

# Case Study

## Media & Entertainment Vertical

A fast-growing, modern media agency with multiple locations nationwide consolidated their communications platforms and telecom carriers to improve productivity, create collaboration, reduce telecom costs and simplify telecom and IT admin management.

### Challenge

The main office of this growth agency, one of 50 subsidiaries of a larger conglomerate, was using Microsoft Office 365 with Exchange Online and Skype for Business basic IM and Presence. They were ready to consolidate communication and collaboration platforms and telecommunications carriers to improve productivity, end user and Admin simplicity, and reduce telecom costs.

After recent acquisitions, 500 employees across five main offices needed reliable phone service as they inherited different contracts from VoIP carriers and different PBX systems. There was no centralized mode of communication for voice and meetings. This meant time was wasted managing disparate portals, with inconsistent customer service and quality of service, problematic departmental chargebacks, more equipment/hardware expense and no purchasing power benefit with the merged companies.

### Solution

Skype for Business Cloud PBX, PSTN Conferencing and PSTN Domestic Calling Plans for consolidated communications, conferencing and telephony. Users were comfortable with Sfb IM so the addition of Cloud PBX and PSTN was a logical next step.

BCM One leveraged Microsoft's FY16 Cloud PBX Adoption Funding and worked with our client's technical team to build a Success Plan that began with a Pilot in the Detroit office for 89 users. Our team ensured licenses were upgraded from E3 to E5, PSTN calling plans assigned and call forwarding to temporary DIDs executed within our clients' 365 Admin Portal. In addition our team focused on analyzing network topologies by location to identify issues, as well as the challenging work of porting the existing numbers. In a parallel work stream, a customized training program was developed and conducted by a certified Microsoft BCM One instructor to educate all of our clients' employees on how to best leverage the new Skype for Business' Voice functionality. Customized Training Guides were also crafted to ensure the customer's team could hit the ground running on day one of the migration.

As part of the deployment BCM One's telco roots proved valuable with complications in telephone number porting and assigning temporary DID's and network routing between carriers.

### Result

Our media agency customer has a centralized voice and meeting solution with a stable and consolidated network. They have one unified communications solution for the entire company across five locations with the ability to easily add users should they have another acquisition. No capital expense of phones, servers or PBX through BCM One's opex packaged SKU model. They also cut telecom costs nearly in half all with a single bill from a single provider, BCM One. In addition, this customer has team sites, file storage in the cloud and social networking for a complete Microsoft Office 365 E5 usage story so they can easily and securely work with colleagues, customers, partners and suppliers in real-time, from any and all of their devices.

### Client:

- › Media Agency

### Number of sites:

- › Five offices

### Solution:

- › Microsoft Office 365
- › Microsoft Skype for Business