

Robinson Legal

To reduce costs and lift performance, law firm Robinson Legal selected a highly flexible Aastra 400™ IP Telephony solution that integrated voice, e-mail, text, and faxes and mobile devices – all accessible from just one call number.

Significant cost savings

Specialist commercial and litigation law firm, Robinson Legal, was becoming concerned about the high costs of its 5-year old Panasonic telephone system that was coming to the end of a rental agreement. Rental, line and call charges were costing the firm more than \$36,000 annually yet the phones were only being used to take, make and transfer calls. There were also growing 'hidden' call costs from mobile devices used by staff, which incurred high carrier charges. These mobile devices were not integrated with the firm's office phones.

Robinson Legal was also keen to take advantage of new unified communications technology that could improve its legal business performance and deliver major efficiencies.

"For a legal practice with high operating expenses, reducing and maintaining your outgoings are critically important," said managing partner Dominique Robinson. "After salaries and rent, communications is often your next largest expense and this is an area where you don't have full control particularly when you include mobile phones."

"Aastra is different. It understands the needs of the smaller firm whose communications dollar has to work hard now and over the longer term."

Mobility and flexibility

Lawyers and legal staff at Robinson Legal frequently work away from their offices and they use different devices and technologies. The law firm needed a communications system that could promote collaboration and ensure its office resources were available inside or outside the office.

Robinson Legal reviewed various systems to replace its analogue phones. Offerings from the larger providers were found to be highly expensive for smaller size firms, while carriers simply forwarded brochures on NEC and Panasonic without any follow through.

Dominique Robinson said there was an attitude among the larger providers that smaller firms and businesses only need to review a brochure to select a telephony system. "Aastra is different. It understands the needs of the smaller firm whose communications dollar has to work hard now and over the longer term. Its representatives provided us with a demonstration of the Aastra 400 and its capabilities, which impressed us greatly. In addition to the cost benefits, stand-out features were its security, time saving resources, and flexibility. Aastra also stressed the long term value of its solution where you can grow the system and add applications without having to replace your original equipment or software purchase."

Dominique Robinson,
Solicitor and Managing Partner/ Director, Robinson Legal

The Challenge:

A 5-year old analogue telephony system used by law firm Robinson Legal was costing \$36,000 annually in call line and rental charges yet the phones were only being used to make, take and transfer calls without the multi functional benefits available from unified communications and collaboration.

The Solution:

- ✦ Aastra 470 IP Telephony System
- ✦ 30 x 6739i Color IP phones & licenses
- ✦ Voice Mail
- ✦ 8 x Mobile Extensions
- ✦ 8 x AMC
- ✦ 14 Outlook Connectors
- ✦ Presence

The Benefits:

- ✦ Significant savings in call costs, monthly line charges, mobile and text-use costs for 4 to 600 users on the one solution
- ✦ One-call number to access voice, text and messages enabling employees to be more responsive whether on or off site 24/7
- ✦ High level of security, with voice and signalling encryption for IP/SIP desk phones
- ✦ Strong networking capabilities – particularly important for branch office organisations
- ✦ Low total cost of ownership with moves, adds and changes completed at no cost apart from the costs of handsets and additional licenses
- ✦ Voice, data, video and applications on one network – public or private, fixed or mobile – enabling access to all office functions such as presence, management applications and phone services, as well as manage calendar and contacts
- ✦ Provides tailored configurations to meet unique needs with access to all communication features and applications on an anywhere, anytime basis
- ✦ Flexible deployment – centralized or distributed across 100's of sites, yet seen as a single system with complete feature transparency between sites

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Reference Case

Professional Services

The business case for the Aastra 400 IP Telephony solution was compelling. It offered an all-in-one unified communications and collaboration (UCC) solution that seamlessly integrates communication servers, terminals, software and mobility solutions and applications. The Aastra 400 is highly flexible and scalable, easily accommodating 4 - 600 users on the one system without the need for expensive add-on hardware and software.

Easy integration

The changeover was completed over a weekend. Aastra's award-winning flexibility enabled the solution to be tailored to include the install of an existing SoftLog billing system and include iPhone, Blackberry and Windows mobile devices – all accessible using just one call number

The deployment included 30 highly intuitive Aastra 6739i 9-line IP handsets featuring colour touch screen display and softkeys, full duplex wideband audio speaker, dedicated LED indicators, built-in bluetooth interface and a USB port. The 6739i also features multiple headset connection options, and extensive call management capabilities.

The embedded UCC applications in the Aastra 400 proved a key benefit. They include integrated Interactive Voice Response (IVR) and email notification of voicemail messages that promote strong customer and colleague responsiveness. Team work is further enhanced with group voicemail boxes, instant messaging (IM), presence management and conference call capabilities all standard.

Added value

Least cost routing available with the Aastra Mobile Client application greatly reduces telephone charges, particularly with overseas and interstate calls – an important feature for Robinson Legal whose managing partner and senior consultant spend up to four months per year working away from their Sydney CBD office. With Aastra 400, remote workers' calls are routed over the company's IP network for further savings, while benefiting from the same level of efficiency and functionality as those who are office-based.

"Prior to Aastra, our combined telephone rental, call costs and mobile charges would sit on the balance sheet like an anchor," said Dominique Robinson. "Today however, we can see how Aastra's benefits are creating efficiencies that boost the firm's performance. It is healthier than having to watch call, line and rental charges eat away profit that is better used elsewhere."

The high level of security offered by the Aastra 400, with voice and signalling encryption for IP/SIP desk phones, and strong networking capabilities, has created additional opportunities for the firm.

Robinson Legal is planning to extend the Aastra system to the Sydney and Queensland home offices of its managing partner. "They will be the same Aastra 6739i Color IP phones as those used in Robinson Legal's main office and will also provide full access to the firm's resources."

In the future, there may be acquisitions of additional businesses. Using Aastra 400, the communications needs of these businesses will be able to be included on the existing platform, and further reduce costs.



Aastra 6739i Color IP Phone

To learn more about the Aastra MX-ONE and Aastra's complete product portfolio of SIP telephones, please visit:

www.aastra.com.au

For more information on joining Aastra's reseller program, contact us at partners.au@aastra.com

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