# hSo:

## EMCAS calls on hSo's voice & data expertise

**RECLAIMING YOUR MONEY**
**EMCAS**
**RESTORING FINANCIAL JUSTICE**



EMCAS has connected its call centres to a resilient, scalable communications infrastructure.

## At a glance

### Challenge

- Flexibility for rapid growth
- Control costs
- Improve circuit performance
- Provide resilience to the business
- Meet tight project timescales

### Solution

- Managed service
- Dual-carrier solution
- Multiple PoP, MPLS solution
- ISDN-to-SIP gateways
- Hosted Virtualisation
- Co-location

### Benefits

- Single point of contact for voice/data/hosting
- Resilient and affordable voice
- Bandwidth scalability
- Business continuity
- Smooth delivery
- Ease of adding sites

## Why they chose hSo

**Carrier independence and value** – by dealing with all major UK network operators. Carrier restrictions can compromise clients like EMCAS with some sites not in major cities, so choice and cost-effectiveness in this area were particularly welcome.

**True dual carrier resilience** – from using different carriers at each site.

**Attentiveness and flexibility** – ability to work closely with EMCAS to achieve performance, timescale & budget objectives. hSo can also create solutions adaptable to rapid growth.

**Responsiveness** – ability to respond quickly to the needs of EMCAS. Firstly, with pricing for potential projects. Secondly, with the speed of installing circuits.

**Telephony expertise** – to deliver a SIP Trunking solution to replace & augment ISDNs: for flexibility, cost savings and resilience. hSo offered a solution combining SIP with ISDN,

featuring dual geo-clustered soft-switches, multiple interconnects, and diverse traffic routing to spread call volumes and mitigate risk of outages.

> **"We're relishing the freedom of not having to manage the solution ourselves. hSo has been managing the whole process, including the routing and configuration."**
>
> Stephan Potter, Head of IT at EMCAS

Managed Networks : IP Communications : Cloud Computing

## The challenge

EMCAS is a 350 employee financial claims management company with £25m annual revenue. It helps consumers who have been mis-sold financial products such as PPI, investments and pensions.

Call centres are demanding environments, both for staff and the infrastructure on which they rely. They handle thousands of calls per day, using time-critical applications. Downtime means potentially vital business lost.

"To operate multiple call centres effectively, it's crucial we have a reliable telephony & data infrastructure", says Stephan Potter, Head of IT at EMCAS.

Tight timescales would be a major challenge. EMCAS had a rapidly growing workforce and would need to expand quickly from two to four sites. Key project goals were:

- Cost-effective, high-speed circuits

- Resilient data & voice connectivity – between sites and for customer contact

- Flexibility of service to accommodate rapid growth and to combine analogue with IP voice

- Quick turnaround – the standard 3-4 month leased line installation wasn't feasible for most sites

- Compatibility issue – existing diallers (equipment to feed calls to numerous agents) only suited ISDN and risked losing about 30% performance on SIP.

> ## "The improved network has coped with a big increase in calls, reaching a peak of 1 million per month."
>
> Stephan Potter, Head of IT at EMCAS

## The solution

After installing primary and backup circuits, hSo set up co-location for its Citrix gateway and another server.

Without enough time to install fibre leased lines initially, the shorter delivery time of EFM (Ethernet in the first mile) was a useful short-term fix. hSo subsequently delivered 100Mb lines from a different carrier at each site for resilience.

EFM remained part of the long-term solution. Once the fibre was connected, EFM circuits became the backup. The end result was a resilient, dual-carrier solution, brought into multiple Points of Presence (POPs) on hSo's network.

Soon afterwards, EMCAS opened two additional offices.

In order to solve the aforementioned dialler compatibility issue, hSo put in ISDN-to-SIP gateways, enabling superior SIP technology. The SIP delivery went very smoothly. Having taken over the management of EMCAS's ISDN lines, hSo manages everything for EMCAS apart from the PBX equipment.

## The benefits

"hSo's managed service gives us the simplicity of a single point of contact for support, account management and invoicing," says Stephan Potter.

Stephan says: "SIP has given us resilience, cheaper calls and flexibility. The improved network has coped with a big increase in calls, reaching a peak of 1 million per month."

Despite EMCAS's high level of inter-site data replication, there's enough spare bandwidth for more growth and hSo regularly reviews this with EMCAS.

Thanks to carrier resilience, hSo can easily re-route traffic if there are volume or service issues with particular lines – something successfully put to the test.

Later, EMCAS adopted hSo's hosted virtualisation for its server applications. hSo's geo-clustered VMWare® platform offers extra resilience and business continuity. Meanwhile, housing equipment in secure data centres spares EMCAS from maintaining them on-site.

By effectively sitting primed at the end of existing lines, these services have been quick and easy to deploy.

Dual data centre resilience comes with hSo's VM platform as standard. So adding sites to the network is merely a case of providing circuits – potentially with backup – and plugging them into existing infrastructure. Then EMCAS only needs to deploy handsets and thin client/ PC equipment to new call centre staff.

## About hSo

hSo is a carrier-independent network service provider. Our managed services span inter-site and Internet connectivity, telephony and data centre solutions, including cloud and virtualisation. To find out more, visit **www.hso.co.uk** or call us on **020 7847 4510**

**hSo**  50 Leman Street, London E1 8HQ
**020 7847 4510  www.hso.co.uk  twitter.com/hSo**

ISO 9001
ISO 27001
ISO 20000
ISOQAR REGISTERED
Cert. No. 10999

hSo: