

# Cloud Phone & Managed Services

## CLOUD MIGRATION AND COMPLETE IT SOLUTION

### ABOUT PROFORCE

Proforce is a Sales Recruitment business, with over 10 years of experience in building effective and high-performing sales teams. They are passionate about finding and training the most outstanding sales talent in Australia.

Proforce has also been the architect of a successful graduate education and training initiative. Over 10 years, they have assessed, trained, and placed over 10,000 qualified University graduates in sales positions. Presently, Proforce interviews 3,000 candidates annually, has 1,200 clients, and has successfully placed 13,000 candidates in 8 different industry verticals.

### THE CHALLENGE

Proforce had their communications managed by a major telco, and their IT services looked after by a managed service provider (MSP).

They were reliant on an expensive on-premise phone system setup, which lacked the functionality required for their business needs, including call reporting, an integral feature that they identified when discussing their requirements with us. Importantly, their legacy system was not fit for purpose when it came to transitioning their staff to a work from home setup, critical to business continuity during the COVID-19 pandemic.

Proforce was also looking to reduce their overall telecommunications and IT expenditure, through transitioning to a single provider who could service all their communications and IT needs.

In response to the aforementioned issues and requirements, Arrow conducted a comprehensive and complete communications audit and business needs analysis. This provided Arrow with insights into the business that allowed for the best and most cost-effective solution package to be developed.

### THE SOLUTION

After the initial discovery phase, Arrow's recommendation was for Proforce to make the transition to a cloud-based 8x8 phone solution. This would tick all the boxes when it came to Proforce's requirements. Some of the features now available to the business include call handling tools, call management, easy single admin interface, analytics, and all-in-one work apps that include voice, video, chat, and fax on desktop and mobile devices.

*"Arrow's implementation of the 8x8 solution has **increased** our outbound prospecting by **250%** in just two weeks – and we have yet to utilise all the functionality the system offers! Arrow has gone above and beyond in migrating us from an expensive and underperforming solution from a major Telco, to a system that delivers in spades and saves us money."*

**Blair Whitehead – Sales Director**



Arrow was also able to offer Proforce a complete managed IT solution that encompasses security, all-in-one business continuity, and IT support. Now more than ever, businesses like Proforce need to ensure their business can function in an uncertain and turbulent business climate.

## THE SOLUTION INCLUDED

- 8x8 cloud telephony
- Cisco Meraki Firewall
- Arrow Business Essentials Managed IT services including managed desktop, network, server, and BCDR (business continuity and disaster recovery) support
- Datto SIRIS with infinite retention & SaaS (software as a service) protection
- Server hosted in a secure datacentre

## OUTCOMES

Proforce came to Arrow looking to free themselves from the constraints imposed by an expensive and outdated on-premise phone setup. They needed to migrate to a system that allowed them the agility to adapt to a rapidly changing business environment and the requirement for a remote workforce.

The migration to a cloud-based platform opened up access to a wide range of features and applications that provide valuable analytics and insights, allowing for better informed business decisions, and complete transparency concerning staff output. This is saving management valuable time, now not having to chase staff for their activity data.

Their employees now have the tools they need to stay connected and productive, whether remotely

or office-based. Proforce has reported that their outbound prospecting increased by 250% in the two weeks following implementation, a stunning and impressive result that is a testament to what the adoption of a cloud solution can achieve.

Ditching the on-premise phone system has eliminated expensive maintenance and upgrade costs, with the flexibility to manage and scale their communications as needed, easily and cost-effectively.

The managed network support and IT support package assures business continuity and protection even in the event of a server failure. Datto SIRIS provides infinite retention of all their files and email, BCDR support protects against malicious cyberattacks which are becoming alarmingly more common, a critical issue all businesses need to address.

Through Arrow, Proforce now has one provider for all their technology needs, which has drastically reduced their IT and telco costs to less than half of their original spend, with vastly superior services, support, and functionality. A dedicated Arrow account manager is always at hand to ensure they get the most out of their comms and IT setup and a 24/7 Australian support desk means they can access assistance when they need it.

## PROCUREMENT SPECIALISTS

Arrow Voice & Data is the only company you need for all your IT and telecommunications needs. As procurement specialists, we handle all technology, purchasing, warranty, and support under one umbrella. Your business can now focus on what it does best and leave the complications of technology to the experts.