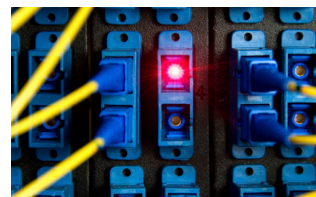
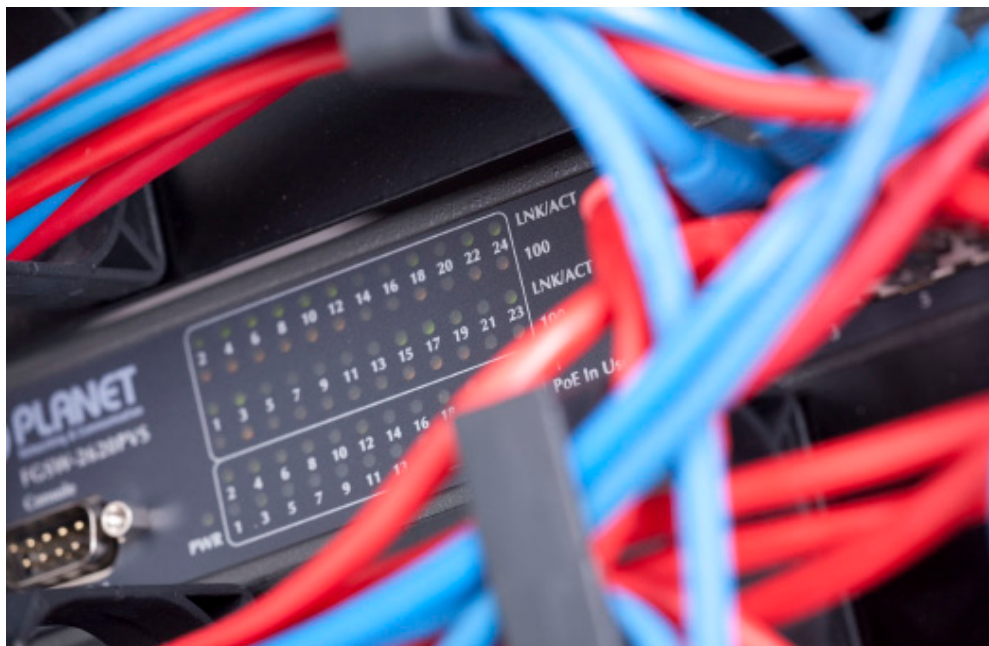


CASE STUDY

PRICE BAILEY



'Nothing is ever too much trouble for Icom, and they look at things from a very practical standpoint, and will never talk down to you as a customer. They explain things in an easy to understand way as, of course, this can be quite a technically challenging topic to understand.'

Derek Drane,
Practice Manager, Price Bailey

Icom install new Cat 5e structured cabling network.

Price Bailey is an established firm of accountants with seven office locations, Bishops Stortford, Cambridge, Ely, City of London, north London, Norwich and more recently, Guernsey. It is positioned as one of the UK's top 40 accounting firms, in terms of turnover, with 22 partners and approximately 200 staff members. Price Bailey was introduced to Icom by Purchase Direct during a review of overheads and utility costs.

Price Bailey initially had BT telephone systems installed at all of its locations. Our expert conducted an assessment of Price Bailey's requirements and usage and were able to propose a solution that offered the company substantial savings on its current provider, BT, and a greatly improved service.

The first telephone system Icom installed was at Price Bailey's Norwich office some years ago, when the company was relocating from existing premises into a new build site. Price Bailey was so satisfied with our performance that, on learning of our cabling and electrical services, the company asked us to install a structured cabling network (Cat 5e) with a Nortel BCM as the new telephone system for that particular office. Since that time we have installed subsequent Nortel BCM products at all Price Bailey office locations, where features such as DDI and Voicemail are now common place for the end users.

At Icom, we pride ourselves in our ability to fully understand the unique requirements of each client. Staff members at Price Bailey are departmentalised and work from a variety of office locations on a regular basis. Because we had spent the time getting to know how their business works, we understood the importance of having a standardised solution at each branch location – a staff member could be at the Ely office one day and Norwich the next so the phones needed to be identical throughout.

Working with us, Derek Drane, Practice Manager at Price Bailey commented, 'Nothing is ever too much trouble for Icom, their technicians look at things from a very practical standpoint, and will never talk down to you as a customer. They explain things in an easy to understand way which is great as this can be quite a technically challenging topic to understand.

Dave Hindmarsh, Icom's Operations Director, always offers the most cost effective solution to you, not the most financially beneficial to their business. As an example we are re-locating our City offices, and thought that we would have to purchase a brand new system, however Dave suggested that we use our current model, although we would need to purchase some add-on modules to accommodate our expansion. Icom will also allow us to borrow another system while we are on the move, so both offices have telephony service simultaneously'.

Price Bailey has also experienced the excellent service provided by our Icom Engineering team. Whenever they visit a site, regardless of the problem, they always offer a solution. Derek suggests that this mentality originates from the top, and Dave Hindmarsh has instilled his way of thinking into his technical experts.

Price Bailey has embraced its relationship with us because we don't employ 'hard sell' tactics and are always looking at ways of reducing our customers' expenditure without compromise to the solution and services offered.



'[Icom] always offer the most cost-effective solution to you, not the most financially beneficial to their business.'
Derek Drane,
Practice Manager, Price Bailey