

the customer

the challenge

the project

project summary

what the client says



Integrated Voice and Data Upgrade

the customer

Nicholls and Pearce are a paper recycling firm who have been going for more than 50 years over 3 generations.

Stuart Nicholls, the current MD, who has developed the idea within the company that it can benefit from various technologies.

Having acquired similar businesses over the years as part of their development plan, they felt that the current IT set up, originally installed by a family friend, needed to be a more modern system and be supported on a more professional level and therefore approached GMA to help them resolve their issues.

the challenge

Nicholls and Pearce were looking for a new server to centrally store all their applications and data on so that they can access this information from their Lombard Recycling site, which is a separate company they own at a different location. Through further investigation it also came to light that the telephone system they currently used was approaching end of life, was of poor quality and low functionality and was something else to throw into the mix.

It was concluded that a CRM solution would help with managing their contacts and customers which would allow them to offer better all round customer service. Lombard



GMA have the in-house skills to design and implement true business systems where voice and data converge.

also planned to bring in tele-marketing staff who would be using the system to contact new and existing clients to leverage more business.

The main issue there was to overcome the poor quality broadband service in the area, in particular at the head office where all the main systems are being held.



Don't just take our word for it!

“GMA delivered exactly to the original brief, within budget & on time. Furthermore the level of support received since has enabled me the freedom to concentrate my time on running the business instead of fixing IT issues”

(Stuart Nicholls, MD)

the project

The first part of the project included migrating the server from Windows 2003 to a new SBS 2008 server. The amount of data was fairly minimal and made the migration very straightforward. The bulk of the user data that was to be migrated was held on the local machines therefore, the

main part of the migration was moving data across in to the new exchange program that sits within the Small Business Server package. There was also a change of anti-virus and mail scanning software with Kaspersky and Forefront being introduced respectively and two vigor routers were

installed; one at the head office the other at the Lombard Recycling yard to set up the site virtual private network, (VPN). This would help reduce telephone costs between sites using the VOIP technology that was also implemented as part of the project.

the project cont'd

3CX – VOIP solution

Nicholls and Pearce were about ready to change their phone system at around about the same time and after understanding the cost benefits available to them when using a VOIP system added this to the project as part of upgrading the whole of the voice and data infrastructure.

After a number of interesting phone conversations with BT GMA managed to use the existing analogue and ISDN

lines to begin the 3CX installation. The functionality and flexibility of the 3CX system offered far more to Lombard than their current system and it also help them begin the process of linking all the sites systems together cost effectively. With the prospect of the Lombard site being used as a sales office 3CX will give much better value for money, especially when the communications can be upgraded to the new BT Infinity service. The cost savings using the VOIP system for site to site communi-

cations will be telling over the next 12 months.

BCM

As part of the sales team set up we introduced the idea of customer resource management where a simple software add on to Outlook called Business Contact Manager will help both management and the impending sales team to manage their customers and prospects much better and more efficiently. This was installed and configured by a member of GMA's software development team and refined to suit the needs of the customer.

GMA currently support the whole of Nicholls and Pearce including the 3CX phone system and Business Contact Manager.

After finishing the main installation it has since come to light that BT will be offering a much better, much quicker broadband service called BT Infinity which GMA will install once the service is



“ The ability to manage our clients using BCM as a system which works in conjunction with the phone system has made us far more efficient in how we track down new business. It's a very powerful, yet affordable tool.”

(Stuart Nicholls, MD)



GMA Product and Services Matrix

- MS Hyper-V: Virtualisation
- MS Exchange
- MS SBS
- MS SharePoint
- MS Office
- MS CRM/BCM
- Data Security
- Voice over IP
- Fax over IP
- Mail Archiving
- Disaster Recovery
- Site Audits
- System Support
- Software development



Mobility Solutions
Security Solutions
Information Worker Solutions
Advanced Infrastructure Solutions
Networking Infrastructure Solutions

