Blazing Ahead With Avaya

Blaze Neon, signage provider to more than 5000 companies including Disney, RBS & O2, invests in Avaya technology from Telefonix, an Avaya Authorized BusinessPartner, to make business communications run smoothly and to ensure a high level of customer satisfaction. They provided other solutions such as IT services i.e. antispam software.

Signage: The Front Line

Signage is everywhere – from high street shop signs to business parks across the country – and is often positioned at the front line of a customer's interaction with a company.

Blaze Neon is a highly successful company that's often behind these signs. Launched in 1981, Blaze Neon has more than 260 employees at three sites including one of the most advanced sign-making facilities in the industry. It produces signage for the likes of Disney, RBS and O2, in mediums and styles which include metal, acrylic, paint and lit. Blaze Neon was named the 43rd fastest growing company backed by private equity 2009, by The Sunday Times & Deloitte.

With a vast customer base to work with, and a track record of ongoing success and expansion within the signage industry, Blaze Neon's telephone system needs to be able to expand comfortably whilst delivering all the features demanded by an ambitious, customer-focused company that's going places.

Staying Ahead By Investing

Throughout its 28 year history, Blaze Neon's success has been accompanied by investment in its own future. Outgrowing the original Birmingham factory, operations were relocated to a high-tech purpose built unit in Frankley in 2004, giving the company one of the most advanced sign-making facilities in the industry – a perfect springboard to keep its ambitious expansion plans on track.

This investment in its own factory space has been matched by investment in technology. The converged voice and data services provided by Telefonix, the ideal communications partner, is an example. By using a single converged provider for its IT and telecoms needs, Blaze Neon not only gained a single point of contact, but also benefited from the cost savings that working with a specialist can bring.

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Challenge
Telephone system needs to be able to expand comfortably whilst delivering all the features demanded by an ambitious, customer-focused company that's going places

Solution
IP Office Solution

Value Created
- Telefonix' recommendation of the Avaya IP Office system continues to bear dividends, serving our factories, offices and mobile sales team to an equally high standard

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*— Clive Knight,
Managing Director of Blaze Neon*

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Using Avaya IP Office

There are many features that Blaze Neon like about their Avaya phone system. From an administrative perspective, the hot-desking ability and the ease with which maintenance changes such as adding new staff can be made receives very high praise. Commenting on the business quality VoIP connection to the Birmingham factory using the IP facilities inherent in IP Office, Kris Kiddell said:

"It's great – it means that our facilities, hundreds of miles apart, are seamless, so we operate as if we were in single building. Our Avaya IP Office system helps our customer service, our internal communications, and because it uses IP, it also helps our bottom line."

The Telefonix Difference

With IP phone systems now a firm favorite of ambitious, forward-planning companies such as Blaze Neon, converged IT and telecoms companies such as Telefonix look set to become the advisors of choice for enterprises looking to take advantage of the latest technologies. By using the

same CAT5 cabling that's used for their IT networks, IP phone systems save companies time and money.

"IT and telecoms are no longer the distinctly separated subject areas that they once were. We are delighted to be working with Blaze Neon as a converged provider; by being their technology partner of choice for both IT and telecoms, Blaze Neon have a company that truly understands their business and views the relationship as a partnership, and saves them money in the process. Companies with an eye on their expenditure should no longer be using separate IT and telecoms companies – there is simply no need."

Technologies Implemented

* Avaya IP Office IP 406 & IP 500
* Avaya IP Dect
* Avaya IP Office VoiceMail Pro

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 Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at **avaya.co.uk**.

APPLICATIONS

* Avaya IP Office VoiceMail Pro

SYSTEMS

* Avaya IP Office IP 406 & IP 500
* Avaya IP Dect

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— Chris Waite,
Blaze Neon Technical Support

ABOUT BLAZE NEON

Blaze Neon produce exciting, innovative signage across all branches of industry from large to small. Visit the website at **http://www.blaze-signs.com**

ABOUT TELEFONIX

Telefonix is a Gold member of Avaya's Business Partner program who specialize in working with companies such as Blaze Neon to recommend and implement IT and telephony solutions.

ABOUT AVAYA

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 **avaya.co.uk**.

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