



GDS Group is the world's leading project intelligence organisation. Through their B2B events, research and cutting-edge intelligence solutions, they are dedicated to helping businesses meet the challenges posed by digital disruption.

The Challenge

Their HQ in Bristol, houses 155 staff including their business development consultants. The nature of their business means that the staff are liaising with board members of FTSE1000 companies in the UK and similar across EMEA. Therefore these conversations are of high value, meaning IT and Communications are critical. In terms of telecoms infrastructure the GDS Group had a typical set up with BT Openreach ISDN30 lines connected to an Avaya telephone system.

GDS Group faced a number of challenges including:

- A need to record calls for development purposes
- No integration with their CRM system to gain a 360° view of their client interactions
- Logging of calls was completed with a separate add on system which had to be managed

Andrew Broadbent, Head of IT said "RHM helped to migrate us from the old traditional phone system with ISDN30 lines across to an Internet delivered Hosted platform whilst retaining all of our business numbers. The project coincided with the roll out of salesforce.com CRM and RHM worked closely with the Gamma product line

so we could test integration between Salesforce and the Horizon platform as part of Gamma's BETA trials. This automation has been critical for our drive to increased business development productivity."

The Solution

RHM Telecoms proposed that the GDS Group install a Cloud based telephony solution called Horizon. This enabled GDS Group to completely replace their old Avaya solution with no upfront outlay and a cost neutral impact on their monthly budget including:

- 155 brand new HD quality Polycom VVX410 IP Handsets
- System wide call recording
- System wide call logging
- 5 Wallboards displaying each terms of live performance
- Call centre package for business consultants and managers
- Salesforce.com CRM integration
- Dedicated EFM internet connection for voice only