

# 8x8 Delivers Unified Communications to Global Finance Company

*DC Advisory Partners, international finance firm*



Based in the heart of the City of London, DC Advisory Partners (formerly Close Brothers Corporate Finance) is a leading, pan-European, corporate finance house offering independent advice in mergers and acquisitions, debt raisings, restructuring and public offerings.



## The business background

DC Advisory Partners (DCAP) operates internationally, employing more than 200 practitioners across Europe and a sister network throughout Asia and the US, comprising an additional 300 staff.

For a global financial company the size and influence of DCAP, a reliable and robust communications infrastructure is business critical. If the phone lines were not 100% trustworthy, aspects of work would suffer. A large part of client communication and interaction takes place over the phone; therefore it was outlined that disaster recovery is vital, as the implications of a system failure would have an enormous impact on the business.

## The challenge

DCAP were due to move offices and so an internal assessment was given to their 8-year old phone system to see whether it would be making the move with the financial organization. It was felt that it offered the expected functionality of a good phone system, but not necessarily the convergence of communications solutions in one unified hub. The previous system was not as robust as required, it was an in-house system, there was a single point of failure, and so if the system went down, a loss of communications would be extremely costly to the business. Furthermore the IT team too had changed in dynamic, and together with company restructuring it was felt that the old system needed changing.

DCAP therefore required a new flexible unified communications solution infrastructure that offered the ability to work remotely and included a full disaster recovery solution as well as reflect their status as a leading financial organization.

DCAP also required a solution that offered scalability, so that when the business grew, new employees and departments could easily be added to the network—no matter where they were.

**Customer:** DC Advisory Partners

**Industry:** Finance

**Locations:** London/Manchester

**8x8 Product:** Hosted IP Telephony

**Primary Reason Chose 8x8:**

8x8 offered all aspects of communications enabling DCAP to create a bespoke best of breed solution that they simply could not have purchased 'off the shelf'.

It was agreed that the hosted VoIP offering from 8x8 would offer the flexibility and enhancement of communication between all workers that was required by DCAP.

**Website:** [uk.dcadvisory.com](http://uk.dcadvisory.com)

## CASE STUDY

The solution also needed to establish an MPLS Core Network between their European offices so that the unified communications infrastructure delivered in the UK could also be rolled out across all locations. This will allow colleagues throughout the business to communicate on a day-to-day basis regardless of where they are physically situated.

### The solution

DCAP approached telecoms providers to source appropriate communications providers and experts in VoIP, data networks, handsets and video conferencing.

8x8, a tier 1 provider, offered all aspects of communications enabling DCAP to create a bespoke best of breed solution that they simply could not have purchased 'off the shelf'.

It was agreed that the hosted VoIP offering from 8x8 would offer the flexibility and enhancement of communication between all workers that was required by DCAP. Other benefits included the simplicity of the fixed cost model offered, ease of remote working and features such as the ability to access voice messaging remotely as well as easily making routing changes via a web portal.

#### The hardware offered was as follows:

- Cisco 7941s for standard users
- Cisco 7961s for personal assistants
- Polycom soundstation2 for conferencing
- Polycom video conferencing units

DCAP allowed 6 months for the implementation of the whole communications infrastructure prior to the move date.

In this period 8x8 also provided DCAP with an MPLS network between the London and Manchester offices as well as at video conferencing.

### The result

The unified communications solution has made an instant impact. Unified communications enables DCAP to integrate voice, data and video to ensure that information is transferred throughout the business. Video conferencing technology has also enabled its users to stay in touch without the need to travel. Video conferencing is now a natural part of the monthly communications between the Manchester and London offices.

DCAP utilize multiple features they simply didn't have before including Personal Phone Manager, Find me-Follow me, Hunt Group and Pick Up Group and Audio Conferencing, "users that are out of the office on client meetings are still able to answer important calls that come through to their direct number in the office."

Despite the "best-of-breed" offering and additional infrastructure features, 8x8 still managed to offer the financial servicing company substantial savings on their previous system.

#### Total communications savings:

- In system costs—£123,782.00
- Monthly Savings—£1,120.00
- Annual Savings—£13,440.00
- 5 year Saving—£190,982.00

With such savings and additional communications benefits it is no surprise that DCAP would be happy to recommend the platform to any other businesses.

Find out how 8x8 can help your business. Call **1.866.862.2811** or visit **[www.8x8.com](http://www.8x8.com)**

