

## BEATRIX POTTER USES SWITCHVOX SOHO



CASE STUDY

SWITCHVOX

### OVERVIEW

**Leading Primary School embraces IP telephony.** Beatrix Potter Primary School located in Wandsworth, London has implemented a state-of-the-art Digium Switchvox SOHO PBX through one of Digium's Select Resellers, Redium Ltd. of Cardiff.

The School provided feedback on their experience with Switchvox. Beatrix Potter is now using Switchvox PBX as its sole communications platform. We decided to implement Switchvox from a Panasonic KXT systems for it's ease of use and features. In particular we wanted the ability to administer the system (both system settings and end-user) via easy to navigate forms.

### CHALLENGE AND SOLUTION

#### **Beatrix Potter School Realizes Greater Cost Savings, Ease of Use with Switchvox SOHO.**

The school had the following key requirements that have now been delivered through the use of Switchvox: Multiple IVR options, that allows Call Routing according to Business or Out of Hours time frames.

- ▲ Voicemails to be transferred to a system users email account
- ▲ The ability to forward calls from one user to another
- ▲ An easy-to-use system that offers the ability to make changes and updates on the fly through a user-friendly GUI.

Installation of the system was very straightforward. The Switchvox system had the majority of the call routing settings implemented along with network settings. So it was a simple case of wall mounting the appliance, and then connecting the PSTN and network interfaces.

Steph Neale, Headteacher of the School provided the following feedback:

“The thing we really like about the Switchvox system is how easy it is to use and make changes. We no longer have to rely on an engineer to come to the School and make changes to the system. We can either do it ourselves, or ask the reseller who installed it for us to make a change on our behalf remotely. This has allowed us to keep our maintenance/ongoing support costs down to a bare minimum.

Now that we are using SIP trunking as well as our analog connection to BT, we are seeing the cost savings increase over time as we make more calls through VoIP.

In summary I can only describe the Switchvox system as a well built, easily managed appliance, which is ideal for a school or small business.”

## ABOUT REDIUM

With a solid background in implementing state of the art Telephony and IT Business Process Management, CRM and SharePoint and solutions, we are proven experts in providing customer focused solutions that deliver real business value.

Digium<sup>®</sup>, Inc., the Asterisk<sup>®</sup> Company, created, owns and is the innovative force behind Asterisk, the most widely used open source telephony software. Since its founding in 1999, Digium has grown to become the open source alternative to the traditional communication providers, with offerings that cost as much as 80 percent less than proprietary voice communication platforms. Digium makes Asterisk available to the open source community under the GNU General Public License (GPL) and uses business-class Asterisk to power a broad family of products for small, medium and large businesses.

## ABOUT DIGIUM

Digium acquired Switchvox, the leading supplier of small business phone systems based on Asterisk, in September 2007. The company's product line also includes a wide range of hardware to enable resellers and customers to design their own voice over IP (VoIP) systems. This year alone, more than six billion minutes of calls will be made using Asterisk. More information is available at [www.digium/switchvox.com](http://www.digium/switchvox.com).



**Digium Headquarters**  
445 Jan Davis Drive NW  
Huntsville, AL 35806 - USA  
Phone: +1 256-428-6000  
Fax: +1 256-864-0464  
[www.digium.com](http://www.digium.com)  
[www.digium.com/switchvox](http://www.digium.com/switchvox)

