

Filofax

Case Study

Introduction

Filofax has its roots in a personal organisation system sold by mail order in the 1920s. Nearly six decades later two avid users of that system founded their own company, marketing Filofax products from their home.

Such was their belief in its potential that in 1980 these two pioneers purchased Filofax outright, and set about developing the company into the household name it has become today.

In 2001, the Letts Filofax Group was formed after Charles Letts and Company Limited acquired the Filofax Group.

“The Pinnacle team is personable, professional and helpful. They have retained staff over the years meaning the customer gets one point of contact that is experienced, knows the account background and can also be flexible.”

Adam Lewis
Group IT Manager



Business expectation

Filofax had two major issues they wanted Pinnacle to address:

- Linking their London, Crick and Burgess Hill offices to improve internal communications.
- Reducing their telephony costs.

Business solution

Pinnacle recommended that Filofax install the Avaya IP500 phone system with IP Handsets in all three offices.

To minimise IT support costs, Pinnacle centralised the management of voicemail in one office.

Pinnacle suggested moving away from the analogue system that required one line per user, to more efficient digital services on ISDN lines as a way of reducing line rental costs.

Finally, Pinnacle advised installing SIP trunks to improve the system's resilience. Should one line go down, the SIP trunks would provide an alternative route for all business calls.

Results achieved

All three Filofax sites have been upgraded and successfully linked.

The new system has made internal calls between sites cheaper and easier, while a centralised voicemail has reduced costs in IT support.

The Filofax workforce is now more flexible and efficient, able to work with familiar technology in any of the three offices. Wherever they work, their personal DDI's and voicemail can follow them to each office via remote Hotdesking.

All this means Filofax can now offer their customers a better service with operational costs substantially reduced - the company estimates that Pinnacle's solutions have saved 30% on revenue expenditure per annum and that capital expenditure will be cost neutral within 4 years.

Pinnacle has a unified solution for every business, from oil companies to film producers, education providers to insurance brokers and beyond.

To find out how we can help your business, email enquiries@pinnaclecoms.com or call us on +44(0) 207 401 4780

258 Waterloo Road, London SE1 8RG

"Pinnacle's proposal was very thorough, with a lot of work done pre-install to work out a solution that would fit our exact requirements. The install was delivered within budget and on time. The experience with Pinnacle was very positive."

Adam Lewis
Group IT Manager

Integrated technology

- Avaya IP Office 500
- Avaya 1600 IP Handsets
- Avaya Voicemail Pro
- Digital Services on ISDN lines
- SIP Trunks
- Small Community Networking Technology to link sites seamlessly