

Diaceutics upgrades to cloud telephony with BT Cloud Voice



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The Challenge

Diaceutics is a growing company that operates across all continents of the world and employs over 145 individuals, mostly remote and hybrid.

A new office was opened in 2021 at the King's Hall in Belfast, Johnny Rice, IT Director for Diaceutics recalls "Since we were one of the first businesses to move in, there was no existing telecommunications infrastructure, which prompted us to look for alternatives.

We had discussions with Xperience previously and decided to reach out to them about what they had to offer."

Diaceutics

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Client: Diaceutics

Contact: Johnny Rice, IT Director

Industry: Medical Diagnostics

Solutions: BT Cloud Voice Telephony

Formed in 2014 and headquartered in Belfast, Diaceutics is a world-leading pharmaceutical company with an end-to-end solution for precision medicine diagnostics enabled by DXRX – The Diagnostic Network®.

DXRX is the world's first diagnostic commercialisation platform for precision medicine and provides unrivalled access to multiple pipelines of real-world diagnostic testing data from a global network of laboratories.

DXRX enables a vibrant marketplace where Labs, Pharma and Diagnostic companies come to find trusted partners for collaborations in a secure, standardized way.

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The Solution

Speaking to John Murray, Sales Manager from Xperience about why he decided BT Cloud Voice was the best solution for Diaceutics he explained “We had been contacted by Diaceutics in January 2020 to provide a solution and investment cost to deploy internet connectivity, local area networking, wireless network and security firewalls for their new premises at the King’s Hall.

We presented our recommendation to deploy Cisco networking and Firewalls and as a BT Business Partner, BT Net leased lines for super-fast internet. At this time, the customer had not considered options for telephony.

This was under review when the pandemic struck, bringing to a halt the construction work for their new premises and any plans to deploy new ICT.

At the same time, like many other customers, Diaceutics were faced with the challenges of how to communicate with their now remote workforce, being forced to use the mobile phone network to keep in touch with their customers.

When the Covid restrictions were lifted and construction resumed, Diaceutics re-engaged with Xperience to plan the deployment of the necessary LAN, WLAN & Internet Comms at their new offices and it was at this time they noted the challenges of the telephony during the lockdown. Xperience, with BT, presented the management team of Diaceutics with the advantages of BT Cloud Voice.



BT Cloud Voice will give us extra flexibility to maintain a presence within departments and allow them to receive important calls even though workers could either be in the office, at home or on the road.



The Solution Cont'd...

As a Cloud Hosted telephone solution, it did not matter where an employee was working or what device they were using, as long as they had an internet connection, customers calls could be transferred easily between the teams.

In addition, the ease of configuration for call routing and reporting in the Cloud Voice customer portal would simplify the support for the IT Manager as he works from a single pane of glass to manage the telephony for the entire group."

Johnny from Diaceutics recalls "Xperience opened discussions with us around BT Cloud Voice, and we came to the decision that it would give us extra flexibility to maintain a presence within departments and allow them to receive important calls even though workers could either be in the office, at home or on the road. In particular, it would be perfect for maintaining contact with our remote workers in different continents."

Diaceutics decided to upgrade to BT Cloud Voice, which is a cloud-based telephony system.

Discussing the implementation of the system Johnny explains, "I was able to keep up with everything from the initial order to implementation using the online portal and any configurations I needed to make were easily accessible through that portal.

I was also allocated a dedicated account manager who was available to answer any questions I might have, and kept me informed of any progress, or requirements to be on site."



The Results

Johnny further explains how BT Cloud Voice has helped within the business and made his role easier. "Employees will no longer have to carry around hardware to stay connected. Post-pandemic, we anticipate that our marketing and sales teams will travel quite a bit, and BT Cloud Voice will enable them to stay connected with their team, clients, and the wider business through just an internet connection.

This cloud-based telephony system has the advantage that I can remotely push it out to other locations via the online portal, ensuring everyone is always up to date with the latest features without any interruptions. The portal also provides me with real-time management and status updates on the health of the system."

"During a previous project conversation, I was very impressed with the knowledge & professionalism of Xperience. John Murray in particular was very credible, clearly knew his stuff and what he was talking about, he hit the nail on the head with the details for our solution."



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