

# VISA BUREAU CASE STUDY

Successful implementation of Avaya SIP Technology from Comtec Enterprises

**Avaya based SIP technology solution delivers lower costs, improved functionality and superior resilience for international immigration advisory service.**

## VISA BUREAU

Visa Bureau is an independent immigration advisory service that provides essential support to thousands of UK businesses and individuals pursuing relocation assistance to many parts of the world. Key to its operations is a robust and feature-rich telephony system that enables immigration advisors to stay in regular contact with clients, as well as legal professionals, visa issuers and government intermediaries.



**Guy Bradley is Operations Director at Visa Bureau** and is in charge of the company's technology procurement:

“ Having started life as a very small company using a BT FeatureLine set-up, we soon found ourselves in need of a professional telephony system that would integrate with our CRM application and allow us to grow without constraint. This compelled us to look at a number of technology options, from which we felt Avaya's IP Office was the best. In particular, the Avaya system supported SIP integration, which was something we were interested in leveraging at some point in the future.”

Comtec was awarded the contract to provide the Avaya system which was originally to support 20 extensions.

“ We were attracted to Comtec because they seemed very switched on and we were impressed by their high standard of Avaya technical accreditations,” added Bradley. “As it turned out, Comtec proved to be a valuable partner who has been instrumental in helping us gain the greatest possible benefit from our telephony investment.”

A period of sustained business growth led London-based Visa Bureau to open a second office in Harrogate, Yorkshire to act as a contact centre. With a total of 45 extensions now spread over the two sites, and encompassing several additional remote workers, Visa Bureau's telephony requirements had expanded and grown more complex while call costs were beginning to escalate.

“ We were keen to have the Avaya system really show us what it could do in terms of driving collaboration and productivity between users wherever they happened to be,” recalled Bradley. “But we also wanted to reduce our ongoing communications bill, especially as around 10% of it comes from international dialling to places like Australia, New Zealand, South Africa and North America.”

To address Visa Bureau’s challenges, Comtec implemented a solution which provided:

- A second IP Office PBX at Harrogate.
- An Avaya Small Community License to enable the two IP-PBXs to behave intuitively as a single unified system.
- The replacement of Visa Bureau’s expensive ISDN30 connections with a SIP trunking solution running over far cheaper symmetrical (SDSL) broadband connections.
- Additional SIP trunks over broadband, for failover resilience.
- An ongoing Avaya service agreement to ensure business continuity.

Bradley continues:

“ Comtec did an outstanding job on the technical side and we’ve not had any issues at all. The added resilience has given us real peace of mind, because we’d had failures on the old ISDN lines that threatened customer confidence in the past. The new set-up is cheaper and more stable. The cost savings enabled the upgrade to pay for itself in less than 9 months.”

With nearly 50 staff in place, Visa Bureau is hatching further expansion plans that could see it open satellite operations in South Africa and New Zealand. In both cases, it intends to leverage Avaya technology and Comtec-managed SIP trunking to optimise collaboration and productivity while avoiding high call charges.

“ The Avaya telephony system is very smart, and Comtec have really helped us get the maximum benefit from the available feature set,” concluded Bradley. “That combination has provided the platform we need to deliver an excellent standard of customer service, and helped our business to grow.”

## About Comtec

Comtec Enterprises is an ICT solutions company that specialises in enabling secure, converged IP communications for UK organisations. We provide comprehensive consultancy, implementation and support services that complement products from the world’s best-of-breed technology vendors, such as Avaya

Comtec Enterprises apply its investments in technical and consultancy skills to find solutions that meet individual business challenges. Our experienced and highly qualified people can advise on any aspect of your voice, data, IP networking or security requirements in a totally independent fashion.



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