

EXCEEDING BUSINESS COMMUNICATIONS NEEDS

SingTel i-PhoneNet, a hosted IP Telephony solution, requires minimum infrastructure and is packed with enhanced features.



Mr Steve Cheu, Information Technology Manager, Keppel Integrated Engineering (KIE), needed an advanced and nimble communications solution that would be responsive to the company's evolving business developments.

With KIE staff's increasing travels to the Middle East, he was further in need for a cost effective alternative to the rising overseas calls bills. In addition, the system is needed for use in business continuity planning (BCP).

KIE is the environmental technology and infrastructure division of Keppel Corporation Ltd, a Singapore mainboard-listed company. KIE provides total solutions, from advanced technologies, to the design and construction of plants and equipment as well as maintenance and operations of these plants.

Meeting business needs

When Ms Cheryl Thong, an Account Manager with First Tel Pte Ltd, learnt of Mr Cheu's needs, she felt SingTel's i-PhoneNet would be an ideal solution. First Tel Pte Ltd is a SingTel Gold Partner which promotes SingTel services ranging from voice to data. It also happens to be a service partner of Keppel.

Ms Thong said: "i-PhoneNet is a cost effective solution to meet Keppel's dynamic business needs, and flexible enough to support their BCP process."

Mr Cheu accepted her recommendation and has not looked back since. Three other Keppel companies – SEGHERS Engineering, Sea Scan Pte Ltd and FEL Cranes - have since joined KIE on i-PhoneNet.

Minimum infrastructure needed

With the conventional PBX (Private Branch Exchange) system, companies need to purchase, host and maintain its phone system on site. In contrast, i-PhoneNet is hosted and maintained by SingTel.

Thanks to SingTel i-PhoneNet's flexible service offering, customers can size their communications requirements to keep pace with their business expansion as well as the

latest technology - without upfront costs or unnecessary risks.

Cost-effective solution

Mr Cheu said: "In a disaster, we will coordinate our operations at an off-site location. Previously, we had to build a separate communications infrastructure at that location, and up to 10 telephone numbers would be channelled to one line, which may result in congestion.

i-PhoneNet eliminates the need to build a separate system or share phone lines. It is very cost-effective."

With i-PhoneNet, customers can easily add and move lines without having to re-programme or upgrade the equipment. There are also no call costs between multiple company sites. Hook the solution to a computer with an Internet connection and i-PhoneNet will serve as a remote office with full telephony functionalities that can be used anytime, anywhere.

Packed with enhanced features

Mr Cheu discovered that i-PhoneNet offered many other benefits.

He said: "The softphone is convenient as it allows staff to make overseas calls on their laptop to and from Singapore at local rates. Our staff travel regularly to the Middle East and can keep in touch with the Singapore HQ economically."

Mr Cheu also liked the one-stop web administration portal. It provides users with a bird's eye view of calls and functions, and allows features to be administered easily without the hassle of keying in *codes on the phone.

Another feature is voicemail to email delivery. If a message is left on the office voicemail, it will be sent to the user's email as a .wav file. Customers can also configure their office phone in a such a way that calls to their office number will simultaneously ring on their mobile and other communication devices.

Building on reputation

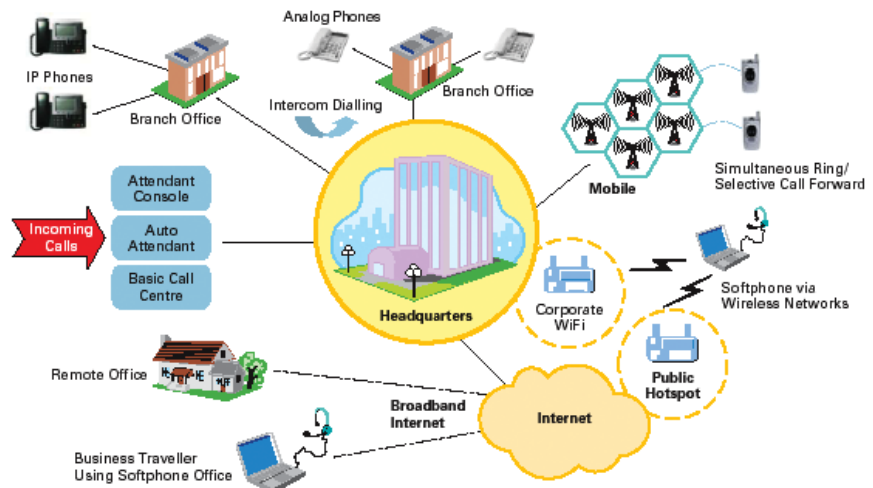
i-PhoneNet offers customers the best of PBX-like functionality and IP features on a feature-rich and unified platform that allows customers enjoy benefits such as scalability and user-friendliness.

Explaining his choice of SingTel as KIE's communications solutions provider, Mr Cheu said: "SingTel has an established infrastructure, strong technical knowledge and is able provide a wide spectrum of solutions." ■



Mr Steve Cheu,
Information Technology Manager
of Keppel Integrated Engineering

How i-PhoneNet works



At a glance

	Legacy PBX SingTel	i-PhoneNet
Infrastructure	<ul style="list-style-type: none"> System hosted in-house by the company IT Manager required to manage system 	<ul style="list-style-type: none"> Hosted by SingTel Hassle-free system maintenance and upgrades
Costs	High upfront capital investment	<ul style="list-style-type: none"> Low startup cost Subscription basis; pay only for lines required
Features	Call handling and management features	<ul style="list-style-type: none"> IP-based call handling and management features Mobility applications and unified messaging