



HW CHARTERED ACCOUNTANTS

A FRESH TELECOMS INFRASTRUCTURE PUTS BUSINESS PROFESSIONALS IN CHARGE OF THEIR OWN TELEPHONY

SUMMARY

HW is the UK's 15th largest firm of chartered accountants. When the Northampton branch relocated, the local team called in the Brooks Deacon Partnership to devise a business-building telecoms infrastructure. The result was an IP-based system that links branches seamlessly, that allows staff to control their communications from their own PCs, and which puts customers straight through to the right person. The entire project was completed on schedule.

NEW LOCATION, NEW TELECOMS INFRASTRUCTURE

Office relocations tend to inspire fresh thinking. With new desks and new views come new ideas about the way a business should communicate with its customers and colleagues.

That was exactly how HW Chartered Accountants approached its move to new premises on the outskirts of Northampton. HW's existing system had grown up piecemeal and was served by several different suppliers. Graham Goss, HW's senior partner in Northampton, already knew of the Brooks Deacon Partnership, so he called them in to advise. He realised that a single supplier would simplify the management of his branch's local telecoms infrastructure.

"Brooks Deacon was a good place to start," he says. "Although we had a rough idea of what we wanted, they were able to suggest features and ways of working that we'd not thought of."

FASTER AND SIMPLER CONNECTIONS

HW is the UK's 15th largest accountancy firm. With more than 50 offices across the country and over 550 employees, the company generates plenty of business traffic. So Brooks Deacon suggested a system based on an Inter-Tel 5000 IP Communications Server. This



is an IP-enabled platform that allows HW staff to communicate with remote offices via its broadband connections, and to manage their calls from their own PCs.

The system puts individual staff in control of their own telephony. With direct dialling, customers get straight through to the person they want to speak to, while individual voicemail boxes avoid lost calls. In addition, the ability to record conversations ensures that vital customer information is never missed.

A SMOOTH TRANSITION AND A BRIGHT FUTURE

The key supplier for the equipment and the lines was Opal. Opal's dedicated project manager made sure every element of the technology was in place, while Brooks Deacon took an overview. They made sure the project kept to schedule and that no part of the solution was overlooked.

As Graham Goss puts it: "Everything went smoothly. Full marks to the girls for meeting every deadline; they overcame every obstacle."

The new telephony leaves HW poised for change. By fully integrating a planned new business server with the company's telecoms server, the company will be able to unlock even more business possibilities. HW has a telecoms infrastructure that's not just right for today, it's ready for a future of growth in an uncertain world.

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