

CASE STUDY

Seamless Business Continuity During Modernisation of Communications Architecture

Customer: Iconic Australian motoring clubs and mutual organisations, offering motoring services, insurance, travel services, and financial services and other services

Location: Melbourne, Australia

Industry: Motor industry club and associated services

nimbus Hub is helping one of Australia's longest running and more traditional automotive clubs maintain business continuity and customer connectivity during a strategic migration of its communications platform to IP Telephony. nimbus Hub, integrated with Telstra's TIPT solution, provides the customer with an integrated web-based portal, to manage ad hoc call forwarding of individual telephone numbers and other functions.

At a glance

Challenge

- Maximise efficiency of migration to cloud-based telephony system. Maintain as many of their original phone numbers as possible to limit customer/member/partner communication challenges during & after telephony migration.
- Overcome challenge of phone number ranges misalignment, whereby some numbers could not be migrated to new platform without impacting staff at other locations.
- Avoid incurring significant cost related to temporarily diverting old phone numbers.

The Challenge

In late 2020, one of Australia's longest running and more traditional automotive clubs decided to deploy a cloud-based Microsoft Telephony Solution to replace an outdated legacy PABX solution, as part of its strategic focus on modernising its communications architecture.

To minimise any disruption to their customers and business partners, the organisation, which relies heavily on member/customer service and loyalty to drive marketing and services-based growth, needed to migrate their phone number system as seamlessly as possible, with minimum disruption and cost.

The customer's IT team sought a simple self-managed solution to complete the phone number migration without losing the calling party's CLI, consuming local trunk capacity or risk damaging the organisation's relationship with its trusted membership.

At a glance

Solution

- Create & manage unlimited schemes that allow call forward destinations to be stored in advance & to be activated instantly with a simple mouse click.
- Modernise its communications architecture by activating the call forwarding and other features from any web enabled device at any location at any time.
- Seamlessly, and with minimum disruption to business continuity or customers/members, migrate all services off the existing number ranges (at the carrier level) to the new platform.
- Retain key telephone numbers for their original users.

The Challenge continued

Key issues and challenges were to:

- Maximise the efficiency of the migration to the cloud-based telephony system.
- Maintain as many of their original phone numbers as possible to limit customer/member/partner communication challenges during and after the telephony migration.
- Overcome the challenge of phone number ranges misalignment, whereby some numbers could not be migrated to the new platform without impacting staff at other locations.
- Avoid incurring significant cost related to temporarily diverting old phone numbers.



The Solution

nimbus, in conjunction with the customer's telecommunications partner, Telstra, started working with the customer in December 2020 to deploy nimbus Hub, an integrated web-based portal, to manage ad hoc call forwarding of individual telephone numbers and other functions.

The solution, deployed and in production from January 2021, enables the customer to:

- Create and manage unlimited schemes that allow call forward destinations to be stored in advance and to be activated instantly with a simple mouse click.
- Modernise its communications architecture by activating the call forwarding and other features from any web enabled device at any location at any time.
- Seamlessly, and with minimum disruption to business continuity or customers/members, migrate all services off the existing number ranges (at the carrier level) to the new platform.
- Retain key telephone numbers for their original users.

At a glance

Result

- Partially completed migration to Microsoft Platform free of interruption to existing operation.
- No disruption to clients or business partners during migration process.
- Looking forward to project completion with minimal impact to business.

Case Study April 2021

The Result

The customer has now partially completed the migration to their Microsoft Platform without interruption to their existing operation and no disruption to their clients and Business partners.

All parties in the process are very happy with the result and are looking forward to the completion of the project with minimal impact to the business.



nimbus

About nimbus

As one of Australia's fastest growing technology innovators, nimbus is at the forefront of the future of work, providing integrated tools to optimise human endeavour, drive positive business results, and create a "live anywhere, work everywhere" world.

Through future-proofed, cloud, patent protected software, nimbus transforms employee management capabilities for location-based, remote, and work from home staff with compliance, workforce optimisation, and business continuity solutions.

nimbus' suite of Software as a Service products are deployed by some of Australia's top ASX companies, and globally by organisations and Government in the United States, the United Kingdom, Mexico, Canada and the Middle East.