

# PARTNERSHIP CASE STUDY

InterCall partners with AudioCodes to extend the reach of its productivity-boosting hosted UC solutions.

InterCall is one of only a few service providers in EMEA capable of delivering a complete Unified Communications (UC) solution. Wherever organisations are on the UC journey InterCall is equipped with the complete range of technologies, Professional Services and support required to deliver bespoke, scalable and cost-effective solutions exactly as individual organisations need them.

## Background

As part of this approach, called 'UC Your Way', InterCall sought a technology vendor that could help enhance its market proposition and complement its expertise in designing bespoke Microsoft Lync solutions with a range of hardware and services that ensure customers enjoy the best possible experience.

Having undertaken a rigorous selection process, InterCall selected AudioCodes based on three vital points of differentiation:

- Its proven expertise and track record in working with Microsoft technologies.
- Its geographical reach supports InterCall's customers across EMEA and beyond.
- As a designer and manufacturer of advanced Voice over IP (VoIP), converged VoIP and data networking products and applications, InterCall was attracted by the firm's strong focus on bringing innovative yet highly affordable hardware to the market.

"We selected AudioCodes as a primary partner because it is uniquely differentiated from the competition through its ability to offer a one-stop solution that incorporates everything from standard endpoints, gateways and Survivable Branch Appliances (SBAs) to Professional Services and applications such as call recording" explained Tanya Seaton, Channel Sales Manager, InterCall.

With 20 years of product development and deployment experience in over 100 countries, partnering with AudioCodes gave InterCall an unmissable opportunity to extend its reach. Today, AudioCodes white-labels services in geographies where InterCall does not have a physical presence.

Technologically, AudioCodes has a comprehensive solutions portfolio for Microsoft Lync, called One Voice for Lync. Having access to this allows InterCall to manage all customer relationships, deliver the Lync application – whether Hosted or On-Premise – and design a tailored service while AudioCodes provides the supporting technologies that ensure customer SLAs are always met, even if Internet access goes down.



## Quick View

### PARTNER:

AudioCodes: market-leading designer and manufacturer of advanced VoIP, converged VoIP and data networking products and applications.

### RELATIONSHIP:

- AudioCodes' One Voice for Lync hardware and support portfolio supplements InterCall's UC service
- AudioCodes whitelabels InterCall's UC service to support EMEA-wide customers

### BENEFITS:

- InterCall customers enjoy extended support across EMEA
- Customers also enjoy increased productivity with InterCall's hosted Lync solution
- IT Managers can maximise their UC investment by driving up user adoption rates with revolutionary yet affordable IP phones

“We are delighted to have been selected by InterCall, one of the leading Hosted Lync 2013 providers in EMEA, to supply our One Voice for Lync combined products and services portfolio. During InterCall’s thorough selection process our equipment proved to be superior in quality and functionality for Hosted Lync environments,” Yaniv Epshtein, Director of Sales, UK & Nordics, AudioCodes.

## Delivering ‘UC Your Way’, together

As part of InterCall’s customer promise – to deliver flexible Unified Communications shaped to fit individual business needs – the service provider is forging ahead with its Hosted Lync service in cooperation with AudioCodes.

Graham Rawles, Technical Director, InterCall explains: “Our vision is to offer our customers unparalleled productivity, hence we decided to offer Microsoft Lync as a Hosted service. In order for us to focus on the service, while maximising operational efficiency, we decided to align with AudioCodes on their One Voice for Lync offering. We found that being able to source both IP Phones and Survivable Branch Appliances (SBAs) from a single reputable vendor, not only simplified our logistics and operational overhead, it also plotted a clear support structure for us.”

## Innovating for the future

Both companies believe their mutually beneficial relationship will continue to deliver innovative technologies into the market, accelerate the adoption of Unified Communications and enhance the user experience.

InterCall’s Seaton comments: “We are very familiar with the high quality of AudioCodes offering. The fact that we were able to migrate enterprises from OCS to Lync 2010 and now to Lync 2013 demonstrates that AudioCodes’ products are future-proof and possess extensive VoIP integration capabilities. The addition of the 420HD Lync Compatible IP Phone is an exciting step forward to make Lync more attractive to our EMEA customers.”

The latest product line in AudioCodes’ One Voice for Lync portfolio to be launched is the 400HD Series Lync Compatible IP Phones, which Epshtein believes will transform user adoption rates.

“Previously, one of the challenges with Lync take-up was that users were reluctant to make voice calls via their PCs, yet handsets were often prohibitively expensive,” notes Epshtein. “What’s exciting about this 400HD series is that they offer enhanced voice quality and clarity for users of Microsoft Unified Communications. They are fully interoperable with customers’ existing infrastructures, they are the first endpoints to be RTA compatible, and they come to the market attractively priced, making them the ideal choice for large multi-site enterprises and small businesses alike.”

In recent months, the relationship has cemented further with AudioCodes launching a certification programme for its One Voice for Lync portfolio. InterCall is the first service provider in the UK to gain certification, which gives its customers fast access to the latest technologies that will help them create an optimised UC environment that works for them now and into the future.

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