

Rodyk & Davidson Reduces Monthly Call Costs by 25%

Challenge

Replace an ageing IP PBX, which could no longer scale to meet the needs of the growing law firm.

Solution

A new unified communications solution based on the Avaya Media Server S8800 call processing platform.

Value Created

- **Reduced** monthly call costs by 25%, savings the company can pass on to its clients when billing for legal services
- **Enabled** IT administration staff to move users to a new location or set up new users easily and at no cost
- **Ensured** lawyers were available to their clients anywhere and at any time by providing them with a single number
- **Improved** efficiency by enabling lawyers to check their voicemail messages using their Microsoft Outlook email clients
- **Provided** automatic failover capabilities which guaranteed that the firm's network would be always up and running
- **Gained** a network monitoring service which forecasted any problems that may occur so corrective action could be taken to prevent downtime

Law firm Rodyk & Davidson deployed Avaya Unified Communications (UC) to improve communication with clients, and cut administration and call costs.

Company Profile

Rodyk & Davidson is the oldest and one of the five largest law practices in Singapore. The firm, which turns 150 years old in 2011, has acted for many local corporations and advised leading multinational organisations on their investments in the country. A team of about 160 lawyers at the firm's offices in Singapore and Shanghai, China, provide advice on corporate, finance, litigation, arbitration, real estate, intellectual property and technology law.

Challenge

In late 2008, Rodyk & Davidson replaced its network infrastructure with Power over Ethernet (PoE) network switches to support growth that saw its staff numbers expand from 280 to around 330 today. The firm expects to add another 70 staff over the next two years. The network upgrade also provided an opportunity to replace an existing IP PBX, which could no longer scale to meet the needs of the growing law firm.

"We wanted a telephony system that enabled our staff to do more than simply receive and make calls," said Alvin Aw, Head of IT, Rodyk & Davidson. "Our lawyers are always travelling and need to communicate cost-effectively with their clients while they are away from the office."

Solution

Rodyk & Davidson decided to implement an Avaya model as it was more resilient than other vendor solutions. By using Avaya, Rodyk & Davidson was also able to reuse existing equipment that it was running on analogue circuit.

In mid-2010, Rodyk & Davidson engaged Avaya Partner Jebesen and Jessen Communications to deploy a unified communications (UC) solution based on the Avaya Media Server S8800 call processing platform.

This solution was designed to support the firm's current needs as well as allowing seamless further expansion. The server runs the Avaya Aura Communication Manager 6.0 software which provides call control across two Avaya G450 Media Gateways, 350 Avaya 9640 IP Telephones and a number of mobile devices.

The UC solution includes Avaya Modular Messaging, a message storage and messaging application server that can support Rodyk & Davidson's voice mailbox needs and store 27,000 hours of voice messages, which is very important to the firm's business. Rodyk & Davidson also deployed the Avaya one-X Communicator softphone and Avaya one-X Mobile software to extend the full UC capability to mobile phones.

"The Avaya IP telephony system gives lawyers the capabilities they need to deliver a high level of service to their clients," said Helen Yeo, Managing Partner, Rodyk & Davidson. "It increases our efficiency, and ensures that our lawyers and staff have connectivity at all times."

Results

Call and system admin costs cut

Because the Avaya UC solution runs across a VPN, inter-office calls are free and lawyers who are travelling can call phone numbers in Singapore at a local call rate – and vice versa. This has enabled Rodyk & Davidson to reduce its monthly call costs by up to 25%, a saving the company can pass on to its clients when billing for its legal services.

"Our clients aren't being charged as much for

the calls that we make so they save money on the services that we provide, which goes a long way towards helping us retain their business in the future," said Aw.

The system also enables Rodyk & Davidson's IT administration staff to set up new users or move users to a different location very easily and at no cost. In September, the firm acquired a new floor at its building in Singapore and was able to relocate users almost instantly.

"When the previous PBX system was in place, it could take up to two days and cost \$100 per user," said Aw.

Staff use a single number

The system enables Rodyk & Davidson's lawyers to use a single number to receive calls on any device at any time.

Previously, staff would have to set up call forwarding when they left the office; a manual and time-consuming task. But with Avaya one-X Mobile software installed on employees' mobile devices, which are supplied by the company, their desk phones and mobiles ring simultaneously.

"Lawyers have the flexibility to take a call on any device," said Aw. "They may want to take business calls on their personal mobile or their laptops using the Avaya one-X Communicator softphone and a headset.

They can also easily retrieve their voicemails. Importantly, we are providing a better service to our clients because they do not have to ring more than one number to reach a lawyer who is not at their desk. In fact, they won't even know that a call has gone through to their lawyer's mobile phone."

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Rodyk & Davidson

The UC solution also reduces the risk that Rodyk & Davidson could lose a potential client because no-one was available to take a call.

Voice alerts by email

Integration between Microsoft Exchange Server and Avaya Modular Messaging enables lawyers and other staff to check their voicemail messages using their Microsoft Outlook email clients. When a caller leaves a voicemail message, they receive an email with a voice file attached. They then click on the file and listen to the voicemail message.

“Our lawyers regularly use email to communicate with clients and this feature saves time because they don’t have to use their phones to retrieve their voicemail messages,” said Aw.

Guaranteed uptime

Rodyk & Davidson deployed two Avaya Media Server 8800 call processing platforms, which

provide automatic failover capabilities. If one server fails, the other takes over instantly, ensuring that the firm’s voice network is always up and running.

“If one of the servers fails, our internal users and, importantly, our clients won’t notice,” said Aw.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on

Resource Library at www.avaya.com.

APPLICATIONS

- Avaya Aura Communication Manager 6.0
- Avaya one-X Communicator
- Avaya Modular Messaging
- Avaya one-X Portal
- Avaya one-X Mobile

SYSTEMS

- Avaya Media Server S8800
- Avaya G450 Media Gateway
- Avaya 9640G IP Telephones

SERVICES

- Installation and maintenance services provided by Avaya partner Jebesen and Jessen Communications. The company also monitors the health of Rodyk & Davidson’s voice network from its voice operations centre. Its staff can forecast any problems that may occur within the network and take corrective action to prevent downtime.

ABOUT RODYK & DAVIDSON

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Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com.