

Case Study

Virtual PBX



SNAPSHOT

Client: HRMWEB



Location: Headquarters in Canberra, ACT

Staff: 13, including Australian staff temporarily located in other parts of the world i.e. Pakistan, China and Japan

MyNetFone Products:

- Virtual PBX with 4 voice lines
- Virtual Fax
- 1300 phone and fax numbers
- Softphones

HRMWEB provides coaching, consultancy and online solutions to help businesses streamline workforce management. The company enables clients to optimise workforce resources, save time and money, gain control and increase accuracy and compliance of staff administration functions.

MyNetFone's Virtual PBX phone system, combined with desktop

softphones, delivers the flexibility for HRMWEB to easily expand its phone system capacity in alignment with increased headcount. Access to inexpensive international calls over the Internet has also enabled HRMWEB to expand internationally, with staff now located in Pakistan and China.

Challenges

As a small business, HRMWEB needed to extract maximum value & longevity from its investment in technology and telecommunications equipment. Solutions need to be user friendly and intuitive to empower non-technical staff to not only efficiently use the phone system, but also make system changes in real time to keep up with business needs.

HRMWEB has been a MyNetFone customer since 2009, initially with a multi-line Voice over IP (VoIP) trunk service. To support the growth of the business, the team at HRMWEB recognised a need to deploy a more sophisticated VoIP system that delivers more features and flexibility, with support for an international workforce. The team also identified a potential opportunity to consolidate its telecommunications suppliers to streamline administration.

Solution

After evaluating a number of service providers, HRMWEB chose to stay with MyNetFone and upgrade from its existing VoIP service to a full-featured Virtual PBX cloud-based solution. With Virtual PBX, HRMWEB has access to 'big-business' features with the user-friendliness and flexibility that a small business needs. The upgrade simply involved a change of service plans, and the company was able to keep using its existing VoIP handsets, eliminating the need to invest in new equipment.

Virtual PBX

MyNetFone's Virtual PBX cloud phone system enables HRMWEB to access features such call hold, transfers, conference calls and Interactive Voice Response (IVR). However, unlike traditional PBXs, with Virtual PBX this functionality is hosted in the cloud alleviating the burden on businesses to buy, install and maintain expensive traditional PBX equipment.



Desktop Softphone

HRMWEB has also taken advantage of MyNetFone's 'Desktop Softphone' app that essentially allows customers to use their desktop or laptop computer as their phone.

The Desktop Softphone software is installed on the computer and provides a telephone interface through which users can make calls as if they were using a conventional telephone. The use of softphones has enabled HRMWEB to add new users simply and quickly.

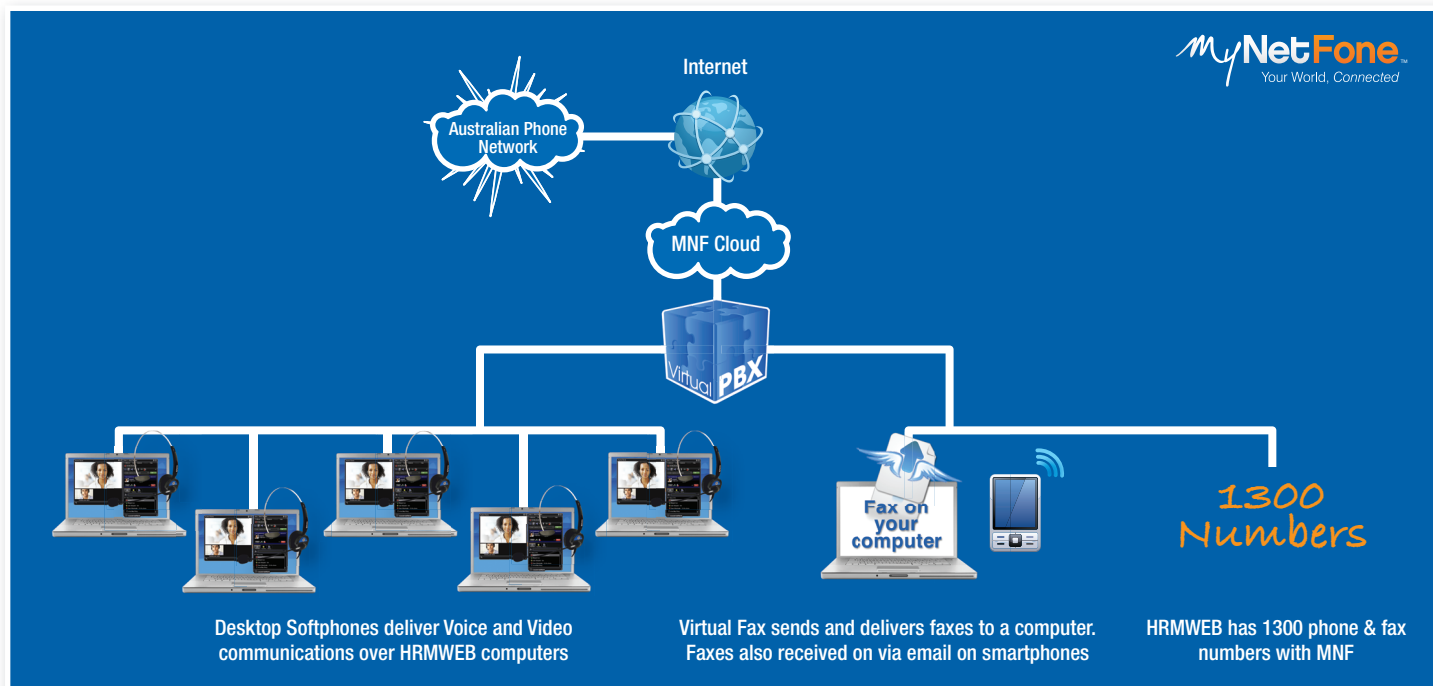


"With MyNetFone's softphone option, we can provision a new user and have them up and running in a matter of minutes. We'll probably never buy a new telephone handset again." - James Nikolaidis, General Manager, HRMWEB.

1300 Voice & Fax

Taking advantage of MyNetFone's competitively priced inbound call services, HRMWEB also consolidated its 1300 voice and fax lines, which now means just one invoice from one supplier for the company's telecommunications needs.

Looking ahead, HRMWEB is planning on adding MyNetFone conference call services to replace expensive tools such as GoToMeeting, as well as exploring the addition of video for its softphones.



Results

The MyNetFone communications solutions have delivered the following benefits for HRMWEB

- **Self-managed control** - HRMWEB can make system changes without the need to employ costly external technical consultants
- **Real-time changes** - New users can be configured in a matter of minutes with no need to invest in costly handsets thanks to MyNetFone's Desktop Softphone app
- **International presence** - Access to no-cost international calls via MyNetFone has enabled HRMWEB to expand internationally, with employees working abroad in China, Pakistan & Japan
- **Converged communications** - Consolidation suppliers means less administrative burden and a clearer view of costs
- **Future-proof service** with potential to access new features such as conference calls and video communication.

"Being able to make low cost international calls via the Internet has enabled us to utilise an international workforce. Without MyNetFone we would not have been able to do that."

- James Nikolaidis, General Manager, HRMWEB.



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