CASE STUDY

CUSTOMER PROFILE

Language Empire was established in 2001. The company provides and supplies professional interpreters mostly to public sector organisations in the UK. The company first started providing services to organisations in North West England but later expanded its remit to other parts of the UK.

The company are members of the Association of Translation Companies (ATC) and Recruitment and Employment Confederation (REC).

Language Empire has offices in London, Birmingham and Manchester and have recently purchased a new site In Rochdale to accommodate the growing nature of the business. Language Empire provides three main methods of translation services:

• Face to Face
• Telephone Interpreting
• Translation Services

THE REQUIREMENT

The problem was simple. The IT and Telecoms infrastructure required an upgrade to meet the rising demands of the business. Key points that needed to be addressed were:

Telecoms

A phone system was required to cater for the Telephone Interpreting Service. It was required that this service be able to handle remote users from across the country and be simple to roll out as more staff came on board.

A 24 hour phone service was also required to ensure that public bodies could get hold of interpreters around the clock.

IT

Ensure a stable platform was available for translation staff to be able to carry out their tasks from Head Office and secondary sites.

Ensure that the booking system was always available.

Language Empire Group

THE SOLUTION

The IT Solution

After an initial consultation day with all the stakeholders, Language Empire was presented with a solution. The existing server was based on Windows 2003 infrastructure with Dell Desktops.
The new IT structure was based on a Virtualised solution using Citrix Xenserver as the Hypervisor. Existing file servers were migrated and the whole infrastructure was update to Windows 2012.

Additional services were added to meet the full requirements of Language Empire, which included:

- Exchange server
- Multiple Application servers
- Additional Web servers
- RDS Servers to support 60+ concurrent users

Microsoft Exchange was used for mail and services used for mail continuity. Like most businesses, email is integral and even a few minutes of downtime can be detrimental. All emails also archived using GFI Mail archiver to ensure they meet any legal requirements.

The Windows Desktop infrastructure was replaced by Thin Clients. This reduced their maintenance and hardware costs and provided all users with a common interface and user experience. Web filtering software was installed to control web access for users and limit the sites they can visit. This was especially important to meet compliances. The web filter was installed onsite with active directory integration and to control access for each department.

Users are now able to access a common desktop and all the applications they require throughout the UK.

Language Empire Group

THE SOLUTION (CONTINUED)

The Telecoms Solution

The company was operating from multiple offices with many part time staff working from home. 3CX was found to be the best solution, having both the capability and flexibility that Language Empire required, and it can be quickly deployed and expanded along with the needs of the company. 3CX offered the additional functions required by Language Empire.

- Automatic Attendants to direct users to the correct department.
- Call Recording for quality and training purposes.
- Allow users to log in and out of queues, when available for translation.
- Allow automatic re-direction of calls when users are busy and out of hours.
- Call Conferencing.
- Easy addition of new users and sites.

The phone system was migrated from Astrix, out of hours to ensure minimum down time. The handsets were all pre-configured and all that was required to attach them to the new system was a reboot.

A mixture of Softphone, Snom and Yealink handsets were deployed. Physical handsets were automatically provisioned and powered over Ethernet. The Softphones were configured in CTI (Computer Telephone Integration) mode to allow users to control their physical handsets from their computers; using hot keys on their computer means they can quickly dial numbers without having to manually input them. Additional features like Exchange integration were configured so users can access their contacts from outlook.

Additional handsets required for remote users are also pre-configured in the office and shipped out directly to users. Once plugged into an internet connection, they are automatically connected to the new phone system. The phone system is fully backed up and can be configured to run from their Disaster Recovery site within minutes. The solution was virtualised and replicated offsite for further resilience.

Multiple VoIP Trunks from different suppliers were used alongside with ISDN30 and GSM gateways. This ensured that system was resilient, so if broadband fails, then ISDN can be utilised. Multiple trunks also allowed Language Empire to use least-cost routing to ensure they get the best call rates. Remote sites were bridged (directly connected) which ensures calls between sites are free.
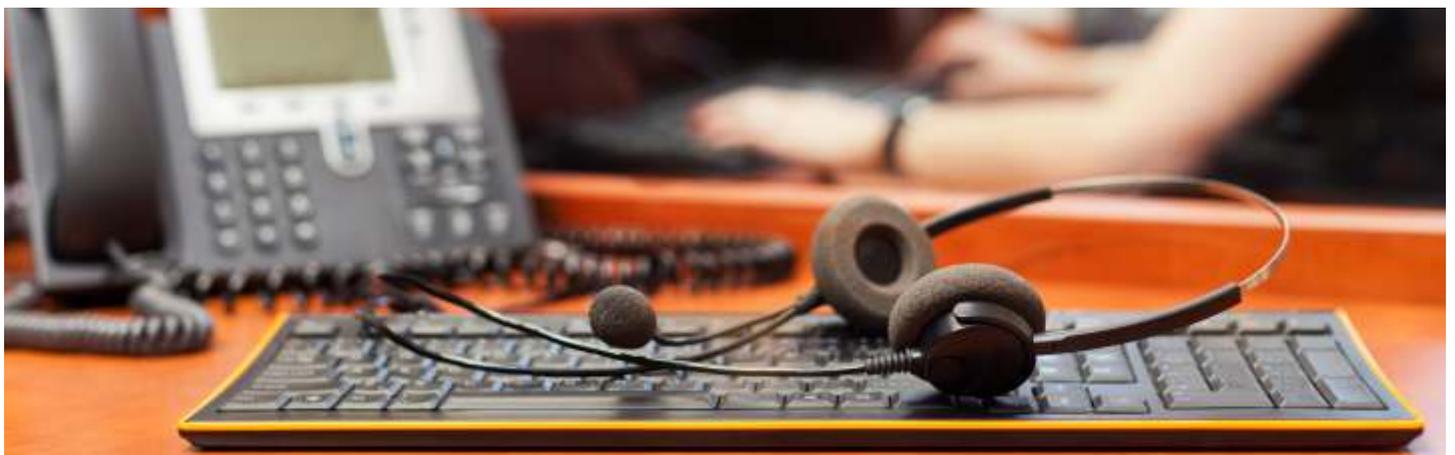
Language Empire Group

BUSINESS BENEFITS

✓ Language Empire now has a state of the art IT infrastructure which allows them to operate more efficiently and provide a better level of customer service as a result.

✓ Ability for users to operate remotely or from satellite offices.

✓ Scalable IT infrastructure.

✓ The ability to upgrade software and hardware to meet business needs.

✓ Integration of office phones with smart devices.

✓ Email continuity and archiving to become to meet compliances.

✓ Cheaper call costs and cheaper line charges.

Customer Testimonial

"We would not have been able to expand without working in partnership with Creative Networks. Shakeel, Azeem and the team have been more than just an IT support company. They have worked as partners with us in our expansion making sure that we covered all the essential areas in order to operate smoothly. The transition from the old set up to the new was completely effortless and there was no impact on our business. What stood out to me the most is the knowledge of business that the management have, this was of great benefit to us as we left one of the integral parts of our business expansion in their hands and we were safe in the knowledge that they understood business, our business and could rest assured they knew exactly what would and would not be a benefit to our company."