



CASE STUDY



Peli Products (UK) is the independently owned and operated UK distributor of the Peli™ brand of protective cases, torches and area lighting. They have been established for over 25 years and is an ISO registered company, ensuring quality systems and excellence in service.

The company counts aerospace manufacturers, Fire Services and defence contractors among clients protecting their products from knocks, drops and water ingress.

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Phil Frost, IT Director, Peli Products (UK) Ltd



Business Needs

Peli Products (UK) was previously operating on premise Avaya PBX's at the company's Glossop headquarters and Poole site, supplemented by landlines used by staff working from home.

"We were tied to the confines of a physical PBX," reports IT Director, Phil Frost, adding that increasingly outmoded ISDN was costly. As such he was looking to upgrade to SIP trunks and a secure cloud solution.

The company had already introduced Microsoft Teams which Frost praises for being "simple to use and very intuitive."

He adds: "Teams brought instant benefits. Our sales teams no longer needed to travel, they could have a meeting with a customer and have the designer share their screen and work on the design there and then.

"It cut the process from weeks to a couple of hours."

However, Peli Products (UK)'s telephony was still constrained by the limitations and cost of its on premise PBX configuration.

Our Solution

We recommended integrating Teams Direct Routing hosted on Microsoft's Azure cloud and connected via SIP trunks.

Direct Routing enables calls to be made and received over any Teams enabled device using existing DDIs, making it ideal for the remote and hybrid operational model which Peli operates.

"With Direct Routing users can be anywhere on the planet and still be able to make calls through our phone system," confirms Frost.

"Being cloud-based it reduces the cost of onsite equipment and calls. Administration is also centralised and it's easier to update and manage devices because everything is done through Office 365."

He says too that the system is highly reliable thanks to the combination of our configuration and Microsoft's support, with zero glitches over the first six months of operation.

Introducing Direct Routing introduced a dialler to Peli Products (UK)'s existing Team set up, with staff given the option to use a traditional handset or make calls

via their PC or laptop. "We found users soon dropped the handset in favour of their device, telling us they preferred everything being in one place," says Frost.

Business Benefits

Our solution significantly reduced Peli Products (UK)'s costs whilst delivering greater flexibility and streamlining communication and collaboration capabilities.

"With Direct Routing and Microsoft Teams unifying communications it makes everything so much easier for everyone," enthuses Frost.

He offers strong praise for the Avoira team. "As far as system upgrades or introducing applications go, Avoira's integration of Direct Routing was the easiest I have done in my 30 years in IT."

He concludes: "We have always had excellent service and support from Avoira's staff in the 17 years we've been a customer. Avoira's expertise and knowledge of Teams and Direct Routing is unquestionable. Their service has been very professional, as good as it gets."

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