

Best workout in the world gets best-in-class hosted voice solution with hSo



Since 1998, Barry's Bootcamp has been delivering The Best Workout in the World® to a legendary following.

## At a glance

### Challenge

- Small team always out
- 2 separate sites in London
- Opening a 3rd site soon
- No internal IT
- Customer facing website

### Solution

- Fast & reliable Internet connection
- Intersite connectivity
- Complete hosted voice solution
- Consultative approach

### Benefits

- Improved staff mobility
- Seamless online experience
- Additional revenue
- Centralised bookings
- Cost savings
- Flexibility for expansion

## Why they use hSo

**Consultative approach** With no IT manager at Barry's Bootcamp UK, Barry's Operations Manager Victoria Walker needed not only a provider, but also a partner ready to understand their challenges and advise Barry's on the solution best suited to fit their needs. 'hSo showed that they could offer much more than what we were originally looking for – our account manager has been helpful to design & implement the right IT strategies to support our long-term business goals.'

**Future-proof solution** Barry's Bootcamp recently opened their second studio in East London. The team will also open a third one in West London after the tremendous success of the first two studios. The CloudPBX solution provided by hSo enables Barry's to grow their business as required without worrying about upgrades and maintenance cost. It is completely scalable and will evolve with the company.

**Additional revenue** Much of Barry's business comes from online channels – that's where their customers book classes, buy merchandise or sign up as new members. It is essential for Barry's to have a fast and reliable internet connection to guarantee these revenues. Indeed if there is any service outage or slow connection, this could mean lost revenue for Barry's. By setting up their own fibre circuit, Barry's can rely on a fast, low-latency, no-downtime connection.

**“hSo showed that they could offer much more than what we were originally looking for.”**

Victoria Walker, Operations Manager, Barry's Bootcamp

## Challenge

Barry's Bootcamp, the 'best workout in the world', was founded in 1998 in West Hollywood and quickly gained attention from celebrities (including Kim Kardashian and Victoria Beckham), later expanding across America, until finally coming to London.

Their first London studio is in Central London. Demand is so high that all classes are booked up within minutes of being posted online. Barry's thus opened a second outpost in the Alphabeta office building in East London, close to the City. A third studio in West London will open soon.

Barry's needed a reliable internet connection for their new East London location: most of the business happens on their customer-facing website. There, customers book their classes, buy packages or monthly memberships, create their account or shop for Barry's branded merchandise. For businesses with a significant customer-facing internet presence, slow and unresponsive websites are one of the fastest ways of losing valuable customers. Reliability and speed are thus paramount to Barry's East business.

## Solution

hSo was already provisioning a circuit to the Alphabeta building. The developer recommended that Barry's contact hSo regarding their Internet connection.

What started as a chat for simple Internet connectivity quickly evolved into a consultative discussion regarding Barry's needs: with the new office, Barry's needed voice services. Considering the small number of staff (under 10) and their high mobility, a traditional PBX phone system would have cost Barry's a lot of money, including higher set-up costs. hSo offered to install hosted voice services on the same circuit used for their Internet connection.

Victoria Walker quickly understood the numerous advantages of going for CloudPBX. The staff is always between one studio and the other, so this is the perfect solution to ensure better flexibility and productivity. It also means they needn't buy all the equipment and the maintenance costs are very low.

hSo installed QoS on the network to prioritise Barry's voice traffic, making sure their voice calls always take priority over data. This ensures they will have the highest quality calls at all times.

Finally, hSo connected both offices in Central and East London together with fibre in order to run consolidated, converged voice services to both sites. Intersite connectivity between the two branches forms a fast, reliable network

that dramatically reduces network complexity and cost through centralised control.

**"Without hSo we wouldn't have thought that hosted voice was fitted to a small business like ours. Their complete solution proves you don't need to be a big enterprise to be able to afford converged data & voice services."**

Victoria Walker, Operations Manager,  
Barry's Bootcamp London

## Benefits

The fast and secure Internet connection has allowed Barry's to offer a seamless online experience to an increasing number of users in London, resulting in added revenue through website bookings and merchandise shopping.

With CloudPBX, Barry's staff is more mobile than ever. They can go from Central to East and get calls in whichever office or transfer calls between the two locations, acting as one office. They have a centralised booking service for the classes, allowing them to keep track of all reservations in one single view.

This solution is completely scalable & future-proof: with a new studio opening soon in West London, hSo CloudPBX will make it easy for them as everything is hosted; Barry's will only have to provision another circuit and increase the number of licenses and handsets.

Thanks to automatic upgrades in the Cloud, the system is always up to date and Barry's can avoid expensive maintenance costs that typically come with a traditional PBX.

Besides, Barry's has avoided the expense and complexity of dealing with multiple providers by trusting hSo with an end-to-end solution encompassing connectivity, internet and voice services. It increases bandwidth, reliability and enables Barry's to run time sensitive applications such as IP voice over one converged network for data and voice allowing for a lower cost of ownership.

Walker said: 'Working with hSo has been a real pleasure. Not only did they offer a solution that initially met our requirements, they went out of their way to understand the business and our needs.'

## 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](http://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](http://www.hso.co.uk) [twitter.com/hSo](https://twitter.com/hSo)

