



About

Tancroft is an expert in providing totally bespoke solutions that are designed to meet the requirements of brand leaders and leading edge businesses in Central London. Its client roster includes The Savoy Hotel, Barclay Brothers, Faber & Faber, Dune, Mizuno, London Overground, as well as DVB Bank, Cambridge Associates and more than 60 other highly regarded organisations within the Financial Sector. This means that Tancroft is extremely well positioned to deal with the most discerning clients' expectations. The consistent delivery of top quality Mobile and Fixed services within a constantly evolving telecoms industry requires an expert team comprising both highly technical and customer-focused skill-sets. As an organisation, Tancroft achieves this by offering unparalleled customer service through a dedicated support team and industry-accredited technical account management.

Background

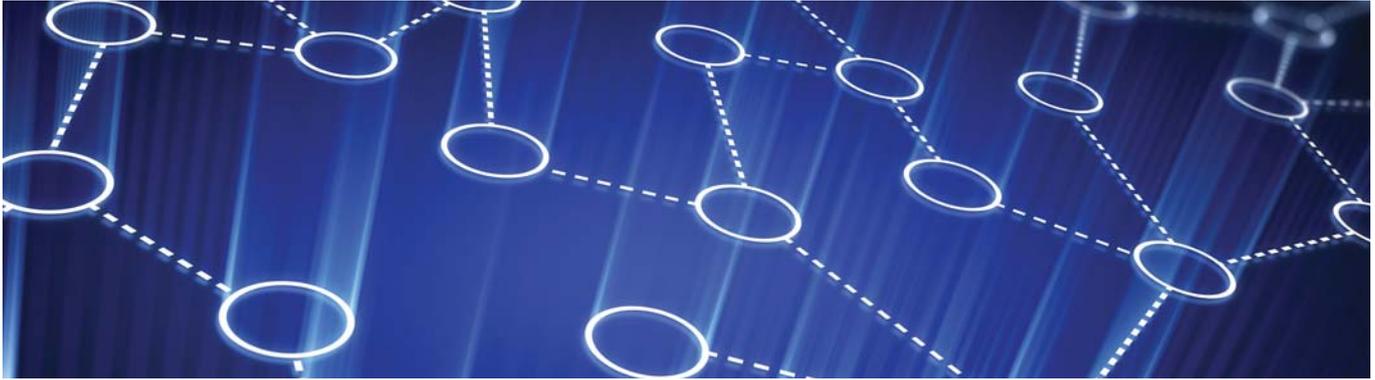
Having built a strong reputation around the delivery of secure mobile services to the financial services sector, Tancroft wanted to expand its service portfolio with a cloud-based UC offering to its clients. To appeal to this technology-savvy customer base, security, high-availability and feature-richness were top priorities.

"We spent some time looking at several solutions that would have been built around an established service offering from some of the more well-known players in the marketplace," said Phil Clarke, Fixed Technology Director at Tancroft. "Quite early on, we concluded that they were all strikingly similar, like a check-list of PBX features, too heavily-weighted towards voice provision rather than the customer experience," Clarke continued.

"Our customers are often very well educated about the solutions that are available. They want to be at the cutting edge, but obviously aren't prepared to compromise on quality," added Clarke.

"We wanted to move beyond legacy voice to a full UC experience that would guarantee the innovation and quality that our customers associate with the commitment they have come to expect of Tancroft."

*Phil Clarke,
Fixed Technology Director, Tancroft*



Solution

“After our initial discussions to select a supplier from among carriers and what you might call the more obvious choices, our attention turned to BroadSoft and its UK partner, SIPHON,” said Clarke.

“The BroadSoft brand was familiar to us and we were hugely impressed by the skills SIPHON was able to demonstrate in Cloud UC. We wanted a partner that would work with us to evolve our business by enabling us to build our own platform that we could grow over time in line with our expanding business,” Clarke went on. “We needed someone who understood how to deliver a fully integrated, end-to-end experience, together with a service wrap that would underpin the high level of service already offered by Tancroft to its own customers.

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“BroadCloud PBX has been specifically developed with both resellers and end customers in mind. It has an intuitive self-service portal and provisioning tool that enables us to manage the entire transaction with our end customers. This covers everything from quotation through to service delivery and on-going support. However, our partnership with SIPHON doesn't stop there. SIPHON also supplies all of our Customer Premise Equipment (CPE) via an automated API, as well as managing all of the logistics that are necessary to deploy and maintain the service. As and when we need it, SIPHON can also provide engineering services to support our customer deployments and as we roll out the new service suite, we will be able to draw on end user training, if required,” concluded Clarke.

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