



Customer Case Study: R.A.T. Music Stands

VOIspeed prove there is a cost effective communications solution whatever the size of business

The Business Background

Since it established in 1976, RAT Music Stands has been producing high quality music stands for some of the world's best known opera houses, national theatres and concert halls across the globe. With over 500 worldwide customers RAT music stands, conductor stands and lecterns are the preferred choice of establishments from the Royal Opera House at Covent Garden to the Sydney Opera House.

RAT music stands are recognised as elite, musical furniture and equipment. Their unique attributes of strength, stability, superb lighting and stack-ability make the music stands highly attractive.

With an office in Barnes, South West London and a new warehouse in Hainault in Essex, having a reliable telephone system is essential to the day to day running of the business.

The Challenge

To enable them to open a new warehouse in Essex, RAT Stands realised they would need seamless connectivity between their two sites and a more advanced telecommunications system for their business.

Previously the music stand manufacturers had two BT lines, on separate numbers going into their sites, with the basic necessary hardware. With this set-up there was no transfer facility. So when customers called the office but needed to speak to the warehouse, they would have to redial, and vice versa.

Because of this lack of interconnectivity between the two sites it meant that in terms of the telephony network they fundamentally existed as two different entities. To solve this would help with customer servicing as well everyday communications between the sites.

The cost of calls on the previous system was relatively small as RAT Stands prides itself in being able to get the best offers from previous suppliers. So the objective of going for a new telecom provider was not necessarily based on call cost, but hardware and implementation cost with the connectivity issue being a major point of focus.

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The Solution

The reason why RAT Stands chose VoIP was because it was quickly realised nothing else was able to provide all the functionalities required on such a cost effective set-up. Whether the technology was able to perform initially was a concern as many scare mongering comments had been made upon the technology – but those fears have never been founded.

Being a relatively small company RAT Stands could not necessarily enjoy the luxuries of economies of scale. It soon became obvious to RAT Stands that solutions offered by other, well known providers, could not be adapted to a small business of this size and still be cost effective.



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No other provider could sensibly handle two lines in two sites. With a high quality cost effective solution VOIspeed were the obvious choice.

The Outcome

Once the ADSL lines were installed from BT, the implementation of the VOIspeed system was pretty “instantaneous”. To reduce its dependence on analogue lines, RAT Stands opted for a comprehensive VOIspeed solution inclusive of software licence (up to 10 extensions), USB phones, SIP phones, analogue adapters and external lines with VOIspeed SIP carrier.

With the new system RAT Stands feels more at one with its departments and can offer a more enhanced communications service to anyone who calls.

RAT Stands make as much use out of the transfer calls facility, text messaging to increase company connectivity as possible.

Customer Comment

“This solution does not just make life easier – but more to the point, it actually makes life possible.

Opening the warehouse in Hainault wouldn't have been possible without this sort of solution. With this improved interconnectivity it now feels like the warehouse and the main office are in the same building. I would definitely recommend VOIspeed to any small business; they provided me everything I wanted and have so far given us high quality back-up services”

Andrew Michell
Owner RAT Stands, Barnes, London

