

Crystalline's unified communications solution enables GFI Cables to obtain efficiency gains



GFI Cables is a telecommunications company based in Berkshire. Established for over 10 years, the company specialises in providing cables and assorted accessories to large corporations including BT and BSKyB.

The company had been having difficulties with the reception of its mobile phones, and also had a desire to migrate to unified communications, when it received a call from Crystalline Communications offering to discuss its business communications systems and provide some recommendations.

"I receive many calls from companies offering to improve my mobile and IT systems but the name, Crystalline, stood out – it was strong and presented a clear message - and I agreed for them to arrange a visit," said Gary Flynn, Managing Director, GFI Cables. "I'm glad I did because I was very impressed with the service and cost savings they could offer and got on extremely well with the Crystalline representative."

As an independent company that partners with the leading mobile phone operators, Crystalline was able to offer a solution to GFI Cables with a new mobile operator that has produced significant cost savings and vastly improved the mobile reception in the company's rural location.

When GFI Cables then moved to new premises, it provided the opportunity the company had been waiting for to deploy a unified communications platform and seek the efficiency gains and improved productivity that the technology offers.

"As Crystalline had looked after me in such a personal manner and remained in constant contact, I had no hesitation in asking them to recommend an integrated communications system for the business," continued Gary Flynn.

With vast professional experience in IT and a follower of its evolution, Gary Flynn knew exactly what functionality he needed to develop the business. On meeting Crystalline, he discussed his desire to have a new phone system that would integrate with Microsoft Office to enable screen dialling and popping and, asked Crystalline to propose a solution.

By partnering with leading suppliers, Crystalline have visibility of new and innovative technology available, but also the independence to recommend a solution that is tailored to their customers' exact requirements. As such, Crystalline proposed an SIP based IP phone system and a virtualised desktop of Microsoft Office Communication Server 2007 to provide the functionality GFI Cables required.

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"The clever solution Crystalline designed demonstrated their understanding of the latest technology on the market, but also what was best for me," continued Gary Flynn. "It provided the integrated features I needed, and as a cloud-based computing platform, would be extremely cost-effective."

With the solution deployed, GFI Cables now has a unified communications platform that has led to smarter working practices and greater efficiencies in the business.

"Crystalline is now the one stop shop for all my business communications needs," concluded Gary Flynn. "I would recommend them to anyone and would say, if you want telecommunications to make your business more efficient, speak to Crystalline."

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