



An ambitious and expanding commercial, personal, health and life insurance brokerage, Reich Insurance operates nationally and internationally from the group headquarters in Salford.

One of the UK's top 50 brokers – and among the top 15 independents – it has in recent years complemented organic growth with acquisitive expansion.

Reich embraced both challenges and opportunities when looking to upgrade from its existing Mitel telephony platform. As well as being served by expensive ISDN30 lines the incumbent system had reached both maximum capacity and end-of-life.

The needs of the business had also changed. Its acquisition strategy meant that greater flexibility and scalability was required in order to swiftly integrate acquired business. When following the Manchester Arena bombing a police cordon came within yards of Reich's building, the firm saw a platform offering more resilient disaster recovery capabilities as imperative.

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### Business Needs

As for all businesses, operating costs are a constant challenge. When it came to telephony, the burden at Reich fell upon not just call charges but the leasing of expensive and increasingly outmoded ISDN30 lines.

That infrastructure was also inflexible, creating not just day-to-day headaches, but making integration of additional staff on the system increasingly problematic.

Finally a reliable, resilient and user-friendly call recording system was crucial. "In the industry we operate in we're always having to retrieve calls to determine who said what to who from both a legal and an insurance cover point of view," explains Andy Kay, Reich's chief risk officer.

The existing set up, he says "did the job" but was hugely cumbersome, comprising a physical box from which back-up tapes needed to be regularly retrieved and data then uploaded on to hard drives. "It was an absolute faff."

### Our Solution

Avoira won a three-way tender with a solution comprising Avaya's IP Office in the Cloud with SIP trunks, exploiting the company's existing internet connections. Given the need for resilience and high call quality, Avoira incorporated pre-testing of the network to confirm the viability of a hosted VoIP solution.

In response to Kay's desire for a simpler, more flexible call recording platform, Xima software hosted in the cloud was recommended. Avoira specified a tiered handset offering, with deskphone models allocated according to seniority and required functionality.

Most employees use Avaya's 9608G IP deskphones with the higher specification, colour-screened 9641GS and Yealink T58A smart media phones for senior personnel, complemented by Avaya B179 SIP conference phones to facilitate remote meetings.

"We went with Avaya IP Office very much on Avoira's recommendation. They're the experts," says Kay. "We wanted a cloud-based solution which would be both more DR resilient and give us more control."

### Business Benefits

Avoira's solution delivered an always-on solution which, impressively, required little capital investment.

"Based on the call volumes utilised on our old platform the cost of calls is significantly reduced," enthuses Kay, reporting annual savings running into thousands of pounds.

Flexibility and scalability is impressive. "We can scale up, scale down and remote access at will. The flexibility is great, it's what sets it apart" says Kay.

**The DR regime is greatly enhanced with telephony hosted on Avoira's tier four data centres. "Having a console in the cloud that we can just log into and redirect everything, that's a massive thing for us," confirms Kay.**

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