

Soft Box Ltd

Communications Solution

risu
academy

risual

the customer

overview

Customer

Soft Box Ltd

Website

www.softbox.co.uk



Number of employees

Approx 95

Country or region

United Kingdom

Industry

IT Reseller (VAR)

Customer profile

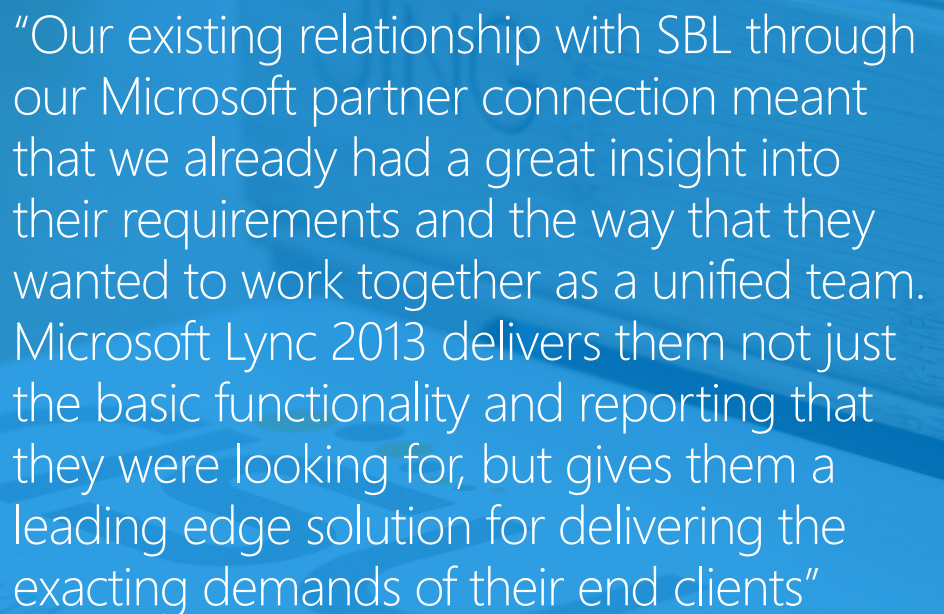
SBL was established in 1987 and in the last 25 years has built an outstanding reputation as a Value Added IT Reseller to the public sector and is widely recognised as the market leader in Information Security.

They are specialists in enabling the delivery of a comprehensive and innovative range of IT solutions to suit a variety of public sector client requirements. Their core philosophy is driven by their commitment to innovation and agility, embracing the dynamics of the changing market, delivering what their customers need now, while anticipating what they will need tomorrow. Over the last two and a half decades, they have developed and invested in sophisticated and mature business processes, which have been purpose built to accommodate their customers' needs.



“With our rapidly growing business revenues, we needed a business tool that would meet the development of our strategy to offer holistic propositions to our customers. Our knowledge of risual, through our joint client relationships meant that we could be confident in finding the right solution for our business objectives”.

Paul Jenkins, Finance Manger, SBL



“Our existing relationship with SBL through our Microsoft partner connection meant that we already had a great insight into their requirements and the way that they wanted to work together as a unified team. Microsoft Lync 2013 delivers them not just the basic functionality and reporting that they were looking for, but gives them a leading edge solution for delivering the exacting demands of their end clients”

Rich Proud, Risual

the problem

SBL have historically utilised a traditional PBX telephony infrastructure using an Alcatel solution. However, the business recognised that the functionality it provided was limited and that the reporting was both generic and time consuming.



change of business needs

SBL has a desire to actively encourage greater collaboration internally and also with their client base and partners. Given their York-based head office location and the drive for greater communication, there was an increasing necessity for their sales teams to attend meetings, which resulted in significant travel, its associated costs and lost productivity because of travel time. Coupled with their focus on delivering excellent service to their customers in the public sector, through greater co-operative working, they were looking to improve their communication solution between colleagues, customers and partners (which include Microsoft themselves).



One of the key objectives of SBL in the project was to be able to measure and report on productivity, including call duration for sales and service calls, as well as to provide their end clients with improved customer service through accessibility and greater support.

the solution

SBL and risual have a long standing working relationship, with both businesses accredited through Microsoft - SBL as a Licensing Solutions Provider and risual a Microsoft Gold Partner, so a Microsoft solution seemed a natural choice. Having worked together in the deployment of end client solutions, SBL chose risual because of their expertise and knowledge in implementing a Unified Communications platform.

As a result, SBL decided to deploy a Microsoft Lync 2013 Enterprise Voice solution to improve collaboration between the workforce teams, and to include selected external 3rd parties for federation. They wanted to provide an alternative to face-to-face meetings which would help to reduce travel allowing people to make better use of their time and therefore be even more productive.

The Lync 2013 solution provides users the ability to see other user's presence status, send Instant Messages, hold data sharing sessions (documents, PowerPoint presentations etc.) and have voice and video conferencing sessions as well as using the Lync client as a soft-phone to be able to call internal and external PSTN numbers. This functionality is now available to all staff who are connected using their Lync client. The availability of a Lync mobile application for both Android and IOS has also proved very popular enabling employees to have access through a single



benefits

SBL have already experienced a wide range of benefits from the roll-out of Microsoft Lync 2013.

- **Reporting**

The reporting from the implementation of the Microsoft Lync 2013 solution far outweighs the generic and time consuming reports that were available with the legacy systems. It has also provided the ability to gain analysis and management information to identify improved efficiencies, and identify potential areas for further improvement.

- **Unified Platform**

Lync 2013 has given SBL a unified platform for communications where employees have greater accessibility to their colleagues. The use of the Lync mobile application for both Android and IOS has assisted this further. SBL's clients are also able to access an improved level of communication and support.

- **Increased productivity and efficiency**

SBL employees now have access to information in a faster, simpler and more effective way making them more agile. The feature of video conferencing has already seen benefits and SBL expect the use of this particular feature to increase over time, saving travel time and costs and they are looking for it to be utilised not just internally, but for client meetings as well.

“One of the functions that attracted us to Lync was its ability to integrate into other applications in the Microsoft product stack. We found the ability to make calls directly from Outlook to be a great advantage. This allows our staff to see presence information for other Lync users as well as making it very easy to follow up on an email with a call without leaving the Outlook application. We have extended this particular functionality by adding Lync Click-to-Call to our Dynamics CRM platform, meaning our sales and support staff can call directly from a CRM form or record saving time and improving productivity.”

Jeremy Needley, Technical Manager, SBL



Contact

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