

INTERROUTE CASE STUDY

SECTOR: MANUFACTURING

SERVICE: INTERROUTE UNIFIED COMMUNICATIONS

Good vibrations in the cloud.

Sound and vibration measurement and management innovator Brüel & Kjær improves its global customer support and reduces costs by 50% with Interoute's Skype for Business dedicated cloud solution, Contact Centre and global SIP Trunking solution.

Brüel & Kjær 
BEYOND MEASURE


interoute
from the ground to the cloud

Brüel & Kjær is the world's largest manufacturer and supplier of sound and vibration measurement and management equipment, systems and solutions. It works with some of the biggest corporations within the automotive, aerospace, defence, telecom and audio industries. With customers ranging from Airbus and Ferrari to international airports around the world, its products are the most precise and advanced in the market. As an organisation operating through a network of sales offices and representatives across 55 countries it needed a communications platform that was collaborative, flexible, cost effective and able to support customers globally. It chose Interoute.

Business without borders.

Brüel & Kjær is a global company with employees and customers around the world. In order to support its customers it uses a balance of local sales teams and a central group of engineering specialists that can be shared internationally. This business model requires an integrated communications solution that not only encompasses collaborative working through voice, video and screen sharing, but can integrate with its customer support centre. This integration is needed to enable customer support teams to quickly identify and conference in the right engineering expert to a customer call anywhere in the world in just a few clicks.

Before migrating to Interoute's unified communications platform the company was using a combination of different vendors to support intra office and external communications. This meant a mixture of different legacy systems and software clients were needed for internal, external and call centre communications, making communications complex for employees and leaving the IT team with multiple vendors to manage.

Brüel & Kjær wanted to move to a single system and had already deployed Microsoft Skype for Business, Sharepoint and Exchange using Microsoft online services, but lacked PSTN connectivity, local numbers in the 55 countries it operated in and the ability to integrate its call centre system. It selected Interoute to help simplify and improve its communications across its entire organisation.

Interoute's Microsoft Lync and Skype for Business solution is deployed within its global Networked Cloud Infrastructure platform, using three of Interoute's 14 virtual data centres located in New York, Amsterdam and Hong Kong. Global SIP trunks are integrated into the platform, Interoute provides local in country DDIs and enables calls to the PSTN with simplified billing and cost visibility across the organisation.

With the further integration of Contact Centre into Skype for Business that Interoute has built into its service, Brüel & Kjær's users are able to dial anyone anywhere using the Microsoft solution and support customers through a single communication system.

“We needed to simplify our communications. We had been using two different software clients as well as desk and mobile phones. It was expensive, confusing and difficult to manage.”

William Noble, Unified Communication Architect, Brüel & Kjær

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Enhanced functionality. Rapid delivery. Reduced costs.

With its legacy hardware-based solution proving expensive to operate and maintain, Brüel & Kjær needed a new solution in place fast. Because Interoute hosts and delivers its unified communications from its own global infrastructure platform, it can be deployed rapidly even on a global scale. From contract signature to full deployment took four months for a solution that included local voice, Skype for Business and Contact Centre hosted on Interoute Virtual Data Centre on three continents. It was implemented by Interoute's highly skilled team, experienced in smoothly delivering complex solutions on a global scale. With a standardised model across its global infrastructure Interoute provides flexibility and scale helping its customers rapidly take new services to market. From servers to operating models, the elements are modular and simple to build out.

Transforming customer relationships.

Brüel & Kjær is changing the way that it works with its customers by building closer, ongoing relationships to deliver solution and support services to complement its traditional sales model. An important aspect of this is the way that it communicates with them. Interoute Hosted Skype for Business integrated with Contact Centre brings customers, customer service representatives and in-house experts closer together regardless of geographical location. Features such as screen sharing and instant chat enrich calls, making them more interactive and productive.

"With Interoute we have rapidly increased functionality while reducing our costs by over 50%."

Jonas Toft Olesen, Global IT Manager, Brüel & Kjær

"The way we work with our customers is changing, it's important that we get closer. Interoute's Skype for Business and Contact Centre cloud solution helps us to do that."

Jonas Toft Olesen, Global IT Manager, Brüel & Kjær

“Interoute was the only provider we found who could merge our telephony and Skype for Business solutions on a global scale. Its dedicated team has stayed with us throughout the solution implementation. Interoute has a huge network and global presence and was able to port our numbers everywhere that we needed them.”

Jonas Toft Olesen, Global IT Manager, Brüel & Kjær

A unified communications strategy.

Working with Interoute was a strategic decision for Brüel & Kjær. The unified communications solution improves customer engagement but also supports efficiency, helps track sales activity, market trends and the location of its team of engineering experts worldwide. Interoute’s global cloud has zones in Hong Kong, New York and Amsterdam, ideally located to host Skype for Business and Contact Centre while Interoute One voice DDIs provide the ability to keep costs low with local calling in every location required.

About Interoute

Interoute Communications Limited is the owner/operator of one of Europe’s largest cloud services platforms, which encompasses over 70,000 route kilometres of fibre, 12 data centres, 14 virtual data centres and 31 colocation centres, with connections to 195 additional third-party data centres across Europe.

12 Data Centres

14 Virtual Data Centres

31 Colocation Centres

70,000 route kilometres of fibre network

Engineered for the ambitious.

Its full service Unified ICT platform serves international enterprises, as well as every major European telecommunications incumbent and the major operators of North America, East and South Asia, governments and universities. These organisations find Interoute the ideal partner for Computing, Connectivity and Communications and developing new services.

Interoute’s Unified ICT strategy has proved attractive to enterprises looking for a scalable, secure and unconstrained platform on which they can build their voice, video, computing and data services, as well as service providers in need of high capacity international data transit and infrastructure. With established operations throughout mainland Europe, North America and Dubai, Interoute also owns and operates dense city networks throughout Europe’s major business centres.

For more information visit www.interoute.com.

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