



Jeffrey Cohen

How Time thrives on selling SIP Trunk services

Leeds-based Time Communications was founded in 2001 by Nigel Braginton and Jeffrey Cohen, and provides a complete telecoms solution, offering expert advice with full back up and support. "We have never been interested in the short-term sale," says Cohen. "Rather, we focus on building close, long-term relationships with our clients."

During the last six years, Time Communications – one of Aastra's top Gold Partners – has earned its reputation as a straight talking, innovative and customer focused business. Its clients range from small single user operations to large, multi site, and local authority organisations. Recent rapid growth meant the business needed to move to bigger premises. After a long search, Time finally found a new office building able to provide a dedicated service area, engineering office and a 'spectacular' demonstration showroom to feature the full range of Aastra IntelliGate systems.

As the new office was based minutes from the M62 between Leeds and Wakefield, this would mean moving to a new telephone exchange and therefore a new telephone number. Time was concerned to

maintain its local presence with its much-valued existing customer base. As an Aastra Gold partner, Time Communications already knew that Aastra had over two years' experience of supporting SIP trunks directly on its IntelliGate PBX systems. This experience gained across the UK and Europe, with a wide range of SIP trunk providers, was the key to a trouble-free migration.

Time chose to use VoiceFlex SIP Trunks from Frontier Systems, and it was a simple matter of adding SIP Trunk licenses to the IntelliGate to enable the service. Time's main phone number, plus 20 DDI numbers, were ported from BT to Frontier Systems. A one off cost enabled all numbers to be assigned and retained even though the actual office had moved. VoiceFlex's SIP-based IP trunking uses voice over broadband to lower the cost of line rental and offer free calls to other SIP trunk users.

Cohen added: "On the day of the move, the phones stopped ringing at 11am in the old office. Within 35 minutes, the main number was active at the new building and by 12.30pm, all our DDI numbers had been ported. It was nerve-racking, but everything worked straight away with just a call to VoiceFlex to talk

through some programming steps.

"Our existing clients were happy that they did not have to change any numbers or worry that we would no longer be able to support them. For any business moving away from an area where they are established, the new telephone number issue is always a major concern. Now, with SIP Trunks, it's no concern. We have so much confidence in selling the SIP Trunk service with the Aastra IntelliGate, because we are actually using it. We are walking the talk. We have already taken new orders from clients who have been to our new showroom and seen what SIP can do using the Aastra IntelliGate system. We can advise on the best way to harness VoIP, referring to our own experience, instantly dispelling any suspicions and misconceptions about call quality."

Mike Ballantine, business development manager for Aastra, commented: "We have been working with Frontier Systems to promote a managed end-to-end VxDSL VoiceFlex SIP Trunk service as we believe the quality should be equivalent to ISDN Primary Rate Access. Time Communications demonstrates just what can be achieved, which will impress and assure its customers."

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