

Internet Meets the Steam Age

Orckid is a full services marketing communications company providing design and packaging solutions to a number of household name brands including a poster service to all Kentucky Fried Chicken outlets.

During 2002 the company had grown to around thirty-five staff and needed to find new premises from which to operate. What they found was a piece of history.

In the early 1960s hundreds of branch railways and stations throughout the UK were closed as a result of the 'Beeching Report' into the future of rail transport. Staines West station and the small branch line it served was one of those shut down as a result. By 2002 the original station building had seen many changes but had recently been redeveloped to a high standard for office use.

Mark Rodick, Managing Director of Orckid, decided the old station was perfect for his business and, because there was no telecommunications systems in place, called a meeting with Tony Parish, head of reseller G3, to establish what was required.

"We had worked closely with Tony Parish at our previous premises and with a blank canvas to work from at the station we needed to discuss the options open to us," commented Mark Rodick.

"Our communications needs at Orckid are straightforward, often our services are required to meet fast turnarounds and tight print deadlines so reliability was a key factor in any communications set-up we decided upon. Clearly we needed a system that was scalable, could provide Internet and email integration, voice mail and flexible call answering options."

This last point was crucial as Orckid did not want

Old - Staines West Station at the end of the 19th Century



New - Today the station building is home to a high tech marketing company.



Seasoned channel player Tony Parish demonstrates that customer relationships built upon service can lead to repeat business.

a dedicated receptionist or single answering point, preferring instead to distribute the incoming calls in rotation among five nominated key answering positions.

Parish recommended that Orckid install a SpliceCom maximiser PBX which would offer all the integration required, in-built voice mail and call distribution.

The issue of reliability however was not proven, as this was to be the first commercial installation of the maximiser system. Rodick was assured by G3 that the system had undergone extensive field trials and decided to proceed.

"There were one or two issues that had to be resolved post installation", said Rodick, "but SpliceCom and G3 were all over us with support and quickly put things right. G3 were particularly helpful when it came to user training on the integrated voicemail and made sure we had and understood all the user guides."

Six months after installation Mark Rodick commented, "The SpliceCom maximiser has worked well for Orckid and we are pleased with call distribution which has been aided by the maximiser's ability to display calling line identity on the plain ordinary phones we are currently using.

With regards to future expansion of the functionality we are very interested in exploring what we can do with the new SpliceCom PCS400 phones. Part of the service that we offer clients is web design and the fact that the PCS displays web pages means that we could develop intranet services for clients and show them how information can be pushed to their desktops very easily."

The installation of a leading edge new PBX system such as the maximiser at Orckid demonstrates that the applications for these systems need not be restricted to all singing and dancing solutions – the system works just as well, and is cost effective even in less demanding installations.



*Tony Parish
of G3*