

# Case Study

## Scalable and Maintenance-Free Telephony allows World of Sofas to Focus on Furniture Delivery

World of Sofas is a new venture offering quality, stylish furniture at prices that people can afford, with a focus on flexible payment options. The highly experienced management team recognised an opportunity in the furniture market and eight stores have already opened in Scotland, one in Cardiff and one in Thurrock, creating over 50 new jobs within the communities. Offering a mix of leather and fabric sofas, the emphasis is very much on quality and price without compromise.

### The Issues

World of Sofas sought a Greenfield voice/data solution covering its HQ and 10 stores. The number of stores is expected to increase and a low cost but highly scalable solution was required with the ability to support additional sites, applications and services as the company grows.



***The TeleWare hosted communications solution gives us a feature-rich, highly scalable telephony service with rich PBX features at each site. The monthly payment for a hosted service is an ideal model for our business as we plan for significant growth moving forward.***



Simon Hellings, Head of IT, World of Sofas

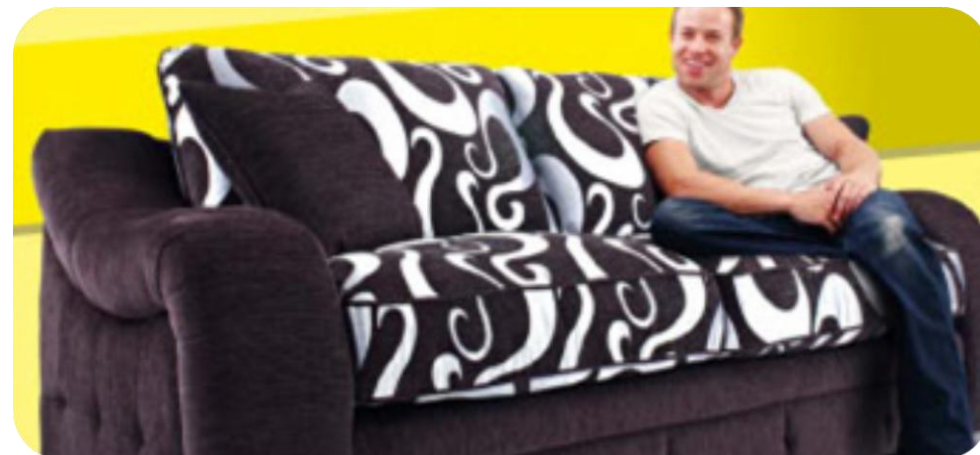
**TeleWare**

# The Solution

The deployment was a total solution consisting of the telephony applications, IP phone services from the hosted data centre, Polycom desk phones, fax services and DECT wireless phone support with an IP multi-site networking infrastructure.

Matelco, a TeleWare accredited partner, provided a Hosted Communications voice solution from the highly robust and secure TeleWare data centres providing IP services on a highly competitive call costs model and a single inbound number per store. Working with one of the TeleWare network provider partners, Viatel, Matelco specified an MPLS based multi-site networking infrastructure.

Interfaces to the stores are provided by the customer's new Viatel broadband service using self-certified Cisco routers. The HQ and each store were provided with one DDI for inbound calls based on the location's geographic area code. The solution enabled the connection of analogue fax machines at each site. Certified third party handsets, including a DECT device, were provided at each location for connection to the IP extension.



## The Benefits

The World of Sofas solution provides feature-rich hosted telephony services as a low cost, highly scalable solution with no capital expense. PBX-like features are provided at each site.

The TeleWare telephony cost model is compelling, including no monthly rental for lines and very competitive call charges. Since the network is connected over the Viatel IP network, inter-site calls are free and the use of the customer's existing Cisco routers avoided additional equipment purchase.

The solution provides access to further applications and services as and when required to accommodate the World of Sofas' optimistic expansion plans.

Management reports from TeleWare, providing details of the inbound calls to each store, are included with the service. This enables the management team to monitor the success of their advertising campaigns and plan ahead to accommodate changing requirements for inbound call management.

**TeleWare**

# TeleWare

TeleWare's telephony applications provide business communications solutions for mobility, personal contact management, messaging and call management solutions. Unparalleled interoperability enables seamless integration with a wide range of PBX and application vendors. A commitment to open standards ensures flexibility, freedom and choice.

**Online:** [www.teleware.com](http://www.teleware.com)

**Sales:** +44 (0) 1845 52 12 50

**Email:** [enquiries@teleware.com](mailto:enquiries@teleware.com)

This document is provided for information only. In line with company policy of continued improvement of products and services, TeleWare reserves the right to alter product specification without notice. TeleWare is a registered trademark. Copyright © 2010 TeleWare plc



# TeleWare