

# SAAS tec and VoIPstudio

VoIPstudio helps SAAS tec to consolidate its international offices on to a single cloud-hosted solution

## Background

# SAAS

SAAS tec is an international multimedia company with offices in the UK, Ireland, Canada and the US (and formerly Australia).

The company works in close collaboration with some of the world's largest brands helping them to capture and retain audience attention by delivering exceptional digital media. SAAS tec can supply hardware, software and offers full back office support with a dedicated helpdesk, and so prides itself in its customer communications.

*Transitioning an international company from disparate, aging on-premise PBX systems to a consolidated VoIP platform, while offering call recording and strengthening compliance*

## Challenge

With offices around the globe, each one was run as an independent business, each with its own on-premise PBX system to maintain and upgrade. All the PBXs were aging (around 5-6 years old) with all the challenges that brings. On top of that, BT had decided to decommission its ISDN lines in the UK, which provided SAAS tec's essential connectivity.

In order to improve the customer experience, SAAS tec also wanted to record and log all calls, which was prohibitively expensive in the UK and difficult to synchronise internationally. As a result, SAAS tec wanted to replace its PBX systems with an off-premise solution that offered both VoIP and call recording and logging across all of its offices.

## The Benefits

- No CAPEX
- Lower cost
- Low barrier to entry
- Simple, single monthly billing
- Better connectivity
- Easy to setup and install
- Self-configuration capabilities
- Call recording and logging capabilities across all countries
- Stronger and easier compliance
- TPS database integration

## The Solution

After going through an intensive selection process, SAAS tec quickly found that when they looked at the feature list they required, VoIPstudio was the only solution that offered the capabilities and flexibility they needed.

Half way through this process, the company also sold its Australian business and so decided to consolidate all global operations into a single office, with inbound and outbound calls needing to be identified by a single number regardless of location. SAAS tec found that VoIPstudio offered a very simple solution, including call logging and recording at a single price point.

So over three months SAAS tec rolled the solution out in the UK, followed by the remaining global offices over the next 12 months – a total of 180 phones. The system was also integrated into the TPS database, for callers who do not wish to receive marketing calls.

## The Impact

SAAS tec has gained a state of the art cloud-hosted VoIP solution, that does not require any CAPEX and lowered OPEX, and which has enabled it to consolidate offices around the world onto the a single platform.

It also gained a very simple solution to its call recording challenges across different regions, and now has joined up call logging capabilities. Employees can make inbound and outbound calls from a single device, with a single number, regardless of which international office they are working from. Finally, VoIPstudio has helped the company to strengthen its compliance obligations regarding the TPS database.

The VoIPstudio solution does not allow SAAS tec employees to ring those customers on the TPS database from a sales phone, but does allow the company to call those same customers regarding their existing SAAS tec solutions for support purposes.

*“VoIPstudio is a forward-thinking company that tries to accommodate the needs of its customers, and grow and develop with them, rather than just saying ‘We can’t do that’. When we explained our requirements, VoIPstudio made it very simple, when we were expecting it to be complicated. We even though that the cost for line rental, call recording and so on would be very complex, but VoIPstudio even makes that easy with a very simple £10 per month.”*

**Steve Corsbie,  
Head of IT at SAAS tec**