Case Study:
Fundrazor Ltd

Merson Technology helps Fundrazor get better connected.

Fundrazor were looking to replace their existing traditional phone system, for a modern alternative that met the needs of an expanding company with a small telesales team. Darren Taylor, General Manager and Andrew Wilding, Director, oversaw and managed the proposals for an updated phone system for the company.

About Fundrazor

Fundrazor is the smartest and fastest way to raise money for your School, Sports group, or charity, We have teamed up with some of the biggest names in the entertainment industry who have shown their support in the most refreshing fundraising platform available in the UK today.

"Successful fundraising is vital. In the UK there are over 500,000 voluntary organisations that depend heavily on fundraising income. But fundraising can be difficult. Doing it yourself involves time, financial risk and often a lukewarm response from your supporters. Now imagine there's a company set up to make your fundraising easier, more fun and above all more successful."

Background

As Fundrazor is a successful and expanding business the requirements of its infrastructure are constantly changing. Three of the main issues they faced were:

- Call handling and reporting on sales calls
- Burdening costs of maintenance fees and call charges
- Inability to move easily to new premises as the business grew due to fixed nature of hardware PBX and ISDN

All of these issues were caused by outdated and inflexible telephony hardware, common with traditional PBXs and ISDN.

The Issues Faced

In looking at alternative options, the traditional PBX manufacturers have addressed the ISDN capacity issue by allowing their systems to interact with SIP, however these features often are only available on newer system, require additional hardware and have a licensing fee associated with them. This makes migrating not always cost effective and often a large overall investment for the company.

In addition, because of the closed nature of the traditional PBX manufacturers, software reporting and other tools are costly and often not included in the base quotes provided.

However, one of the single largest costs associated with such moves is the cost per handset. Most traditional PBX manufacturers lock you in to their own branded handsets, which carry a hardware and license cost per device.

The issues raised by having on-site telephony hardware were: -

- ISDN failure meaning no calls could be made or received
- Hardware vulnerable to theft, fire or flood
- Telephony system fixed to one place and not able to move with the company as it grew into new premises

The Solution

Merson Technology proposed the use of Cloudfone, an innovative hosted telephony solution. The system met all their needs in terms of features for business specific goals and also gave the flexibility to allow for future requirements to be met easily, like addition of handsets and features as staffing changed.

Cloudfone required no on-site hardware apart from the standard SIP computable handsets that each member of staff would use. This, along with the flexible feature sets gave Fundrazor options and possibilities they'd not previously considered, such as:-

- Call Recording
- Advanced Out-of-Hours Routing
- Call Groups & Expanding Call Groups
- Online Real-Time reporting & Call Review
- Home Workers or Flexible Working Locations

By using a Phone System that's compatible with SIP, Fundrazor were able to choose the handset hardware that best matched their requirements from a large range of providers, and not just one manufacturer. In the end, they decided to go with Cisco/Linksys handsets. These were pre-configured off-site by Merson Technology and shipped to site before their chosen go-live date.

Savings

- Reducing their reliance on traditional ISDN circuits and the quarterly costs associated with them
- Built in support and management
- Flexibility in choices for handsets and no licensing costs
- Quick turn-around and pre-configuration meant no expensive on-site engineer time
- No long term upgrade costs
- Reduced Mobile and Landline rates

What Fundrazor Say

"An amazing hassle free hand over, after months of delaying the obvious need to update and improve upon our existing telecoms supplier based on previous experiences, Merson Technology from start to finish walked us through every step with ease.

The installation of our new phone system was in place overnight and the new phones were ready and ringing by the following morning."
Darren Taylor, General Manager for Fundrazor

About Merson Technology

Merson Technology are a UK supplier of Internet based services, products and consultancy. We develop strong relationships with our customers in order to maintain a long standing relationship. Our experience has enables us to develop and advise on a wide range of service and product types covering many aspects of business.

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