



# Case Study

## English National Ballet

# How technical planning ensured vital telephony continuity during an office move

### About PSU

With over 30 years' experience in the industry, we pride ourselves on our dedication to customer service. We hold ISO 9001:2015 accreditation for our quality management systems, and continually monitor and improve our processes to give our customers the very best level of support and service.

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### About English National Ballet

Founded in 1950, English National Ballet (ENB) has been pivotal to the growth and development of the UK's ballet industry, bringing world-class classical ballet to the widest possible audiences for seventy years.

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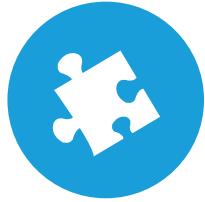
 info@psu.co.uk

# Office move: Completing a phone migration and system expansion

PSU started working with English National Ballet in early 2016, when we took on maintenance of their Mitel phone system. At this point, they were also planning a major relocation project across London in 2019, to move from Markova House in the south west, to London City Island in the east, so they asked us to plan and manage the telephony move.

The new, purpose-built building spans 93,000 square feet – four times the size of their previous location. It includes state-of-the-art facilities such as a production studio with fly tower, seven full-sized rehearsal studios, lecture theatre, costume workshop, hydrotherapy pool, gym and green room. It also houses English National Ballet School and offers public spaces including a café and exhibition space.

The new building represents a significant investment for English National Ballet, so it was vital that the telephony move ran smoothly to avoid downtime and reduce disruption to their operations.



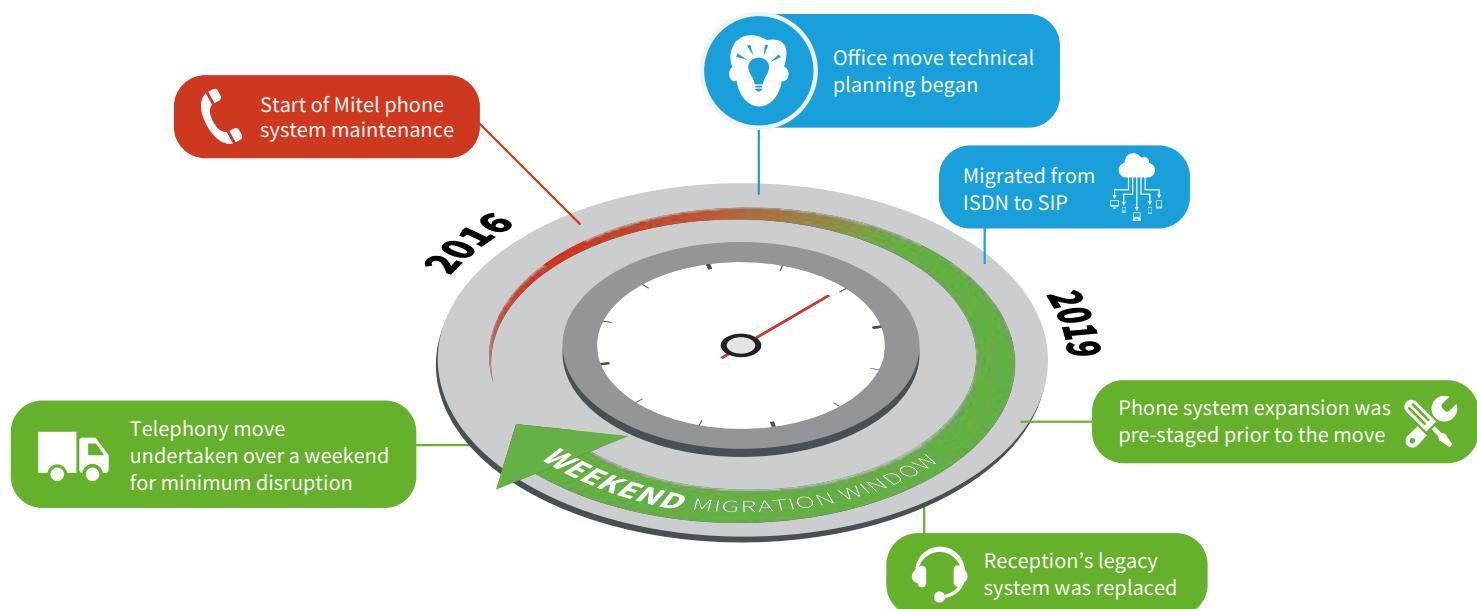
## Challenge

Phone numbers needed to be migrated as part of the move, which would also require a migration away from ISDN lines. Additional extensions would be required in the new premises to allow for expansion, and some older aspects of the system no longer suited their requirements. We also had to establish how telephony would be used in the new building to ensure we provided the best solution, while working to shifting timescales dictated by other elements of the office move project.



## Solution

PSU's Account Management team worked with English National Ballet's Facilities and Project Management team to establish the right telephony setup for their new site, and undertook technical discussions early in the process. Knowing that the 2019 move was in the pipeline, we migrated them from ISDN to SIP trunks in 2016, to avoid additional risk and disruption during the move and to allow them to benefit from the cheaper, more reliable SIP option sooner. The phone system expansion was pre-staged at the old office ahead of the move, with the new equipment configured in advance to enable quick deployment during the move. We also upgraded legacy technology used by their Reception team and implemented a solution that makes call handling much simpler and more efficient. We offered maximum flexibility in our support, from adapting to the shifting timescales to completing the move over a weekend for minimum disruption to operations.



## Result

The earlier SIP trunks project enabled the telephony migration during the office move to run completely smoothly, with English National Ballet able to keep their long-established phone numbers and no need to install new lines at their new premises. The pre-configuration of the expanded phone system also enabled them to hit the ground running in the new location.

We were impressed by PSU's planning and preparation for the project, which made it such a success. Continuity was the most important aspect for us, and they ensured the migration went really smoothly – the end users didn't notice a difference from one location to the other. PSU made implementing the plans for the new site really straightforward and we've been particularly pleased with the new streamlined Reception setup.

Adrian Wyer, Facilities Manager, English National Ballet

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