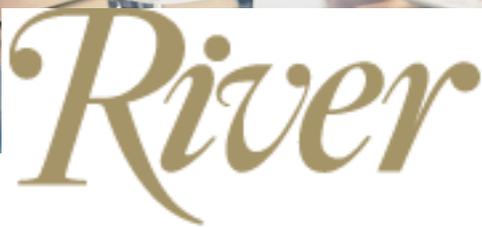


The River Group chooses hSo VoIP platform



River Publishing, one of the UK's leading independent marketing-led customer magazine publishers, has selected hSo:VOICE+, a VoIP solution from managed services provider hSo.

Executive Summary

- Major UK publisher implements VoIP solution
- Existing analogue system unable to handle voice capacity and longevity
- Staged implementation removes risks and protects legacy investment

The Challenges

River Publishing focuses heavily on research and marketing, supporting its customers to ensure the correct approach to market. The publisher's existing analogue system could no longer handle the call volumes being generated.



Why hSo?

Having already benefited from outsourcing, the company has selected hSo as its preferred partner for managed IT & telecoms services. Tom Dinnis, IT manager at River Publishing, said: "There were no heavy upfront costs associated with adopting the solution; this has enabled us to protect our initial investment, and take a more flexible approach. hSo has worked to provide as tailored and resilient a platform as possible, and offers the highest standards when it comes to client support."

The Solution

The hSo:VOICE+ solution – an IP telephony system that allows companies to leverage their data network to make telephone calls – went live on 15% of River Publishing's handsets and runs alongside the company's existing analogue platform. The VoIP solution will follow a phased implementation over the next 18 months, allowing the company to protect the legacy investment it had already made. Due to the fact the system is implemented directly on to its existing PBX network, River Publishing doesn't have to replace all existing handsets upfront.

The Benefits

The publisher plans to implement the VoIP solution at its remote offices and is also considering hSo's Internet connectivity, placing its voice and data solutions on the same resilient platform.

Tom Dinnis said: "There was a clear objective when we opted to install VoIP on to our network – to reduce costs. We estimate that this alone will introduce annual savings of around £8-10k a year.

Chris Evans, managing director at hSo, added: "Today IT is the back-bone of any businesses, and adopting flexible, resilient solutions will help River Publishing to continue providing effective customer service and to remain ahead of its competition.

"This is an excellent example of a SME organisation that is benefiting from outsourcing elements of its IT function to create financial and operational efficiencies, whilst improving service levels. Working with a vendor that is able to tailor services should be a pre-requisite."

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

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