

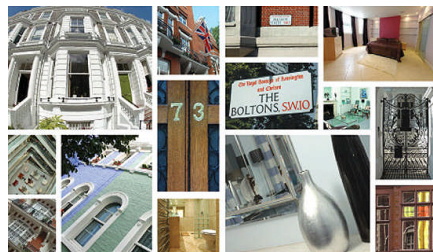
# kinitron Voice Products

## CASE STUDY: New Beginnings with New Phones

When the Chelsea based property services firm, M2 Property needed to relocate to new premises, they turned to Kinitron to provide a complete tailored solution for their telephones and office network.

### M2 Property

M2 Property is a young innovative property company established in 2003 to provide a range of services to investment property owners in London. M2 provides residential lettings, property management, property styling and refurbishment, and investment property advisory services. Communication is key to their business - they are in constant communication to both property owners and tenant applicants seven days a week to ensure they provide the high levels of service clients demand at all times. Telephone communication and accurate information sharing on the latest property status and appointments are the lifeblood of the daily operation and success of the business.



As the business had expanded, and their lease was due to expire, M2 decided to use the quiet period between Christmas and the New Year to move to their new premises to cater for the business growth and to better service their clients. In early December 2004, M2 contacted Kinitron to help with the network setup of their new office and to propose a new phone system suitable for their business needs.

### M2 Phone Requirements

Kinitron started by identifying the exact requirements for the phones. M2 wanted to have a separate phone for each person in the office. Each phone should be a separate extension with its own voice-mail and the ability to transfer calls to the other phones. Incoming calls should display the external number on the phone. All phones should be able to

receive or to make calls at the same time. The solution should be affordable to their small but growing business, and flexible to expand as needed with reasonable incremental costs. The technology should be modern and future proof, thus preserving the investment over the coming years.

A very important requirement was the choice of the incoming telephone numbers. M2 wanted to have one incoming telephone number to act as reception. An additional telephone number was required for each of the departments and services within the company. M2 were unable to transfer their previous telephone numbers because the new premises were serviced by a different exchange. As a result, M2 now wanted to get telephone numbers that would be transferable, should they ever have to move again. To maintain the firm's identity and base in Chelsea, 0845 or 0870 numbers were not appropriate. Only central London 0207 numbers could be used.

### Proposed Solution

To meet the needs of the firm, Kinitron proposed a Small Office solution based on Voice Over IP (VoIP), the Session Initiation Protocol (SIP), and broadband telephony. The solution comprised:

- an externally hosted virtual switchboard
- four incoming 0207 telephone numbers
- a SIP handset for each person
- two broadband connections

The new incoming numbers were appealing as M2 would own them indefinitely as business assets, and be able to move them to any telecomms provider. Dual broadband connections were necessary for reliability and throughput. The flexibility to customise the welcome messages and menus was a bonus, should such changes were needed. The ability to connect phones from other offices or from home to the same system was an extra business benefit. Finally, the prospect of significantly reduced phone bills with 1p/min calls to UK landlines and to other international destinations, prompted M2 to order the installation with target date the start of the New Year!

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F 020 7370 5420  
E enquiries@m2property.com

M2 Property Limited  
6 Roland Gardens  
South Kensington  
London  
SW7 3PH

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## Installation and Transition

Without delay, Kinitron worked with M2 to reactivate the two existing BT lines in the new premises. As soon as the lines were live, Kinitron recommended appropriate suppliers and ordered the new broadband connections. All other equipment was also ordered at the same time. This coincided with the end of 2004.



Shortly after M2 entered their new premises at the start of January, Kinitron went in to provide the new cabling and network infrastructure for the firm's PCs and for the new phones. At the same time, back at the Kinitron office, engineers were configuring and testing the broadband routers and the phones. As soon as the first broadband was activated, Kinitron went on site and within hours had completed the phone installation and the training of the M2 staff.

## Live Production

The phones worked immediately and the stream of non-stop incoming and outgoing calls commenced. M2 had already advertised their new telephone numbers on their stationery, website and other portals of their industry. Then suddenly gremlins struck.

Kinitron were let down unexpectedly by one of their telecoms providers. At the same time, however, Kinitron had already deployed their own technology infrastructure at data centres at the Docklands in London. As a result, M2 were swiftly moved onto the new Kinitron equipment, and had never had to look back again to any outages or inadequate service.

"It was an opportunity for us to excel when those service incidents occurred" commented Dr Xeno Andriopoulos, MD of Kinitron. "It was all beyond our control. But, we were able to migrate M2 quickly out of those problems, thanks to the commitment of our staff and the flexibility of our system. If anything,

we proved, beyond doubt the quality of our service and that we will never let down any of our clients".

## The Client's View

Commenting on the new phones, Elliot Davis (M2 Partner), said "The new phone system meets all our requirements: it is simple to use, provides all the functionality we require, provides us with the flexibility to add new phones and to add functionality as our business grows. Our business is reliant on both technology and constant communication. We use the phones constantly and cannot afford to miss any telephone calls as it results in a direct loss of business. Despite the initial problems, the system is now very reliable and has become second nature to us. The professionalism of Kinitron cannot be overstated. They have been there for us when the problems occurred and got us out of that trouble pretty quickly. They were even able to help us on a Saturday when we asked for help. They are a first class outfit".

"The new phones have made a real difference to our business", added Mark Nelson (M2 Partner). "Whilst the volume of our calls went up, the phone bills have shrunk. All Kinitron invoices and the phone bills were always transparent and itemised. Their fees were very reasonable and exactly as quoted. There were no surprises and we were kept informed at every stage. The new phones have delivered real efficiency benefits that justify the financial investment and enable us to respond to our clients better. They are an asset, not a phone rental. We look forward to continuing our working relationship with Kinitron on all our future technology needs in order to make a total success out of our business".



To find out more about the Kinitron phone products:

See [www.kinitron.co.uk](http://www.kinitron.co.uk)

Tel 08700 271 336

Email [info@kinitron.co.uk](mailto:info@kinitron.co.uk)