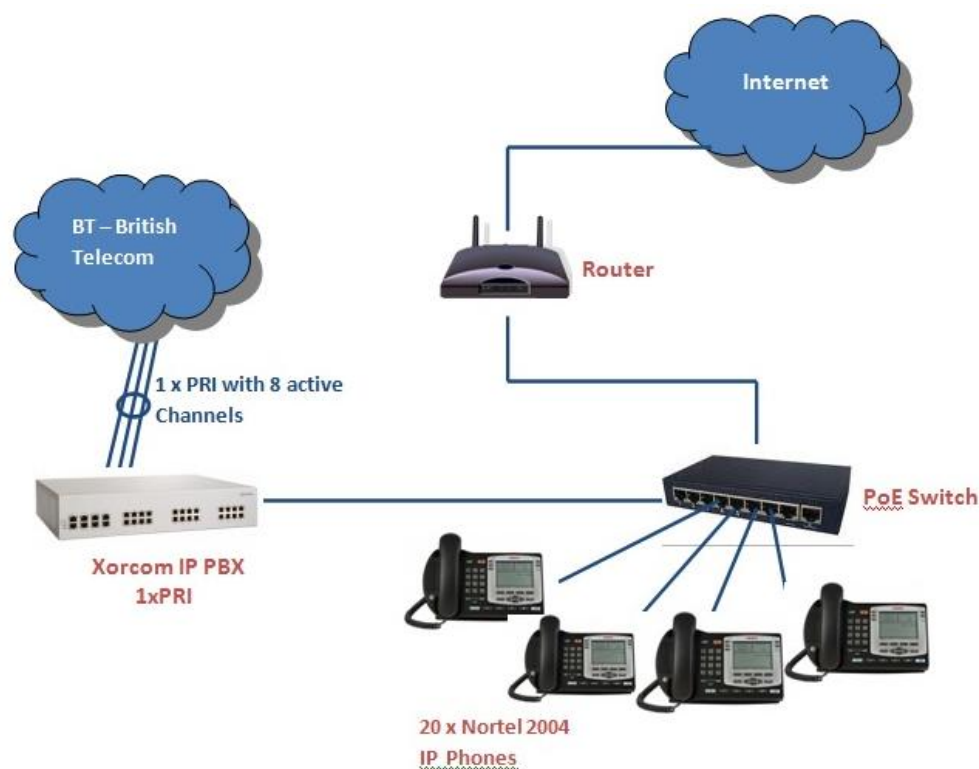
Redbus Media Group is a specialist "destination" out-of-home media owner, targeting consumers when they arrive at their destination rather than when they are on the move. The company was opening a new office and therefore required a new PBX. The customer was looking for something flexible enough to integrate with existing Nortel IP Phone 2004 handsets, and simple enough to implement in under one month.

Customer Requirements

Redbus was not interested in a pure VoIP solution so they ordered a connection to British Telecom (BT - the UK Telco provider). They wanted 20 DDIs (Direct Dial Inward), so an ISDN30 (PRI) with 8 active channels was required.

- The London office consists of 13 people. Everyone required their own DDI and voicemail.
- The sales team needs to answer when the main number rings.
- There is a single secretary for the two directors.
- Tailored classic music on hold
- Billing reports for the company outbound calls
- All voicemails are sent to email.
- Incoming faxes are sent to a group email.
- Speed dials
- Pick up groups
- Distinctive ringing tone

Proposed Solution



Phones Correct proposed an Asterisk-based solution using the [Xorcom XR2047](#), which provides one connection to ISDN30 (PRI) with British Telecom (BT).

Results

Phones Correct utilized the customer's 20 existing Nortel IP 2004 handsets. Doing all the necessary configurations to these phones, such as speed dials and pick up keys, took 3 days.

It was very important to the client to be able to pick up a call to the main number on all the other phones if no one was able to take the call. It was also important for the sales team to have a distinctive ringing tone when an incoming call comes to the main number.

All the phones are configured to activate call forward to a mobile number at a function key. Another function key is configured to deactivate the call forward.

Conclusion

As per Colin Goldstein of Redbus:

“Phones Correct designed and installed our Xorcom phone system from scratch. **They took time to understand our exact requirements** and were always very flexible and accommodating in adjusting the system features to meet our requirements. We are very happy with the implementation and support, and would **highly recommend Phones Correct** for design and implementation of a Xorcom phone system.”

“We considered a number of phone systems prior to selecting Xorcom. The **flexibility of the Xorcom system** was the decisive factor for us. It enabled us to use existing handsets, which **saved us money**, and could be configured and supported remotely. The system has been **robust and reliable** since installation.”

About Redbus Media Group

Redbus Media Group, founded in 2004, is a specialist "destination" out-of-home media owner, targeting consumers when they arrive at their destination rather than when they are on the move. This ensures highly effective campaigns with extremely low wastage.

Redbus Media Group is part of Redbus Group. Redbus Group is a UK based acquisition vehicle, which acquires businesses that require restructuring or re-financing. Its roots are in the media business, although it now operates across many varying sectors. For more information, visit: www.redbusmedia.com.

About Phones-Correct

Phones Correct provide personal and expert Telecoms consultation services to businesses throughout the UK. Whether you want a Phone system or simply save on your Phone Calls monthly costs we can offer you customized and professional solution with excellent support. Creating partnerships with key technology vendors like Xorcom, Snom and Gamma Telecom means we deliver innovative, flexible, scalable but reliable solutions to our clients. For more information, visit www.phones-correct.co.uk.

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About VoIPon Solutions UK Ltd.

VoIPon Solutions UK Ltd. distributes the world's market-leading voice over IP equipment and services to businesses. Looking globally for inspiration, the company led the UK market into the Voice over IP space and is one of the most established companies in the region. By bringing best-of-breed equipment and standards of service to businesses both within the UK and abroad, and empowering its knowledgeable staff to build relationships with its customers, VoIPon helps businesses reduce the total cost of ownership of their telecom systems and devices. A division of Keison International, founded in 1986, VoIPon is a financially stable enterprise. More information on the company can be found at www.voipon.co.uk.

About Xorcom

Founded in 2004, Xorcom is a privately-held IP-PBX manufacturer. Xorcom harnesses the power of Asterisk® Open Source IP-PBX - the most rapidly growing telephony platform in the world - to design and produce leading-edge hardware telephony solutions for commercial installations.

Today, Xorcom offers the widest and most flexible range of solutions and hardware platforms in the Asterisk market. System integrators, telecom equipment manufacturers, and customer premise telephony and VoIP providers use Xorcom products to provide added value to their end users. Xorcom sells its products via a worldwide distribution channel and OEM partners. For more information, visit: www.xorcom.com.

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