

Hudson Sandler

Case Study

Introduction

Hudson Sandler is a financial PR firm that was founded by Michael Sandler and Simon Hudson in 1986. Since then, the company has continued to expand their activities, moving into the field of digital corporate communications. Today, Hudson Sandler offers expertise in a broad range of areas – from brand campaigns, transaction communications and fund raisings to digital marketing.

When Daniel Lovegrove joined Hudson Sandler ten years ago, they were managed by BT Direct. Nine years ago they became a Pinnacle customer through an existing supplier.

Business expectation

Hudson Sandler felt their telephone system was outdated and becoming increasingly unreliable. They also wanted to achieve the following:

- Simplified management of system
- Increased functionality
- Move away from Analogue to VoIP
- Reduced landline and mobile costs

“The new telephone system has saved on costs, time and management.”

Daniel Lovegrove
IT Manager



Business solution

Pinnacle suggested upgrading to an IP500 V2 telephone system. Through an upgrade, Hudson Sandler could keep previous features they liked while getting remote access to voicemail, conference bridges and mobile twinning.

Mobile twinning allows calls to simultaneously ring through to the mobile and the desk phone. This feature, together with remote access to voicemail, allows employees to stay connected to the office when out. Conference bridges allow the Hudson Sandler staff to set up their own conferences without having to rely on a third party.

The IP500 V2 is specifically designed for small to medium size businesses so that it is easy to manage – another essential requirement for Hudson Sandler.

By upgrading to a newer telephone system with IP capabilities, they were hoping to get increased functionality as well as reduced costs.

To reduce mobile costs, Pinnacle put Hudson Sandler on the Vodafone Business Sharer plan – a tariff which enables businesses to share minutes and texts between employees.

Results achieved

Upgrading to the IP500 V2 telephone system has made Daniel's job as IT Manager a lot easier. Previously whenever he wanted to make changes on the telephone system he had to reboot it – now he can make alterations seamlessly from his computer. While their previous system required a server for the voicemail, everything is now centralised on Daniel's computer – further simplifying management and reducing costs.

The new telephone system has also provided Hudson Sandler with a range of capabilities which allow them to better compete on the same level as other businesses.

Enabling staff to check voicemail or set up conferences when out of the office has increased productivity, while significant cost savings have been made through the move to VoIP. For instance, analogue lines have been cancelled and replaced by ports on the telephone system which has helped reduce line rental costs.

Hudson Sandler has three employees that regularly travel to Russia. By routing their calls via the telephone system through mobile twinning, Pinnacle has further reduced costs as these users are now charged at a landline rate, rather than mobile.

Pinnacle has a unified solution for every business, from oil companies to film producers, education providers to insurance brokers and beyond.

To find out how we can help your business, email enquiries@pinnaclecoms.com or call us on +44(0) 207 401 4780

258 Waterloo Road, London SE1 8RG

Previously all users at Hudson Sandler had two mobile phones – one for voice and one for data. Hudson Sandler was keen for all individuals to have everything on one device, at a fixed monthly rate. Putting all users on the same Vodafone Business Sharer tariff has not only simplified management but has also made it easier for Hudson Sandler to predict costs. The company has already noticed a reduction in mobile costs, their recent bill coming in 7% lower than anticipated.

“Pinnacle is reliable; any problems get dealt with straight away. But more importantly, they tailor your needs.”

Daniel Lovegrove
IT Manager

Integrated technology

- IP Office IP500 V2 Telephone System
- Remote Access to voicemail
- Conference Bridges
- Mobile Twinning
- Avaya 1608 IP Handsets
- Vodafone Business Sharer 5000
- iPhone 4 and iPhone 5 handsets