

interparfums

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sipiQ

Case Study

simple powerful secure



Interparfums Luxury Brands... now look to sipIQ to upgrade their phone system

In the more than 30 years since its founding, Interparfums Luxury Brands has been selected as the fragrance and beauty partner for a growing list of brands that include Boucheron, Coach, Dunhill, Jimmy Choo, Karl Lagerfeld, Lanvin, Montblanc, Oscar de la Renta, Paul Smith, Repetto, Rochas, S.T. Dupont and Van Cleef & Arpels. Interparfums is known for innovation, quality and its ability to capture the genetic code of each brand in the products it develops, manufactures and distributes in over 100

countries worldwide. With its US operations based in Manhattan, NY Interparfums is a company that not only needs to connect with the fast moving NYC retail giants and distributors, but also has extensive actions in Europe and abroad.

With Polycom IP650's in place and dual connections to the Internet, Interparfums wished to update their telephone system. The sipIQ sales team took inventory of Interparfum's current handsets, bandwidth, usage, spend and infrastructure. After a full technological audit, the IQcloud solution was recommended to replace their existing PBX. With the IQcloud solution, Interparfums is able to utilize their existing handsets, leverage their bandwidth, and take full management of the phone system away from internal resources. The sipIQ sales team recognized that our platform would encourage users to adopt higher level functions, and leverage Interparfums bandwidth to create a truly "always on" system. The Interparfums onsite sipIQ node uses both ISPs to connect with the sipIQ cloud instance, and the PSTN.



Why they chose sipIQ

sipIQ listened to what Interparfums needed in a phone system and proposed a solution that would satisfy all of their needs and offer advantages over other solutions. The sipIQ platform offered a fully managed, unified solution that required no hardware purchases, and delivered a feature rich telephony solution. sipIQ took inventory of the existing technology and infrastructure Interparfums had in place and offered a solution as to how the company could unify their communications, and leverage technology to reduce their spend on international calling. With the sipIQ solution, Interparfums voice network is monitored 24/7 by the IQWatch software suite, and fully managed by the sip





IQ support team. Interparfums was able to unify desktop handsets, conference phones, announcements, digital faxing, voicemail to email and integrate cell phones if needed. With the sipIQ platform, they were even able to take advantage of features like their “company directory” which they were not able to prior to the deployment of sipIQ.

How the product has improved their experience

The sipIQ hybrid architecture was implemented in order to provide a truly “high available” system at Interparfums. This configuration allows Interparfums to operate without interruption during ISP outages, power outages, and even during a potential “super storm.” In the event of a local outage, calls can still flow through the cloud instance, and the entire system can be directed to cell phones and other locations if there is a local power failure as well.

Interparfums switched their extensions to sipIQ's cost-effective cloud solution, IQcloud. They no longer have to worry about the significant costs of managing and maintaining an on-premise solution, and any hardware onsite needed to connect to the cloud came with the package they chose. The office now has individual voicemail, higher level phone features, digital faxing, an auto attendant, call routing, paging and conferencing. Additionally, this feature-rich phone system is monitored

24/7 by sipIQ's 100% US based staff. sipIQ handles all moves, adds, changes, enhancements and updates.

Cutting edge companies are always looking for new ways to do more with less – keeping their operations flexible, innovative and competitive without driving up operating costs and capital expenses. sipIQ's IQcloud solution is a simple, powerful communications tool that has enabled Interparfums to communicate more effectively and efficiently. Their new Phone system creates a seamless experience for their employees and clients regardless of their locations or devices.

Their experience with sipIQ

Choosing sipIQ put Interparfums into the “Cadillac” of management arrangements. Not only does sipIQ proactively monitor the Interparfums voice network and telephone system 24/7, but if an issue does arise, the 100% US based support team of sipIQ solves the issue in a timely and expedient fashion. The company will continue to benefit from the hybrid architecture of the telephone system and the fixed operating cost sipIQ provides. With a fully managed system, Interparfums does not require any internal resources to support or maintain their telephone system. Going forward, the company can continue to rely on the sipIQ team to support their technological endeavors and discuss where things are going in the future.

sipIQ offers:



Video Meetings



Mobile Client



BYODevice ready



Call Center



Cloud PBX



Instant Messaging



BYOVoice ready



Internet Fax



Business SMS



Audio Conferencing



Enhanced Voice



Softphones



Hybrid Architecture



Unified Communications