

## Case Study for Attentional:

A multinational expansion convinced Attentional that it was time to update its old telephone system with a contemporary Unified Communication Solution to help streamline communication processes more efficiently and cost effectively.

# Panasonic's new IP telephony system goes live! The all-new IP telephony PABX system manufactured in the UK garners media attention in more ways than one.

## The reason for change

Attentional are a Taunton, Somerset based media research company offering a range of services that help their clients extract maximum value from screen entertainment. Their clients include the major television channels, media groups and production companies which need in-depth analysis of viewing figures and forecasts both in the UK and overseas in Europe and North America. It was this multinational expansion together with the relative age of their old phone system that set them on the path to replacement.

As General Manager Chris Humpherson explained: "We are a relatively small company with multi-million pound customers, so it is important that we provide a top-level professional service from first point of contact all the way through to customer service and invoicing. The way in which we communicate is critical to our success, so when the need to implement a new system arose I took a personal interest in the process and selection".

Attentional had purchased the existing PABX, a Panasonic KX-TD, from Bristol based Budd Communication in 1999. Owner Mike Budd picks up the story: "The biggest challenge facing our customer was how to choose a new solution that suited them from the plethora of systems -



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- and hosted services we have to offer. Whilst what we had would do the job in most respects, it wasn't until the launch of the Panasonic NCP in September 2008 that we could tick all the boxes for flexibility, reliability and perhaps most important in the current climate, costs. With its versatility to handle both ISDN30, ISDN2, SIP and Analogue lines we could offer an instant cost saving by replacing Attentional's costly ISDN30 lines with a combination of SIP and ISDN2 lines."

"With the bottom line taken care of, we could then address the changed operational requirements, namely the integration of their remote overseas extensions with the highest possible quality at the lowest possible cost. The NCP allowed us to achieve this through the use of the integrated broadband SIP Trunk capability. Another requirement was that the customer wanted the flexibility to utilise different types of telephone handsets including digital, IP, Cordless DECT and analogue. This system flexibility greatly improves the use of office space: no longer is the telephone user tied to a specific location but can work where needed, alone or in a team, be it formal or ad hoc.



Example of a home worker using a Panasonic IP telephone.



### Why Panasonic?

Humpherson had this to say about their choice of system: "Having had Panasonic telephone systems since the late 1990's Attentional was impressed by the reliability of the old system. So when it came time to replace our current phones with something capable of delivering VOIP, to reduce call costs, & link our US office, the new Panasonic KX-NCP was an obvious option. We also looked at offerings from Cisco and Avaya however the simple operation of the Panasonic range of phones and ability to gradually switch to VOIP rather than the riskier "all at once" approach, won the argument."

### The Business Solution

Working together with Panasonic, the customer and Budd Telecom staff configured the KX-NCP to meet the requirements. The basic system is comprised of an NCP1000 IP telephony system with a 2 Port Voicemail System included. The handsets include two backlit LCD 24 key digital telephones and 13 KX-NT343 IP telephones. An ISDN30 card was loaned to enable a controlled conversion between ISDN30 and ISDN2 to minimise disruption to the day to day business of the client.

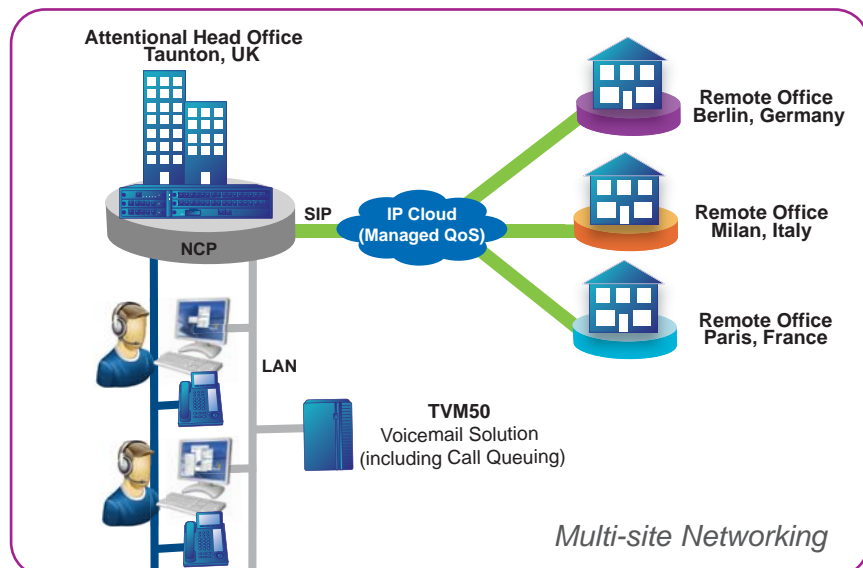
It was agreed that for resilience the main number should be transferred to ISDN2 with SIP being used to lower the line rental costs and keep the cost of outbound calls down. As the client's confidence grows in SIP the ISDN2 would eventually be reduced as a back up only and the main number ported to SIP.

The client had to ensure that LAN switches were in place to handle the new Panasonic IP telephones. The IP telephones were also supplied for phase 4 of the installation which will see these telephones being shifted to the States for use as remote extensions.

The integrated voicemail was a huge bonus to Attentional because they had an old voicemail system which was over the top for their requirements; they were delighted to find instead of purchasing an expensive replacement an adequate voicemail was integrated within the NCP.

Also included was the Call Queuing facility. The client did not have Call Queuing on the old system, so this gave more flexibility to enhance the caller's experience than was previously available.

The next step was to integrate the Communications Assistant CTI application onto the clients LAN. This is normally a hassle as the application has to be installed on the client's server. With the NCP it's a breeze as the CPU is also an application server and has the software built in.





#### Assigned products

- KX-NCP1000
- KX-TVM50
- KX-DT346 Digital Telephones
- KX-NT343 IP Telephones
- Communications Assistant CTI application

#### Close Working Relationship

Panasonic's Marketing Manager, Steve Gerrard had this to say: "Panasonic Communications Systems and Budd Communications have worked together for about 15 years. Over this time the team at Budd have developed a deep understanding of Panasonic's products and a close working relationship with the Panasonic team. This depth of Panasonic understanding is matched by an equally comprehensive knowledge of their customers and prospects communications requirements." He went on to add: "The installation at Attentional was amongst the first of its kind in the UK. Their requirements for a reliable, cost-efficient Unified Communications system that supported SIP, Basic and Primary Rate ISDN trunks as well as IP, DECT and digital extensions were a perfect match for the NCP. The 'appliance-style' format of the NCP means that Attentional can also benefit from onboard Unified Communications applications without the need to install separate servers. The 'sum of all this understanding' has resulted in the marriage of Attentional's requirements for a next generation communications system and the solution based on Panasonic's Network Communications platform."



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