



Alpine Travel was founded in 1972 to meet the needs of both the local & tourist trade in North Wales. The business expanded from its origins in the market town of Llanrwst in the Conwy Valley, operating just six ageing coaches to become what it is today – the largest independent coach & bus operator in North Wales.



The Situation

In 2014, Alpine Travel acquired a company named Silver Star Holidays. Although the companies operate as two separate entities, Alpine Travel wanted the ability to merge both companies from a technical perspective in order to work together more efficiently and effectively. They needed emails and data files to be shared without challenge and for calls to be easily transferred between locations. They engaged with Comms Management to source an appropriate solution to this challenge.

The Solution

As the business was going through a significant amount of change it was deemed most appropriate to find a telephony and data solution which would adapt to these needs.

A number of telephony options were explored including traditional PBX and hosted. Alpine were keen to install a phone system which they had control over and which would be able to adapt with their business, adding further sites without having to redesign their entire communications infrastructure. After an in depth exploration of their needs it was established that the Gamma Horizon hosted telephony solution would be the best telephone system to connect their offices and grow with their business. Its web based portal would provide them with the tools to manage the system features and the hosted solution meant they could maximise on network upgrades far easier than with a PBX. Adding the Horizon system to their architecture would ensure that Alpine could benefit from internal dialling between two sites, presence and availability, call overflow support and most importantly the ability to adapt as their business evolved.

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Comms Management's support is great and they always react very quickly. The team are all very honest and always had our best interests at heart, providing the best solution and the best value for money

Chris Owens, MD

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However, centralising the telecoms and IT needs of the two companies required a robust internet solution and the existing one was causing problems with reliability and especially slow connectivity when transferring files between the two companies. It was quickly evident that the most cost effective solution to this problem was Fibre Broadband (FTTC) however this solution was unavailable in their area. Comms Management responded quickly to provision a 20/100Mbps Leased Line, which was identified to be the next best possible solution however they continued to monitor data provision in Alpine's area and as a result they noticed that Fibre Broadband had unexpectedly become available. Alpine Travel were immediately made aware of this new development and agreed to cancel the Leased Line order, saving around £300.00 a month. Comms Management was once again able to respond quickly to the changing market in order to source the best solution within the customer's budget.

In order to ensure the system was safe and scalable Comms Management installed two separate Fibre Broadband connections at each site, one for voice and one for data. Although one connection is sufficient, two lines give Alpine Travel backup and resiliency should one of the connections fail. Having a dedicated data connection per site meant that the solution Comms Management put in place had built in redundancy and an adequate failover solution should one connection experience any type of interruption.

A dedicated project manager was able to listen to the needs of the business and translate this into the system setup and programming so that Alpine could take maximum advantage of the features of the system. The Comms Management team continued to hold Alpine's hand while the system got up and running, as well as training Alpine on managing the systems themselves. Alpine really enjoy Horizon's simple interface with which they can manage the system on a day-to-day basis, knowing that Comms Management are also there to support them if necessary.

The Result

Comms Management successfully connected two separate offices for Alpine Travel, while at every step of the project offering the very best available solution. By continuous management of the data provision following the signing of contracts Comms Management was able to amend the provision to ensure the very best for their client and utilised extra budget by providing a robust failover solution. In summary, we were able to merge the two businesses' technical needs, whilst they retained a solution which would help with the day to day running of their individual entities.

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