



Press Release from SpliceCom

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SpliceCom's maximiser Unifies Communications for Lance Owen

31st January 2006 - Chorleywood, UK: SpliceCom, the IP convergence company whose **maximiser** platform combines voice, video and web enabled IT applications, has been selected by The Lance Owen Group to provide an IP Business Telephone System across their eight car showrooms & Group Parts & Service Centre.

This installation of **maximiser** has allowed the London based Vauxhall and Saab specialist to present a unified image to their customers - whichever location they choose to call - improve the efficiency of staff conducting phone calls and data transactions between sites, in addition to dramatically reducing their telecommunications costs.

Established in 1987 by Chairman & Managing Director Lance Owen, the business has grown from the original branch in Kingston upon Thames to now encompass seven showrooms inside the M25 to the South West of London, in addition to the West Byfleet based Group Parts & Service Centre. Holding the Vauxhall & Saab franchises for this corridor of the capital, Lance Owen has over 40,000 customers, employs over 200 staff, with an annual turnover in excess of £45M. During 2005 Lance Owen sold more than 3,500 vehicles, delivered in excess of 75,000 hours of technicians' time and supplied over £8.5M of Vauxhall & Saab spares.

Lance Owen chose BT's Metro VPN to satisfy their need to pass voice and data between their sites. With a 2 Mbps service to the four largest sites & 256 kbps to the other four showrooms, the ability of BT's offering to provide Quality of Service (QoS), ensuring telephone calls could be sent between sites "in Real Time," so preserving the integrity of speech, provided crucial in its choice.

After selecting the underlying infrastructure, the focus then fell upon the telephone system. A chance sales call from Bromsgrove based VAR TMG plc introduced Lance Owen's Operations Director, Charles Stakowski, to an exciting new system from a British company. "SpliceCom's **maximiser** was exactly what we were looking for in a new telephone system. Pure IP in its design, I especially liked the idea of it offering lower cost analogue system phones - ideal for the majority of our employees - in addition to higher specification IP phones. **maximiser's** ability to provide a single unified telephone system across our entire business, its flexibility in both provisioning and use and its pricing structure for upgrades - allowing us to clearly understand exactly what it will cost us to add more extensions at an existing showroom or to bring a new location on-board - made it the clear winner for Lance Owen."

maximiser's modular construction made the installation process very straight forward. The first four sites were installed in four days. After a weeks break, the second four sites were also installed in the same time period. "The TMG engineers that were sent to our various sites were professional and were prepared to go out of their way to get the job done. Overall, we were very impressed with the attitude and determination of the team to provide us with a fully working system as soon as possible. Such levels of service are rare amongst our suppliers and I would not hesitate to recommend TMG and the SpliceCom **maximiser** system. It's a great product and we have yet to find anything that it cannot do," stated Andy Jackson, Group IT & Warranty Manager.

"The installation of the VPN and the **maximiser** telephone system was directly responsible for a 15% improvement in staff performance," stated Charles Stakowski. "We've achieved cost savings by eliminating the need for the external company we'd traditionally used to answer and transfer calls made to our 0870 number. Add to that the use of a single

service between sites for all voice and data traffic and its clear to see just why we're so happy with the new system." By deploying a single telephone system and the same handsets at each of their eight locations its become far easier for The Lance Owen Group to present a unified image to their customers and removed the niggling communications issues faced by their managers as they move between sites.

"**maximiser** allows us to automate many aspects of the day-to-day management of our company communications, freeing up time that can be more productively spent addressing more strategic issues," continues Charles Stakowski. "The SpliceLog call management system automatically generates an email to the Group directors should any call exceed pre-defined time or cost thresholds. The same is true for calls placed to high cost premium rate numbers. We also use the in-built call recording capabilities of **maximiser** for training and reference purposes. Once again, these call recordings can be automatically emailed to the relevant departmental manager."

SpliceCom's **maximiser** has provided Lance Owen with a single, unified, business telephone system that will allow the business to continue its expansion safe in the knowledge that it will no longer need to worry about capacity planning. The Group also intends to investigate how other system features could further benefit their business. This includes Mobile Extension Anywhere, to seamlessly deliver personal DDI and Departmental calls to managers when they're out on the road - and to allow them to transfer the call to other colleagues - Hot Desking for employees who move between sites and SpliceQueue, which provides real-time wallboard information on calls queuing for a business department or marketing campaign, etc.

Benefits and Project Highlights

Project Highlights

SpliceCom's **maximiser** has allowed The Lance Owen Group to provide a single unified business telephone system across its eight sites. Linked via a BT VPN and rolled-out over an eight-day period, **maximiser** helps Lance Owen to provide a consistent image to its customers' and suppliers' - no matter which location they might ring - and allows those employees visiting a different office access to identical facilities as their own.

Customer Benefits

- Improvement in customer service levels.
- Presents unified Group image
- Easy to transfer calls between Group locations

Commercial Benefits

- Scalable, IP based, modular system with no capacity limits provides a platform for future business expansion plans.
- Communications management enhanced through Call Recording and Call Management.
- Previous requirement for 3rd party 0870 call answering and transfer service eliminated.
- Single Virtual Private Network (VPN) transports voice and data between sites - reduces costs and increases bandwidth.
- Increased VPN bandwidth produced an Immediate 15% increase in staff productivity.

Staff Benefits

- Single system allows calls to be routed or transferred seamlessly between locations.
- Personal choice of using desk-top telephone with our without PCS 50 Phone Partner application.
- Mobility and Hot Desking for key staff to be explored.

Notes for Editors

SpliceCom is a privately-funded company, whose management team were behind the two most successful UK voice and data convergence companies of the 1990's - SDX Business Systems and Network Alchemy. SpliceCom's **maximiser** product family combines voice, video and web enabled IT applications within a single system, providing tangible business benefits for all types of companies, irrespective of their size. Having commenced shipments in early

2003, **maximiser** was voted the "Most Innovative Product" at one of the UK's premier communications trade events, Comms Channel Expo 2004, whilst SpliceCom's PCS 50 for Mac OS X IP Softphone/Phone Partner application picked up this year's award. **maximiser** accounted for 16% of IP PBX shipments in the UK between April & June 2005 according to the latest figures from industry analysts MZA.

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