

Snapshot

Australian Property Funding Group (APFG) is a specialist in real estate funding with offices in Sydney, Melbourne and Brisbane, as well as overseas in China and the Philippines. The Sydney office alone has around 100 staff, mostly specialising in financial consultancy.

"MyNetFone gave us the flexibility that no other telco could."



Location: Sydney, NSW

MyNetFone Products:

Virtual PBX 8 line + 195 handsets

1300 Inbound Number

Virtual Fax

Business DSL

The Challenge

With several offices spread across Australia and overseas, APFG needed a telecommunications system that enabled their staff to collaborate and communicate cost-efficiently across all of their global offices and their growing client base.

Traditional landline services were no longer an option for the group, due to the cost of making internal and international calls between offices. Operating across multiple locations also made it difficult to transfer and handle calls between staff. Moreover, they did not want to be restricted by the number of phone calls they could make, nor be hit with any exorbitant phone bills at the end of the month. They needed a flexible and more economical solution for their voice communications.

The Solution

To be able to communicate efficiently across all departments, APFG chose MyNetFone for their telecommunications services. MyNetFone delivered an affordable and feature-rich communications solution that catered for the Group's heavy internal voice traffic as well as its client-facing needs.

MyNetFone's Virtual PBX service has provided a convenient and cost-effective solution for APFG to easily connect with both internal and external stakeholders, while reducing international call costs and line rental fees.

Services

MyNetFone provided APFG with a range of business-grade communication solutions. The core service was the 8 line Virtual PBX phone system which comes with 20 included Direct-in-Dial numbers (DIDs).

APFG were in the perfect position to take advantage of the Virtual PBX's 'Line Pooling'. This unique feature lets an unlimited amount of handsets and numbers share a selected number of concurrent phone lines, in this case 8 lines. APFG would rarely have 8 phone lines making external calls at the same time. This meant all staff could have their own phone number and handset, while sharing the pool of 8 concurrent lines. This allowed the Group to cut costs by only paying for what they used.

The Virtual PBX connects to MyNetFone's Business DSL, which provided sufficient data for quality voice calls at great value. MyNetFone also supplied 1300 inbound numbers so that APFG's customers could call them at a local rate. In addition to voice services, they also chose a Virtual Fax service to send and receive business faxes via email, eliminating the need for bulky fax equipment.

Handsets

With executive and basic handset options available, APFG had no problem finding the right handsets for their specific business needs. MyNetFone provided a total of 195 IP handsets including Yealink SIP-T41P and Cisco SPA504G models. The majority of these handsets were used for the Group's heavy internal traffic, which is all included free over the MyNetFone network.

Purchasing the handsets outright meant they could avoid paying ongoing 'per user' fees. These cost-efficient handsets have all the functions needed for general phone use.

Cisco SPA504G is a full-featured business-class IP phone equipped with a monochrome backlit display. This Cisco handset also supports HD Voice, delivering optimal audio and speaker quality.

Yealink SIP-T41IP delivers outstanding voice clarity and ease of use. With elegant aesthetics and 18 programmable on-screen buttons, this handset has optimised feature controls designed for business use.



YEALINK SIP-T41IP



CISCO SPA504G

Results

Improved Cost Efficiencies

With no line rental, reduced call rates, line pooling and free internal communications to all departments.

Seamless Call Handling

Features such as auto-attendant, hunt groups and call forwarding help streamline how calls are handled.

One Provider, Whole Office

Get a complete office telecom solution including phone, internet, 1300 numbers and fax.

Free Internal Calling

Calls between staff and offices using Virtual PBX are completely free. Even internationally.

Affordable IP Handsets

Choose from a range of executive and basic handsets, reconfigurable for user convenience.

Future-proof Phone System

Virtual PBX works on the NBN and uses modern IP communications.

Scalable Solution

Start with two lines and scale to 50+ as your business grows.

"MyNetFone gave us the flexibility that no other telco could. Being able to share phone lines between staff made the Virtual PBX a lot more affordable than the alternatives on the market. With many of our staff based in offices overseas, free internal calling between these international offices was a huge bonus for Australian Property Funding Group as we could eliminate that cost entirely."



Tony Lam
Managing Director
APFG

myNetFone
Business

Call a business specialist today. **1300 733 995**
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