NUVIAS | UNIFIED
COMMUNICATIONS
formerly SIPHON

hSo steps up its Unified Communications (UC) Offering by Partnering with SIPHON

Background

Headquartered in Aldgate, East London, hSo offers data and voice services to enterprise customers across the UK through the full implementation, deployment and management of Network, Cloud and Telecom solutions that adapt to the flexible needs of modern businesses of all sizes.

The key hSo value proposition is 'anytime anywhere' access to business applications, a guarantee that it's able to underpin as a result of its own core, low-latency, resilient MPLS network.

Challenge

The hSo management team was keen for its service set to evolve in a way that would enhance its voice offering by coupling this with its comprehensive set of connectivity, communication and cloud services. They began looking for ways to deepen the engagement with its high-value connectivity customers by providing overlay services that would reward their loyalty by giving them the edge in their respective industry sectors. It didn't take long to identify an opportunity that could help its customers access their applications anytime, anywhere in a way that would complement its existing range of services,

The main obstacle that needed to be overcome to achieve these goals was that its first platform was struggling to scale both operationally and commercially. On top of this, the platform simply couldn't support an

hSo:

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adequate range of Unified Communication (UC) features.

Leaving these challenges unattended was not an option as hSo cares passionately about its customers having access to the best service set on the market via a fully integrated solution. Customers want someone to provide a comprehensive set of services and manage it all for them as seamlessly as possible, so their IT teams can focus on business-critical applications. Through their technology partnership with SIPHON, hSo can achieve this and more by offering the most integrated combination of network and voice services to these high value customers.

Avner Peleg, Customer Development Director at hSo, explained: "Keeping our platform offering sufficiently up-to-date to support current UC features was a constant challenge and the pace at which the UC market was evolving made things even more complex. There was also the question of scalability, which had become increasingly expensive as our customer base grew and also carried hefty support costs. It didn't require much due diligence to prove that a cloud-based service was the way to go."

Solution

SIPHON was the first and is still the sole delivery partner of BroadCloud in the UK, so once hSo identified BroadSoft as the leading vendor of voice and UC service platforms, it was a logical progression for them to make from their initial platform and other premise-based offerings.

Commenting on what it's been like working with SIPHON, Peleg continued:

"Aside from the fact that they are very flexible and easy to get along with, SIPHON offers an experience and depth of knowledge on BroadSoft technologies

that's unrivalled in the UC market. By accompanying us to our customer meetings, SIPHON reinforces the depth of our partnership, an addition to the top-class commercial and technical support that they already provide to us. It was critical to us that SIPHON was able to address our scalability challenge by migrating our entire user base to a dedicated BroadWorks platform once we hit a certain number of users. The professional services offering from SIPHON was another sweet spot in the installation and enablement of our brand new hosted deployment. Alongside relevant training that made sure our team was completely up to speed with the requisite knowledge to go it alone, SIPHON has eased our migration every step of the way."

The technology partnership continues to grow between hSo and SIPHON, as Peleg explains:

"When we started out, it was solely the BroadCloud offering, SIPHON's white-labelled cloud-voice solution from BroadSoft, that we were using. Soon afterwards, we added Polycom and Yealink endpoints and it didn't take long for us to realise that we could, and should, rely on SIPHON for further installation services to support our strategic hosting objectives whilst at the same time getting our team upskilled to tackle future requirements."

"Considering our ambitious vision for the future, we're still at a relatively early stage with our BroadCloud roll-out, but we have been very pleased with how it's all ramped up so far. A substantial number of users have already been transitioned across to the BroadCloud service and we've received very good feedback from these users on the service and support. This new capability to offer UC and collaboration services has proven to be a step-change for us by creating a growing pipeline that we can confidently service."