



Airas Intersoft is an international software house specializing in packaged software and custom solutions for the actuarial and insurance markets. Their solutions allow financial services companies to rapidly launch new operations in new countries. Airas operates from their offices in London but has clients all over the world especially in Eastern Europe, Africa and the Far East. Communication is at the heart of their business as they need to be in constant communication with their clients during the entire lifecycle of the projects including pre-sales, sales, development, deployment and technical support. Often the communication involves multiple parties from several locations in conversation for over 3-4 hours.



Business Requirements

'We wanted an independent supplier and a phone system that was economical for making a large number of international calls'
 Bill Ingram, MD, Airas Intersoft

In mid 2006, Airas Intersoft wanted to replace their existing ISDN-based switchboard with a modern, professional phone system. High quality teleconferencing capability was an absolute necessity for the company as long conversations between clients and staff formed the backbone of their business. They also wanted the new phone system to be cost-effective for making a large number of international calls. In addition, Airas wanted to deal with a smaller, independent supplier who would provide a custom solution and responsive service at reduced costs.

Airas did not want to go through with the disruption of informing clients of a new phone number and thus wanted to retain their existing incoming BT number on

the new system. They also wanted to set up professional welcome messages for incoming calls with the option of speaking to a receptionist or dialling into any of the staff extensions directly.

Client	Country
Leading Bank & insurance group	Nigeria
Major Pension Fund	Romania
The world's local Bank	Malta & Ireland
Premier local insurer	Bulgaria
Major local financial group	Hungary
Principal international wealth manager	Ireland
Significant local bancassurer	Czech Republic & Slovakia
Top insurance group	Kenya
Large Caribbean financial services group	Bahamas
Sizeable health insurance & life assurance provider	Romania
Major local life assurance company	Cyprus
Leading financial services group	Malta
Top bancassurer	Slovenia
Major financial services group	Mauritius

Airas Intersoft's clients

VOIPLEX Solution

VOIPLEX proposed a solution based on VoIP comprising a fully-featured, externally hosted switchboard. The solution offered 1p/min calls to UK landlines and over 130 international destinations including several countries where Airas has clients. The professional phone system included voicemail, music on hold, call transfer and caller identification as standard features. VOIPLEX also proposed to set up an Interactive menu selection for meeting the requirement of routing incoming calls to either a receptionist or to any extension depending on the choice of the caller. Moreover, unlimited multi-party conferencing was a standard feature for VOIPLEX solutions and VOIPLEX offered analogue to digital converters to enable Airas to use their existing conference phones. Furthermore, since Airas's requirement was for two dozen extensions, Kinitron recommended sym-



metric broadband (SDSL) connectivity for enhanced reliability and superior scalability for concurrent calls.

'The VOIPLEX phone system had low variable costs which was very attractive for us'

Bill Ingram, MD, Airas Intersoft

Airas immediately became interested in the proposed phone system and decided to make the transition. Once the broadband connection was set up, VOIPLEX staff delivered and installed the phones and the associated network infrastructure. Initially, while Airas were still in contract with their previous providers, the new phone system was operated in parallel with the old one. Airas were using the old system to receive the incoming calls and the new VOIPLEX system to make outgoing calls at reduced charges. VOIPLEX then ported Airas's existing BT number on to the new system and eventually Airas could fully depend on the new system for both incoming and outgoing calls, thus ensuring a smooth migration for their clients. Furthermore they were supported by the VOIPLEX helpdesk who guided and trained all their staff and provided remote support.

Client Experience

The new phone system started working immediately after installation. Airas were able to see a significant reduction in the phone bills based on the 1p/min call charges. Airas could also set up teleconferences with any number of participants at normal phone calling charges (starting from 1p/min) and thus improved customer interaction during the entire software lifecycle at highly reduced costs. In addition Airas staff can use the call divert feature to redirect incoming calls to mobiles and landlines and also get remote access to voice-mail, thus improving connectivity and increasing staff mobility. As the business grows, Airas has the option to install additional handsets and features without any business disruption.

At all times in the relationship, Airas enjoyed excellent service for the initial deployment and subsequent support.

'VOIPLEX have been very responsive to our concerns and they have been there when we needed them'

Bill Ingram, MD, Airas Intersoft



For more information on how VOIPLEX could help your business with voice solutions

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