



*Streamlined Connectivity, Enhanced Flexibility.
Transition to Avaya Solutions.*

JML Direct TV, a key player in British shopping channels, partnered with West Pier Telecom to transition from their previous Avaya Communication Manager to a more versatile SIP-enabled Avaya IP Office Select Edition. The upgrade encompassed moving 175 endpoints and networking services from ISDN to SIP, connecting their sites in London and the Port of Tyne. Enhancements included advanced contact centre capabilities with PCI-compliant voice recording and Microsoft Dynamics integration, along with the provision of Avaya's One-X Mobile for field and office staff. This strategic upgrade significantly reduced costs, improved customer interaction and service continuity.

