

# Case Study

AMARI PLASTICS / SPECIALIST ENGINEERING PLASTICS

AMARI  
PLASTICS

SEP | SPECIALIST  
ENGINEERING  
PLASTICS

Sister companies Amari Plastics and Specialist Engineering Plastics have been leading the way in plastics distribution for over 40 years, supplying a wide range of products across a variety of industries and to customers large and small throughout the UK.

## The Challenge

The phone systems at Amari Plastics (Leeds) and SEP (Grantham) were old and tired, and the technology was fast

becoming obsolete, so they decided they needed to upgrade and invest in a new system. One of their trusted advisors recommended M12 Solutions, so we competed against some other vendors and ultimately Amari Plastics felt we were the best provider to meet the needs they had.

## The M12 Solution

M12 Solutions provided Amari Plastics with a private cloud DBX Managed Unified Communications system hosted in M12's secure and resilient data centres, but with local phones, applications and wallboards provided in their Leeds and Grantham facilities. Both had been using analogue DECT phones connecting to an onsite PBX, to allow phone calls whilst walking around

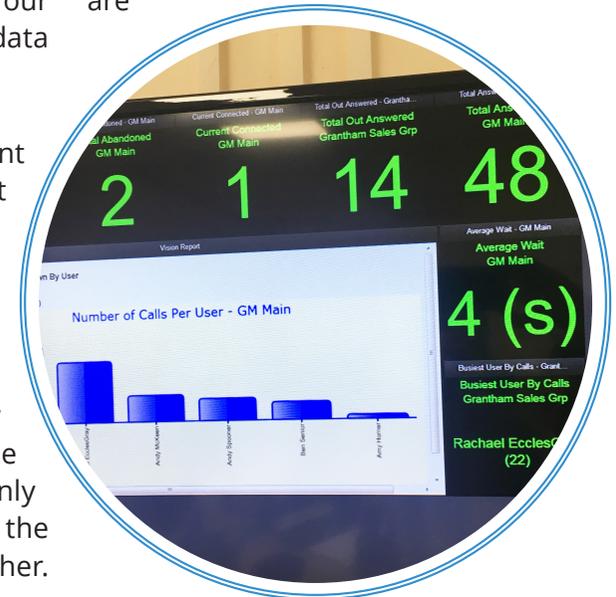


the warehouse. To improve on this functionality, we replaced these phones like for like, with Yealink W52 DECT handsets, along with a repeater to expand the coverage to include the whole warehouse, so that no calls would be lost. This demanded an IPSEC VPN from their site, to our DBX Hosted equipment in our data centre.

We delivered a quick and efficient install by pre-staging it in our test environment, before we even went to site. So on the day we got to site in Leeds, we plugged the handsets in and they could immediately begin using them. We placed both old and new handsets on the desk at the same time, then the downtime was only the duration Telco took to port the numbers from one to the other.

This minimised disruption for the customer and made the transition as seamless as possible. It also allowed users to become familiar with the new handsets and make outbound calls before they went live.

As well as the DECT phones in the warehouse area, we also supplied IP PCS SpliceCom handsets in their sales and admin office, all of which are



able to utilise our hosted SIP trunks in our data centre. We delivered a wallboard showing their call volumes and other statistics, which the customer was given full training on and has complete control over.



DBX offers historic call logging and call recording features. This interface allows them to measure their Sales team's core performance and emails their call stats daily as a .csv file. The team have full control, so they can log in and set up their own reports.

## The Result

We installed the Leeds site at the start of March, and the Grantham site the week prior to this. The data connectivity allows both sites to call one another internally, therefore giving the illusion of a single system across both branches.

Navigate allows the team to identify inbound calls with their 1600 contacts imported. They can look up contacts from their database and click to call them simply and easily. They also have the iPCS app on their iPhones, to simulate their office phones when they're out of the office. This means that they can receive office calls anywhere in the world as long as they have internet connectivity.



## Their Testimonial

Edward Arnott, General Manager of Amari Plastics, Leeds, says "We had been struggling along with an aging phone system for too long and having been introduced to M12 we were impressed by their understanding of our needs and the technology offered through DBX Managed. The pre build of the

phone system meant time on site was minimal, and we received excellent on site training prior to the number port which took an impressive 3 minutes, this 3 minutes was the only down time experienced."

Matt Harris, M12's Head Engineer says: "We are so pleased with how both installations went and the solution we put in place for Amari Plastics. We look forward to doing further installations for their umbrella company, Vink UK. The success of our implementation for Amari in Leeds and SEP in Grantham should lead to further sites being installed, so we can replicate our success across the rest of their branches."

