

# Case Study

## Small business sees 'massive' savings from hosted telephony solution

Flying Colours Flagmakers is a prestigious family run flag and banner manufacturing business based in Knaresborough, North Yorkshire. It specialises in the manufacture of national, bespoke and company flags together with fabric and PVC banners, and colourful eye-catching bunting for display and promotional use. Its client base is diverse, ranging from individual collectors and SMEs to blue chip multi national and global organisations.

The company holds a Royal Warrant for the supply of flags and related products to Her Majesty The Queen and the Prince of Wales. They have been manufacturing and supplying flags and banners to the Royal Households for over 10 years.

For a successful small business such as Flying Colours, controlling overhead costs is vital, particularly during times of economic uncertainty.

The company had recognised that its old analogue telephone system was nearing end of life and, rather than accept its replacement as a necessary expense, saw it as an opportunity to reduce on-going costs and take advantage of the new telephone technology available which would improve their communications.



***The TeleWare solution does everything we need and gives us massive cost savings."***

**Andy Ormrod, Flying Colours**



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## The Solution

Flying Colours had already dealt with TPSL, its local TeleWare specialists, and knew them to be a reliable and trustworthy supplier. So when TPSL recommended a TeleWare Hosted Telephone Service, Andy Ormrod, Managing Director, at Flying Colours, knew it was something worth considering.

Previously, the company was paying for four phone lines but is now able to run its five telephone extensions over one standard ADSL internet connection into the TeleWare service, saving three monthly line.

The service provides all the features typically supported by a traditional telephone system for a modest monthly charge, without requiring the customer to invest in expensive on-site hardware and associated maintenance contracts.

The company opted to use the TeleWare 'ring all' feature which simultaneously rings all free extensions when an incoming call is received, allowing calls to be answered promptly by the person nearest to a phone.

Although the company found its previous router needed upgrading to ensure a reliable voice service, Andy was very pleased with the low initial outlay and on-going cost savings from their hosted telephony solution.

## The Benefits

Andy is satisfied he has chosen a future-proofed solution because the TeleWare service supports many more features and upgrade options that the company may use at some stage.

The system is about to pay for its initial investment, as Flying Colours are moving their offices and manufacturing unit. They are expanding into a new larger unit which will double their current floor size area. Instead of the expense of installing multi lines, moving PBX boxes and re-cabling, the only telephone outlay is one ADSL line into the new office; on the day of the move, the original phones are moved from the old to the new office and plugged in, already configuration and ready to go. With each new employee requiring only a new phone not another line, Andy is delighted at the minimal investment he has to make and the portability of the new system.

Another key benefit to Flying Colours as a small business is that they have estimated on-going savings from reduced line rental and lower call charges in the region of £250 per quarter, leaving them £1000 per annum to be spent elsewhere!

# What is a Hosted Telephone Service?

Traditionally, a business had to buy or rent a telephone system which would be installed at their premises. This system would support a given number of telephone extensions and would, typically, be connected to the local telephone exchange via an ISDN line or a number of standard telephone lines.

With a Hosted Telephone service, there is no telephone system at the customer's site, its functions provided, instead, by an Internet Telephony Service Provider and delivered to the customer's site over a standard internet connection or suitable alternative. Telephone handsets are connected through a router.

There are many advantages to this approach for small businesses, which include minimal upfront investment, lower on-going costs, affordable 'big company' telephony features, PLUS it is very simple and inexpensive to adjust to meet future business needs.



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