



## HRM RECRUITS DAMOVO FOR CONVERGED IP TELEPHONY SOLUTION

**The recruitment sector is both fiercely competitive and rapidly evolving. Standards in recruitment consultancy services are increasing and to keep pace, many are gaining competitive advantage through value add IT implementations. In a sector where timely communications is business critical, the adoption of the most advanced telecommunications technologies by recruitment companies is essential.**

HRM Recruitment is one of Ireland's largest recruitment consultancies - with over 75 employees, and 2,600 clients. Its core business involves sourcing and recruiting highly skilled professionals to work across a wide variety of middle and senior management roles. The company has established specialised selection teams in eleven professional disciplines. Following the acquisition of Top Secretaries, HRM re-launched this brand in August 2006 to become Top People. As a result,

this has helped the company to significantly improve its market share. Now under new leadership and with growth in key areas planned, moves are a foot to expand into several new locations over the coming months. This has already commenced with a second office location in Dublin's city center.

### **A Business Enabler**

HRM sought a leading communications provider that could implement and manage a telecommunications infrastructure capable of meeting the current and future demands of its rapidly growing business. After a thorough tender process, Damovo was chosen based on its ability to understand a complex brief, a commitment to exacting time schedules and its access to the most cutting-edge IP telephony systems. Since implementing an Ericsson converged network from Damovo, HRM's telephony infrastructure has gone from being a daily headache to becoming a business enabler.

## HRM REQUIRED A SCALABLE AND RESILIENT COMMUNICATIONS SOLUTION

### A scalable solution for a rapidly growing business

The need to reorganise HRM's communications infrastructure was demonstrated by an existing system which had been pushed to its limits and beyond. HRM's telephony system was six years old and was unable to meet the exhausting requirements of an expanding business. *"The previous analog system was very restrictive. If we tried adding one new extension, the whole system crashed. The building didn't have the power capability and the telephony system didn't have the capacity to handle our growth. In essence, it was the equivalent of trying to power a data centre with an AA battery,"* explains Michael O'Leary, CEO, HRM. *'As our workforce was expected to double, the extra demand on the network would have caused a complete meltdown.'*

Furthermore, the communications structure did not portray HRM's image of a young, vibrant, successful company. It was felt that more modern technology systems were needed to reflect HRM's growth, success and commitment to excellence. After much strategic consideration, it was decided that HRM's communications structure should be upgraded to a more reliable integrated network.

As the network infrastructure was an integral part of their expansion strategy, HRM put significant preparation time into the initial project specification. HRM required a scalable and resilient communications solution that would handle the subsequent surge in voice traffic volume across all of their locations. After a thorough tender process, Damovo was awarded the contract to provide an Ericsson based converged network for HRM.

*"Damovo had the ability to understand a complex brief, a commitment to exacting time schedules and access to the most cutting-edge IP telephony systems. By providing an overall project management for the wider power and network upgrade, Damovo took a lot of the pressure away allowing us to stay focused on meeting the ongoing needs of the business,"* O'Leary explains.



### A converged solution that works

HRM's vision for its telecommunications infrastructure was seamless cohesion across its entire network, including the Local Area Network (LAN) and Wide Area Network (WAN). In order to achieve this, it required a completely converged solution of voice and data, which would remove the shortcomings of disparate technologies and distributed locations. Most importantly, it wanted a network that was easy to maintain, scalable and centrally managed.

HRM was aware of the challenges facing an upgrade to its head office in Fitzwilliam Square. As a listed Georgian building, there were a number of statutory requirements to meet in accordance with the Heritage Act. Damovo's track record in similar installations and its ability to meet stringent deadlines reassured HRM that all of these considerations would be adhered to.

The first step involved completely upgrading the power and cabling in HRM's head office. Previously, cables were littered throughout the building, servers were on the floor and HRM's IT personnel had difficulty identifying the function each cable performed. Damovo stepped in and redesigned the architecture of the network, migrating the entire system to a purpose built 'comms' room.

## THE IP SOLUTION IS A KEY COMPONENT OF HRM'S BRANCH OPENING MODEL

Following this, Damovo installed a hybrid telephony solution based on an Ericsson MX-One PBX, which was converged over the corporate WAN. This provides HRM with a unified telephone system across all locations, and includes an operator workstation and voicemail solution. This centrally managed system enhances all aspects of HRM's IT management, simplifying routine tasks such as adding or changing users. The project was completed to tight deadlines, with six weeks preparatory work, and only 48 hours to switch from the old system to the new.

Michael O'Leary comments; *"Damovo's solution is extremely stable and has a very low administration overhead. Setting up new users takes seconds and preferences are easily configured. The operator workstation feature has been a key element for us making our call handling faster and our service standards consistently achievable."*

The Ericsson MX-One has enabled HRM to migrate to converged communications, based on a IP platform. It allows for a full range of IP-based services, from conventional telephony through to multimedia, to be accessed from HRM's Fitzwilliam Square headquarters and its satellite offices. MX-One offers built in mobility and reliable, real-time collaboration for employees wherever they may be. It has also resulted in significant cost savings for HRM both now and in the future – as all calls between HRM's offices are now made for free over the IP network.



Damovo's IP solution is a key component of HRM's branch opening model. The new system brings HRM's branches into a single, efficient network, while also connecting its increasingly dispersed workforce cost-effectively.

O'Leary comments: *"The IP solution has enabled HRM to develop a branch opening model that is highly achievable within a short timeframe. The network linkage was initially used as a test bed for how we plan the technology element of HRM's business expansion. Damovo's successful implementation displayed how well the communications technology could handle expansion of office locations."*

### The future looks bright

In essence, the converged IP telephony system has allowed HRM to integrate its offices under one network and will allow for future expansion. The system's advanced functionality has enabled enhanced productivity and customer service at HRM.

Michael O'Leary, HRM, said, *"Damovo provided a cost-effective solution which met our tight timelines and its project management and support continues to be comprehensive. For HRM, the key benefits are stability, scalability and functionality and this new solution will help HRM maintain its position in the extremely competitive recruitment landscape."*

Commenting on the system, Damovo's managing director, John McCabe said, *"With recruitment being such an important area for most Irish companies today, its great to see a consultancy like HRM raising the bar in terms of expertise and customer service. The telephone is at the heart of everything they do. With this in mind, we provided a high-quality and scalable voice network that gives them complete peace of mind as they continue to grow their business."*