

Immersive video with Cisco TelePresence has reduced travel requirements across the business

Speed of decision making has improved with the implementation of a Unified Communications solution

Responsive and simplified communications enabled with Instant Messaging facility

## Quatrix transforms its business by embracing Collaboration

Quatrix challenges perceptions of what a technology consultancy is – by working with clients it assists with the transformation of working practices through the design, implementation and management of communication and network solutions for voice, data and video.

It is an accredited and award-winning company with measurable standards and processes that are fundamental to the delivery of its consistently high levels of service. With our head quarters based in Leicestershire, Quatrix is in an ideal position to support businesses across the UK.

### Business Challenges

Successful businesses continually strive to offer the best customer service and endeavour to increase staff engagement, while improving efficiencies and controlling costs. Quatrix recognised these as relevant considerations for its own expanding business and undertook an appraisal of its business processes to identify areas for development.

As a successful and growing business looking to improve speed of decision making across the company, a priority for Quatrix was identified as the need to share ideas and information effortlessly, regardless of location, environment or device. The ability for staff to visually communicate and share documents across an increasing number of workspaces, from home offices to on-the-road engineers, was recognised as an equally important area of focus for the business that would help to increase staff engagement and assist with business continuity. With customer service also being high on the agenda for business development, Quatrix worked with its own clients and recognised that the ability to share ideas and communicate effectively was an increasingly common concern across all industries, so a solution was required that would be relevant and applicable not only to its own practice, but also to its customer base.

After consideration of the business challenges, Quatrix identified the requirements for the company as:

- a streamlined and effective way for staff to communicate and share information from multiple locations and devices
- business continuity and service delivery regardless of workspace or environmental conditions
- a solution that would be effective across multiple industries and assist Quatrix with supporting customer requirements, as well as its own
- improved access to specialist resources for staff, regardless of location

### The Solutions

To meet its business challenges, Quatrix wanted to embrace a philosophy of location-independent collaboration, using a variety of communication channels for improved interactions.

Quatrix chose a Cisco Business Edition Unified Communications solution, because it integrated well-known office-based solutions, such as email and voicemail, with the less familiar tools of Instant Messaging and Presence. Cisco's TelePresence was also chosen for its immersive video solutions. All this was provided across a single platform, utilising a common user interface across all of Quatrix's devices, such as: laptops and PCs, iPads, iPhones, Blackberry and Android phones.



## Unified Communications Platform

- A fully integrated solution that is scalable & flexible to meet the demands of a growing business
- Designed to allow connection to any location, improving mobility capabilities
- Easy-to-use and intuitive experience, ensuring user engagement
- Desk-phone functionality away from an office with PC soft-phone application
- SIP trunking to keep costs low and enable converged communications
- Instant messaging & presence improves available communication channels

## TelePresence

- High-definition and immersive video that is affordable, scalable and flexible to meet the challenge of improved communications
- A diverse range of video solutions, from desktop through to dedicated rooms, for differing business needs
- 'Face-to-face' communications help to improve speed of decision making and document sharing
- Reduces travel requirements and enables cost and time savings
- Increased collaboration ability for project management
- Environmental benefits through reduced Co2 emissions

## The Transformational Benefits for Quatrix... So far!

As Quatrix continues to use the solutions, more and more benefits that are helping to transform the business are being discovered, such as new and better ways of sharing ideas, improving service and controlling costs.

By enabling team members to communicate and hold meetings via video, Quatrix has experienced numerous business benefits: from cost savings to increased speed of decision making and productivity. Unlike telephone conferencing, TelePresence allows team members to communicate as a group, regardless of location, and still have visibility of and the ability to share documents that are so important to an effective meeting. Reduced travelling has decreased business costs through less fuel being purchased and given the company a better carbon footprint, as well as improving productivity by enabling more meetings to take place during the working week. The business owners have been able to keep in touch with their teams and communicate efficiently, because scheduled meetings that were being cancelled due to travel disruptions are now taking place. Relationships are being built and maintained without the need to be physically in the same place. Quatrix's customers have the opportunity to view Quatrix's in-house solution and see the benefits for their own company. As Quatrix develops its use of the solution, it is expected that support customers will soon have the option of accessing the Support Team via video.

The accounts team at Quatrix can instantly see who is available through the simple traffic-light system that shows who is online, busy or offline. This means that they can get the answers they need when they need them.

Sharing and communicating ideas to numerous people across multiple departments is a key function for marketing; having a unified communications solution helps to simplify and streamline the department's ability to communicate effectively.

*"As a team spread throughout the UK, we have found it increasingly difficult to meet regularly. Planning team meetings was a time consuming, costly and often futile process as circumstances often conspired against us, with roads being closed due to accidents or bad weather – making the attendance erratic to say the least.*

*Now we are able to bring all five people into a virtual meeting place with good picture quality and sound reproduction. We meet on a weekly basis and are already seeing the improvements in communications and efficiency."*

*Managing Director*

*"I use the instant message facility now if I have a query. If an invoice has come in without a PO number I can quickly get the information I need without having to call around trying to get hold of the right person – I can see who's available and contact them immediately."*

*Accounts Administrator*

*"Being able to instantly communicate with any of the Quatrix team gives me a sense of always being engaged with the business, whether I'm working from home or the office and communicating with people at their homes or on the road. From video calls to instant messaging, I've found that the instantaneous nature of the UC capabilities allows me to be proactive when topics or projects need to be communicated to the sales team."*

*Marketing Manager*

*"Using video has helped me get more value out of the conversations I have, as they are more interactive and I know if the person I am speaking to is engaged or not. I can gauge participants' thoughts on the discussion, based on their body language and reactions, which is impossible on a telephone call. Another time saving benefit comes because the conversations I have by video are more interactive and more productive, so they are actually shorter or prevent the need for a follow up telephone call."*

*Sales Executive*