

# Case study: SIP trunking

## Cambridge Assessment

### The customer

Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (a department of the University of Cambridge), and is a not-for-profit organisation.

### The challenge

The Cambridge Assessment (CA) telecoms team faced a difficult challenge. At short notice, their small satellite office, housing 20 senior employees, needed to be permanently relocated to a new site in London.

### The problem

Their phone services had grown with the office over the years and comprised a hotchpotch of lines and numbers (using BT Featureline and an old Meridian Northstar). For the move to go ahead, it was essential that the three business groups could retain their existing telephone numbers so they could maintain long-established client relationships.

Barry Ward, Business Development Manager at Swains Plc, had been discussing SIP trunking and geographical number porting with Chris Barron (Group Telecoms Manager for CA), for some time. The challenge of creating a new office location within four weeks seemed the ideal opportunity to test the robustness of the technology and the support processes in place.

“We just plugged in the Maximiser and the handsets, made a few test calls, and within a few minutes we were handling live calls.”

### The solution

CA chose the SpliceCom Maximiser as the on-site PBX due to its ability to support SIP trunking and backup ISDN2 in a cost-effective, robust and resilient package. Its internal flexibility meant that the three business groups could operate with completely separate dial plans and facility sets which could emulate the established office setup.

The project's success bore testament to the early planning and first-rate project management of the Swains team. Working closely with CA as the prime customer, Swains managed geographical number porting, the provision of multiple ISDN and ADSL lines and the deployment of the SIP trunk ADSL bearer, set up to work with the Maximiser.

## The process

The pre-configured Maximiser PBX was installed by Splice.com reseller CS Comms on the Friday at midday. Porting of the first group of BT numbers onto the SIP trunks was managed by Swains that very afternoon.

The remaining numbers from the old site were ported on the Monday morning and users were operating by lunchtime, with business very much 'as usual'.

## Service after installation

One of the hardest parts of any significant or complex telecoms deployment is getting the billing right.



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## Call Analysis

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It's all very well getting dial tone and the latest phones on desks, but if you cannot ensure accuracy and discrimination with the ongoing charges, you still have an unhappy customer and a major administrative headache. Swains' web-based billing portal (above) allows the customer to view and annotate all their services and ensure that costs are controlled and allocated correctly; this new generation billing platform ensures that Swains stands out in the marketplace.

## Real benefits

- Although a relatively new technology, SIP trunking allows access to simpler, cheaper dial tone bandwidth and reduced-rate calls in very short lead times.
- With geographical number porting and modern CPE like the Maximiser, it allows disparate and costly legacy systems to be replaced.
- Sites can be brought up to date almost transparently to the users as updates are made remotely.
- If new facilities are needed, such as remote call queuing, SIP trunking gives ready access to new cloud based telephony features such as virtual fax, site resilience and disaster recovery solutions.

"In 30 years of managing complex voice and data systems, it's my experience that small site deployments usually demand a hugely disproportionate amount of management time and worry.

As a customer, we were breaking new ground for a first site deployment, so we had to do a lot of planning up-front. But once we engaged with the Swains sales channel it meant just a few phone calls, with orders and configuration requests handled straight off the desk. No lengthy conference calls, no sales visits or costly site coordination meetings were required."

Chris Barron  
Group Telecoms Manager