

VOIP Implementation

Presented by:

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About Amerindo

- We are a 40 person boutique Investment Banking firm with offices in New York, San Francisco, and London
- We privately manage money for institutions, high net worth individuals and also manage a registered mutual fund
- Our customers demand extraordinary levels of service
- The staff is comprised largely of demanding, “high-maintenance” individuals for whom simple and reliable technology is essential.
- The phone system is their primary portal to the world and mission critical.

Tangible Benefits of VOIP

- Elimination of office to office long distance (Approximately \$40k annually)
- Centralized Reception
- Remote user deployment eased
- Simplified and reduced expensing of calls made while traveling

Intangible Benefits of VOIP

- Increased productivity related to common functionality for remote users (xfer, conference, etc.)
- Clients being able to reach us with a single number regardless of location

The Challenge

- The lease on our existing key PBX was expiring.
- I needed to replace this PBX with newer technology keeping in mind a vision to support our office in San Francisco and London offices in the coming year.
- I am a one person technology department so I needed a system I could administer easily from anywhere.
- I wanted a seamless transition for the end users.
- I wanted to show ROI to my CFO above and beyond the technology benefits.

The Solution

- I reviewed a variety of prospective phone systems with the following criteria in mind:
 - Seamless transition from the existing system
 - Intuitive use for end users
 - IP capabilities
 - Applications I could use today and in the future
 - Cost to grow incrementally and add applications
- The Avaya IP Office was chosen based on these criteria.

The IP Features We Use

- I immediately took advantage of the mobility features:
 - Telecommuting
 - IP soft phones have been deployed for travelers
 - IP hard phones have been deployed to home office users
- With the San Francisco rollout in 2003, 3 digit dialing between offices across an Internet VPN was implemented.
 - Either receptionist can transfer calls – though that doesn't happen often.
 - I have “feature transparency” across offices – whether a user is in NY or SF, the programmed features are identical.
 - I have the ability to deploy assets across the organization. I can send extra phones to the other office as needs change.
- As the single person technology department, I can maintain my availability:
 - Voice Mail Pro features
 - Notification of voice mail
 - Forward to cell phone

Business Continuance

- We took advantage of the IP soft and hard phone technology to plan for short term or long term disasters.

Business Continuity: Scenario Using Our IP Office

