

CASE STUDY: LEGAL

PRIMUS' HOSTED PBX DELIVERS UNIFIED VOICE SOLUTION FOR NATIONAL LAW FIRM

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– Dharam Dheensaw, Director of Operations, Thorsteinssons

 THORSTEINSSONS LLP
TAX LAWYERS

SUMMARY

Region:
Southern ON, BC

Industry:
Legal

Locations:
2 (Toronto, Vancouver)

Employees:
100+

Solution:

- Hosted Phone System – 130+ phones
- Softphones - 14
- Ethernet over Fibre

Key Result:

Deploying Hosted PBX has allowed Thorsteinssons to unify the two offices, and save time and money on frequent phone moves and changes.

BACKGROUND

Thorsteinssons is Canada's largest law firm exclusively practicing tax law and has two offices (Toronto and Vancouver).

BUSINESS CHALLENGE

In 2009, the company realized it had an antiquated PBX phone system nearing end of life in each of its locations. Both systems were very unstable and carried high service costs. The two office phone systems were completely independent and the company was incurring high long-distance charges for calls between the two offices.

In the legal industry, business operates on a 24/7 schedule. Every minute counts and a missed call could result in lost business or unbilled hours. A firm's phone system should keep pace, servicing its lawyers from their office, home or mobile workplace. However, Thorsteinssons' antiquated PBX system was not accommodating these needs.

"We regularly performed internal office shuffles (moves, adds, changes, etc.) for lawyers and staff, and with our old PBX, this meant incurring downtime, maintenance charges, and undue hassle for each of these phone moves/changes," recalls Dharam Dheensaw, Director of Operations for Thorsteinssons.

Dharam reviewed several options for the law firm's new phone system and decided that Primus' Hosted PBX System was the perfect fit.

"We had been using Primus for quite some time for our Internet Broadband connection and were very happy with the quality of service. Primus Business Services was the only major provider at the time that offered a national Hosted PBX Solution and having everything merged onto one account was appealing."

Dharam said the firm was also interested in Primus' HPBX solution because it eliminated the hefty upfront equipment costs of premise-based systems. The company could rest assured that its hosted equipment technology would

continue to be upgraded to meet future practice needs without having to incur the additional costs and downtime that they were experiencing to repair and/or upgrade their premise-based phone equipment.

SOLUTION

Thorsteinssons initially installed 110 phones across both offices in every office and workstation, but grew to 130 phones in a few years. Due to the nature of the legal business, they needed a mobile solution that allowed staff to use their laptops to make and receive calls from anywhere, so they also installed 14 Softphones.

The firm's Primus Hosted Phone System runs over Primus' managed, secure data network which takes away the responsibility of the firm having to buy, lease or maintain an on-site phone system and separate telephony connections.

"We recently upgraded our Broadband to Ethernet over Fibre – a managed solution as well because we needed to speed up our Internet and office-to-office connections. With more data transfers between offices to conduct our business, our web content wasn't appearing quickly enough for online legal research."

KEY RESULTS

Bridging Multi-Locations

- The company's old PBX's didn't allow for four digit dialing between locations, so they kept incurring long distance costs totaling thousands of dollars per month. With Primus' Hosted PBX, they were able to bridge the geographic gap between the Toronto and Vancouver offices. Anyone could dial a four digit extension to connect with employees at the other office, eliminating long distance charges for office-to-office calls.

Time-of-Day Routing

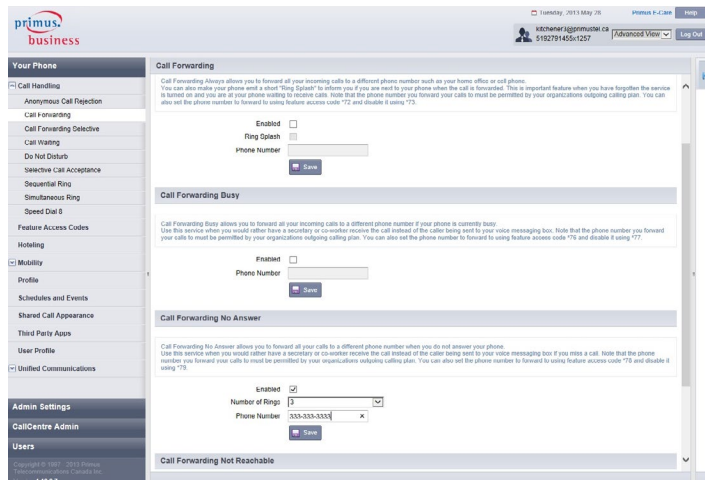
- It enabled the firm to forward incoming calls to the other office when needed. They could call-forward Vancouver reception calls to Toronto in the early morning and call-forward Toronto reception calls to Vancouver in the evening to increase their window of availability to clients.

Enhanced Features

- Employees could take advantage of the great features of the Primus portal – programming features in order to send voice messages to email, use Softphones, and Find Me, Follow Me to have their important office calls always reach them.

Flexibility to make Quick Changes

- They could easily add or move phones around when new employees joined – simply by unplugging the phone and plugging it into the new location. No costly service calls, no downtime and no hassles.



Screen Image from HPBX Admin Portal

When asked about any other important features of Primus' HPBX, Dharam said: "From a Disaster Recovery (DR) perspective, having our voicemail stored somewhere else is an effective DR plan for our firm. It gives us the ability to forward our lines between sites should we have an emergency, and all of this is transparent to the client."

"We were able to accomplish our telecommunication goals without incurring any additional monthly costs over what we were paying with our older, independent PBX systems. We were able to get cutting edge technology without the high-end upfront costs or recurring costs (for maintenance charges, repairs, etc.)," concluded Dharam.

About Primus Business Services

Primus Business Services is a national leader in advanced communication solutions, providing a comprehensive portfolio of voice and access solutions. Over 45,000 Canadian Businesses rely on Primus' industry leading service and support commitment that delivers reliability, security and compliance. When you partner with Primus, you get access to a dedicated Account Representative and team of experts who will collaborate with you on your business requirements.

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