



> COMPLETE COMMUNICATIONS RESTRUCTURE FOR EXPANDING WEST LONDON RETAIL CHAIN

NORTEL



Case Study

Cash Converters

“We needed an expandable solution that would support our growth plans. Nortel is the industry leader and we quickly ruled out other options, as no-one else could deliver what we were looking for.”

> **Carl Murray,**
Managing Director,
Capital Cash Limited

The scenario

Businesses have a habit of evolving over time. Key elements, like a company's communications infrastructure, can get to a point where they struggle to do their job as well as they once did.

A classic example of this is fast-growing Capital Cash, the West London franchise operation of Cash Converters, which specialises in the sale of second hand goods. Managing Director Carl Murray explains: “Our original six stores have now expanded to 15, and we want 30 to 40 stores within five years. We decided to set up a formal head office, and we knew it was time to rethink our telephone system. Until then, we'd been relying on a 'mix and match' of incoming lines and some smaller switches in the larger branches, so this needed to change.”

Carl contacted his existing provider, Panther Telecom, to discuss the way forward. Simon Tompkins, Panther Telecom's MD, knew exactly what to do: “We needed to get a strategy in place. This involved analysing the current situation, and then seeing how it could be done more efficiently. The Nortel range of voice and data technology was exactly what Cash Converters needed. Not only would it deliver the required result now, it would also provide everything that Carl needed for his future expansion plans.”

cashconverters



“We expect cost savings of around 40-50%, with a full return on investment in around three years. And what’s more, the Nortel system is a much better solution as well!”

**> Carl Murray,
Managing Director,
Capital Cash Limited**

The solution

Panther Telecom provided a Nortel Business Communications Manager 400 with Nortel CallPilot voicemail at the new head office, which provides 12 IP extensions for the offices and the store. It also supports around 25 IP extensions at the other 14 branches, via a Nortel VPN Router which ‘tunnels’ over the Internet to carry voice and data traffic. The head office solution also included a Nortel Business Ethernet Switch 120 and feature-rich Nortel IP Phone 1200s.

The smaller branches each have a Nortel Business Secure Router 252 and one extension with a Nortel IP Phone 2001. The three larger stores, which use four extensions each, have a Nortel Business Ethernet Switch 50 which enables internal calling, plus Nortel IP Phone 2001s. As outgoing calls now go via head office, the new solution also includes 0845 numbers for all stores, which have replaced the local direct dial numbers. This solution gives Cash Converters:

- **A solid and structured communications platform** from which to expand the business
- **Significant cost savings** thanks to internet calls between all sites and fewer incoming lines
- **Sophisticated telephony features** for all staff including those at branches, delivered by the main head office system

The results

Cash Converters’ complete restructure has been a resounding success, as Carl confirms: “We have been able to streamline everything and to reduce the number of incoming lines considerably. We now have one 8Mb ADSL line coming in to each site which runs voice, data, fax, our PDQ credit card machines and our Redcare alarm system. And we have ended up cutting our traffic costs as well as our line costs, as all internal calls are now free.”

The system also has enormous usability. “Staff can see the status of all other extensions – anywhere – and our area managers can log in at different sites to use their own DDIs and preferences. We needed a solution that would support our expansion plans and deliver long term benefits, and the Nortel system certainly does the job. It’s working phenomenally well.”

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