



CLARION CASE STUDY

**CLOUD TELEPHONY OPENS UP COMMUNICATION CHANNELS FOR REMOTE WORKERS AT INTL CHARITY SOS**



**HOSTED  
COMMS**



**MOBILE**



**CLOUD  
SOLUTIONS**



**DATA  
CONNECTIVITY**

# SOS CHILDREN'S VILLAGES UK



SOS Children's Villages UK is part of an international federation and work in **136 countries and territories**, across all 5 continents and worldwide, run 559 Children's Village communities, 713 youth programmes and 452 schools and vocational training centres, working with local staff who specialise in healthcare, education and child welfare.



Founded in 1999, Clarion provides comprehensive IT, Voice & Data services to clients across a broad range of Industries, throughout the UK. Clarion offers complete technology solutions for Private and Public Sector organisations.

We specialise in the installation, maintenance and support of voice and data networks and systems. We also advise on and supply our clients with disaster recovery options, mobility solutions, cloud and hosted services, etc. We have partnerships with multiple hardware and software vendors and are proud to be a Platinum partner of NFON for their Hosted Telephony Solutions.

# THE CHALLENGE



**As a major international charity, SOS has been asked by some popular radio stations to comment upon differing global situations. Such forums are perfect opportunities to contribute to news stories and highlight the charity's own work. The interviews are also highly relevant to potential supporters. However, the charity was unable to showcase them because its phone or 'interview' line was perceived to be of low quality and lacked a recording function.**

The phone system itself was an ageing, on-premise Avaya IP Office 500 with 28 extensions, conference unit and 8 ISDN lines. Owned outright, the system was inexpensive to run as long as it did not go wrong.

Ever-aware of this possibility, the IT team realised that a forthcoming office move was the perfect opportunity to conduct a review of the charity's telecoms capability. SOS realised it could cover a number of issues at once by updating from its in-house platform to an IP cloud-based system, with ongoing support and maintenance.

SOS raised a brief for supply, and four companies were asked to quote for a new system. As four became two, Clarion was invited in for a demonstration, and was asked to move the old on-premise system to a remote, hosted solution.



# OUR PROPOSAL

**Like most charities, SOS feels the obligation to thoroughly scrutinise and fully evaluate any capital expenditure proposal to ensure that best value is achieved. Given that SOS owned its existing phone system outright, our task was to show that a modern, hosted system alternative could still be a more efficient, but cost-neutral alternative.**

## **A Cloud-hosted Solution**

We proposed the cloud-based NFON Hosted Telephony solution, a system with minimal upfront costs as it is based on a per user per month subscription model. As an NFON partner, we were also able to offer heavily discounted charitable pricing, so that SOS benefits from lower licence charges over the contract.

## **Improved Call Quality**

To overcome the perceived issue regarding call quality, we installed separate lines for voice and data, to remove possibility that over-use from one might affect the other. We complemented this with a per extension option for call recording, so that future media interviews could be saved for use on the web site or social media.

## **Support as standard**

In moving from an in-house maintained system to one hosted remotely in the Cloud, SOS gained the assurance of access to regular and available ongoing support and automatic updates.

## **Hardware Buyback**

To help SOS fund the installation, we offered a buyback deal on their old Avaya kit, which was now surplus to requirements.

## **Easy Installation**

The digital base of the NFON platform makes it quick and easy to deploy. Even amidst a change of offices we were able to carry out such a smooth 'lift and shift' operation from old to new, that SOS had continual phone access with no downtime and no call drop-outs.



NFON  
Cloud Telephone System

Platinum  
Partner

*“I was really impressed with the changeover. We didn't experience any downtime whatsoever. The move was absolutely seamless... everything worked as Clarion told us it would, we followed instructions, plugged in phones, went to our network and they all just moved, nobody even noticed.”*



SOS CHILDREN'S  
VILLAGES

# NFON HOSTED TELEPHONY

The NFON phone platform is a next-generation, cloud telephony solution, which is easy to use and reliable, with many outstanding features:

## CLOUD-BASED

- Reliable, scalable and secure cloud technology
- No costly maintenance and software is always up to date

## ADVANCED FUNCTIONALITY

- More than 150 features controlled from simple user portal
- Options for Call recording, Call and Queue Monitoring, Caller Display
- Simple integration with Outlook and Office365, and CRM tools

## SIMPLE TO USE

- Intuitive, powerful features
- One login, password and phone number
- Plug and play deployment

## IDEAL FOR REMOTE WORKING

- Use with any communication device
- Communicate from anywhere in the world
- Mobile-enabled

## RELIABLE AND SECURE

- Enterprise-grade, high-availability infrastructure
- In-house, end-to-end service management
- Highest data security standards



Platinum  
Partner

*“NFON is a great product, which has met all the needs that we wanted. Having the Cloud system has enabled us to carry on working as normal. I couldn’t believe how lucky we were to move when we did”.*



# BENEFITS

**The NFON system has given SOS a flexible phone solution, with some additional unexpected benefits.**

First and foremost it provided the charity with the perfect phone platform to help work through the Covid-19 pandemic. Cloud telephony makes the phone network available wherever there is an Internet connection, enabling staff to communicate from anywhere.

Instead of being tied to an on-premise phone system, the SOS team can now make, take and transfer calls through their own mobiles, PCs or laptops, as well as their existing physical phone extensions.

Secondly, the user portal is much more intuitive, scalable and versatile than the old in-house system. This allows the IT team to control and configure the new platform, and take advantage of helpful features like:

- Adjustable timeout, providing extra time for remote staff to pick up calls
- Auto-attendant with a round robin set up to include 5-6 extensions
- Softphones and Mobile App for remote working
- Call transfer from mobile devices to internal extensions
- Integration with Microsoft Teams and many other Office 365 applications
- Notification of presence plus Voicemail to email
- Scope to extend integration to Salesforce and MS Teams

Thirdly, the proposed integration of NFON with Microsoft Teams has also provided staff with a simple means of staying in touch, collaborating on projects and sharing information via a single user interface. Remote working via the NFON platform has been so successful for SOS that it has provoked the discussion of whether remote working is here to stay.



# CLARION BUYBACK PROGRAMME

## **Subsidise the cost of a new Phone System by trading in your old one**

Clarion is a leading UK provider of Telecoms solutions, and also a major supplier of remanufactured equipment. We helped SOS realise value from their redundant or surplus hardware, and we can help your organisation too.

- We provide an instant, or same-day valuation for your unwanted telephony equipment
- We will offer you the very best prices to help meet demand from a global network of clients asking us for specific stock
- We can arrange collection from UK and overseas addresses, and arrange swift inspection so that we can pay you promptly
- We assist to ensure that you comply with any environmental legislation regarding equipment disposal.
- A sustainable ICT solution, which breathes new life into older equipment, and preserves natural resources for longer

