



**Customer:** The Trading Room

**Industry:** Financial Services

**Location:** Gibraltar

**Number of Employees:** 25

**System Displaced:** Individual Local Lines

### Solution

- Avaya IP Office 406
- Avaya IP Office Conferencing
- Avaya IP Networking
- Avaya 5400 series Digital Telephones

### Why Avaya?

Avaya is a well-known brand, and I was very comfortable with the recommendation from my communications company to go with the Avaya IP Office.

The Trading Room, located on the Rock of Gibraltar, is a trading “arcade” designed for day traders to facilitate futures trading in a global marketplace. The traders are registered on the Chicago, London and Frankfurt exchanges, and access the exchanges from The Trading Room facilities. There are 20 traders supported by a staff of five.

### Challenge

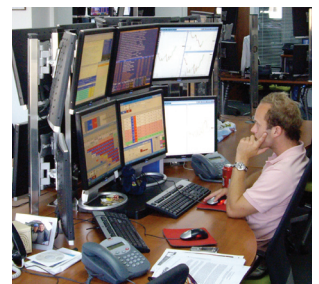
- **Lower the costs** of international calls. In a global financial world, and with the majority of business being conducted outside of Gibraltar, the ongoing costs of international calling were extremely expensive.
- **Upgrading an outdated telephony solution** that didn’t allow multiple calls or alternative answering points. Also, the traders did not have access to a redial feature, which required them to continually look up the client’s telephone number in order to redial.
- **“Out of hours”** communications needed due to the wide range of hours the trading markets are operational.
- **Need of local presence** and easier access for The Trading Room’s partners in the United Kingdom.
- **Better voice quality** needed due to the nature of the business.

### Results

- **Reduced costs through** bypassing the local provider and using VoIP through a service provider in the U.K. Costs per minute dropped from 60 pence per minute to 5 pence per minute over VoIP. The monthly telecom bill with GIBTEL went from 2000 pounds to 200-300 pounds.
- **Brokers now have multiple lines** accessible, with unanswered calls going to an attendant. Most trading is time sensitive, and a “live” answer insures a quick response.
- **Callers are now able to contact brokers** at any time. By using the call forwarding feature of Avaya IP Office, brokers can receive calls anytime, anywhere. Call Forwarding to Cell is a favorite feature for brokers always on the move.
- **With the service provider** located in the U.K., The Trading Room’s U.K. partners have a local number to dial, as well as a toll-free number available.
- **Conferencing** provides a quick and easy means to connect brokers and clients together to resolve issues or discuss business opportunities.

“ **The installation only took a half of a day, and we were up and running. This has been a brilliant solution, it went in very smoothly, and has been a dream to use.** ”

- Andrew Keywood, Director



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