

## Case Study



### Kirk Rice Overview

Established in the 1980s Kirk Rice are Accountants and Financial Advisors. The company has offices in the Thames Valley, Central London and South West London areas. They provide services for a wide variety of clients of all sizes.

Their services are wide-ranging and tailored to the individual needs of each customer. Kirk Rice prides themselves on keeping a close eye on ever-changing regulation and advising customers how to manage finances efficiently. They specialise in turning what can be complex financial affairs into an opportunity for every client.

### The Situation

iCS Communications has been working with Kirk Rice for over ten years. iCS Communications had been recommended to Kirk Rice when they were in the process of an office expansion. They needed to modernise their business phone system to cope with their growing client base and business.

The main Ascot head office was operating on an ISDN30 phone line connection and Kirk Rice needed to reduce costs and increase resilience and flexibility.

iCS Communications went on to review Kirk Rice's other locations and successfully provided the right products and services. For example, when Kirk Rice acquired a new business in Putney, London two years ago, iCS Communications worked closely with them to integrate the phone system between the two offices.

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With iCS Communications, we have ended up with a seamless service which successfully integrates the two office phone systems.

**Kirk Rice,  
Partner at Kirk Rice**

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### The Solution

iCS Communications worked closely with Kirk Rice at their Ascot site and proposed an upgraded internet connection to a 100MB leased line. Knowing that ISDN phone lines are being phased out, iCS Communications also introduced Session Internet Protocol (SIP) to replace ISDN30 connections. This has led to reduced costs plus increased resilience and flexibility.

Coupled with this, the Avaya phone system was upgraded to latest software levels. In addition, a new web-based PC application was introduced to enable call control for all staff.

When Kirk Rice acquired an office in Putney, they contacted iCS Communications to discuss the easiest way to integrate the two offices. iCS undertook a full site survey and recommended that the old Swyx phone system was upgraded to a new Avaya phone system, which mirrored the set-up at Ascot.

Like Ascot, Putney had an old ISDN phone line and SIP was introduced. In addition, the internet connection was upgraded to a 100MB leased line. A web-based application for Putney users was introduced.

### The Result

Both sites were running on old ISDN phone lines which are 'end of life', so there was an urgent need to seek alternatives. iCS Communications introduced SIP to replace ISDN connections which not only future-proofed the system, but also reduced costs and increased resilience and flexibility.

iCS Communications worked closely with Kirk Rice to ensure the system was deployed easily and successfully.

Of importance to the company was the Putney and Ascot phone systems being linked via the leased line connections. iCS Communications connected both phone systems together for resilience, and disaster recovery, with the ability to move calls between sites as required.

Kirk Rice explains, "With iCS Communications, we have ended up with a seamless service which successfully integrates the two phone systems. In fact, we have had a fault free phone system for the last ten years!"

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We have had a fault free phone system for the last ten years!

**Kirk Rice,**  
**Partner at Kirk Rice**