



Customer Case Study:

VOIspeed Integration success by Alphalogix supplies Solder Connection with cutting-edge technology.

Interview with Alphalogix MD Peter Howe and the MD of Solder Connection, Martyn Penfold.



Reseller focus

Alphalogix (<http://www.alphalogix.co.uk/>) has been a SAGE developer for the last 14 years, and provides seamless integration between VOIspeed telephone systems and SAGE software.

The Solder Connection has been a client of Alphalogix since 2004 and has used VOIspeed for the past year, migrating from a competitor's software-based phone system.

Success with VOIspeed came after a long search for a PC based phone system (as opposed to a traditional PBX) with which to integrate their SAGE 50 accounts software, as Peter Howe explains: "We love

VOIspeed because we couldn't get the level of integration we wanted with any other PBX. We can now offer a unique solution including integration with a state-of-the-art telephony platform like VOIspeed and SAGE 50, SAGE 200, and SAGE ACT! or SAGE SalesLogix CRM software."

Alphalogix have sold VOIspeed via existing SAGE Accounts and CRM users. These account users, including Solder Connection, have the benefit of another invaluable feature developed by AlphaLogix: "unobtrusive inbound screen popping at the bottom right-hand corner of their computer screens together with seamless outbound telephone

dialling directly from SAGE 50 software including call logging." This system allows the user to hyper-text to the correct account or contact immediately. Users are able to decide who will pick up a call and pull up the caller's record before answering, saving time and improving efficiency. Misdialed outbound calls become a thing of the past and the automatic call logging enables easy statistical reporting.



Customer Background

Solder Connection (www.solderconnection.com) supply soldering materials manufactured by Alpha Metals, part of Cookson Plc. MD Martyn Penfold explains:

"Our key business here is supplying metals and chemicals, either in bulk or as aerosols, microscopes, or whatever the customer requires. We also provide process and technical support for all our customers."

Based in Chepstow, Monmouthshire, Solder Connection has around 700 customers

across the UK including high-level accounts such as Rolls-Royce, Goodrich and the Carphone Warehouse to small phone repair companies.

In 2008 Solder Connection gained a technology grant from the Welsh Government to integrate their phone

system with broadband.

The company is now in the process of expanding their operations and their VOIspeed phone system to Ireland, following the acquisition of Alpha metals Ireland from whom they will inherit over 200 customers.

The Challenge

As Solder Connection employees make extensive use of their phone system, and have 4 regional sales managers on the move, the company required a phone system that would enable remote working and optimise employee productivity.

Reseller Comment:

"We love VOIspeed because we couldn't get the level of integration we wanted with any other PBX. We can now offer a unique solution including integration with SAGE 50, SAGE 200, And SAGE ACT! or SalesLogix CRM software and a state-of-the-art telephony platform"

Peter Howe, MD, Alphalogix.

With their technology grant Solder Connection also needed to have a phone system that used broadband for VoIP calls. Martyn explains one specific challenge with this: "I have only been limited with broadband bandwidth here, as I am too far from an exchange, and so Alphalogix suggested splitting the ADSL and into Voice and Data, and everyone says it is fantastic!"

Shortly Alphalogix will have the additional challenge of extending Solder Connection's VOIspeed system to their office in Ireland.

The Solution

Martyn and Pete both reported that the system was "very straightforward to implement". In addition to the 3 ISDN Lines and 14 VOIspeed extensions, Alphalogix set up VOIspeed and a VPN connection on the Sales Manager's laptops. Martyn cites one example of how VOIspeed and Alphalogix solution met the challenge of remote connectivity and optimising employee time:

"Our Sales guys are on the road 4 days out of 5 with the other day at home to catch up with paperwork. They are logged into the system first thing, so I can see them all the time. If they are sat at home and see all the lines engaged, they can pick up incoming calls as if they are next door. **It is very robust. Because we are in business with front line sales distribution the system has to be robust!**"

Key numbers for Solder Connection's telephone system are:

- 14 Extensions (UK), additional extensions in Ireland from July 2009.
- 5 ISDN (3 lines UK, 2 ISDN Ireland)
- 2 ADSL (separate for Voice and Data)
- 4 VPNs connections to laptops for Regional Sales Managers remotely
- Hardware: headsets and USB phones



The Outcome

In addition to being easy to implement and robust, Martyn explains why he is so happy with his VOIspeed/ Alphalogix system:

Benefits in Productivity and Flexibility

"We can be efficient on the road, everyone is contactable. Today we have to have it instant – we have to get an e-mail quote out within 10-15 minutes. I haven't come across any of our suppliers that have this and each

time they see our integrated phone system they are impressed with what we are doing – pretty cutting edge really!"

Favourite Features

"We use **call recording** all the time, and it has been very useful on

occasions. I like the **conference call facility** too – we can patch customers straight through to guys on the road, so it gives the impression that the SME is quite a large company. It is a good shop window, moving people around and picking up the phone from everywhere –we use all the functions widely."

Future Expansion

"Now VOIspeed would be the only option for me to go into Ireland with. We will go into Ireland remotely, as to begin with it will be a small operation and we will be able to see the guys in store and on the road, and leverage the operation with the back office in the UK."

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