



## A DESIGN FOR LIFE!

## MARTIN BRUDNIZKI DESIGN STUDIO

### Fast Facts

<b>Organisation:</b>	Unit 1G Chelsea Reach, 79-89 Lots Road London SW10 0RN UK
<b>Industry:</b>	Design
<b>Challenge:</b>	Converge two offices in two different countries and increase the efficiency of communications.
<b>Solution:</b>	Flip Connect's 3CX Hosted Phone System
<b>Result:</b>	Solution designed, implemented and fully managed.

Through this experience the Studio has acquired a high level of expertise in the design and realisation of high-profile and luxury schemes, always reducing the complexity of any project to simple design solutions.

### A Need For Change

MBDS have been a Flip Connect client for many years and their previous system was Mitel. The mitel had served its purpose and was a reliable system that allowed basic phone functionality. MBDS needed more from the phone system. The team had grown and calls between the London and New York office were on the increase.

### Background

Martin Brudnizki Design Studio is an internationally acclaimed interior architecture and design studio based in London and New York.

Founded by Martin Brudnizki in 2000, the team is composed of over 70 interior designers, architects, lighting designers, product designers and art consultants and has experience creating hotels, restaurants, bars, private members' clubs; alongside residential developments and helping a select number of people design their dream homes.

At the heart of the Studio's work is a profound commitment to the individual and their experience of an interior. Through the careful study of a project's context and a client's lifestyle, a dedication to functionality and a love of layering different materials, textures and styles, the Studio hand-crafts environments that enables clients to develop personal and long-lasting relationships with their interior spaces.

Martin Brudnizki Design Studio works across the world with notable clients including: Four Seasons Hotels and Resorts, Rosewood Hotels and Resorts, Soho House Group, Caprice Holdings, The Birley Group, The Royal Academy of Arts, Nobu Matsuhisa, Mark Hix and Daniel Boulud.

Phone numbers for both London and New York needed to be retained, local breakout needed to be available. I.e. The London office needed to call UK phone numbers from UK lines and New York office needed to call other US destinations.

MBDS employees could be in London or New York, traveling or working from an alternate location. Due to distances travel is not always possible or viable, therefore video meetings between staff and clients was also seen as a requirement.





# MARTIN BRUDNIZKI DESIGN STUDIO CASE STUDY Hosted Phone System



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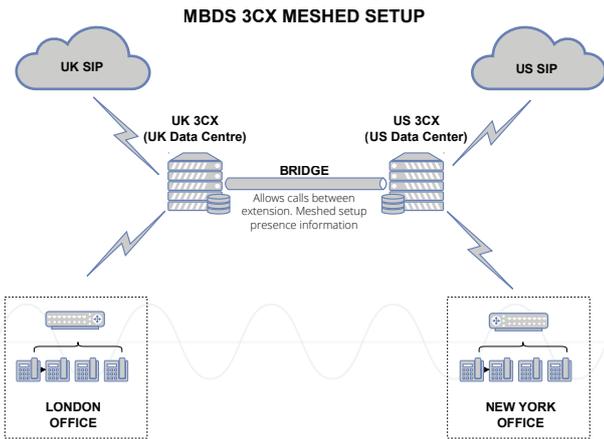
### The Contenders

As a client of Flip for many years MBDS knew the level of service that Flip could offer was excellent, but all the same a second quote was required. A proposal was received from an alternate provider.

Flip visited MBDS, discussed the requirements and showed and demonstrated the proposed system functions and explained how these features and applications could help MBDS work smarter and communicate more efficiently.

### The Result

The alternate provider showed cost savings over what Flip had proposed, but it clearly became apparent it wasn't like for like. Flip had quoted the excellent 3CX system and ALL applications and features are inclusive. When you started adding the cost for the individual features and applications from the alternate provider the cost was significantly more. Also, the alternate provider hadn't met the full brief and couldn't provide a presence in the US. Flip had allowed for a server in the UK and the US, bridged them together to make it seem like one system (see diagram left). Extension calling, transferring calls and presence of users can be seen between the two offices. Users now have multiple ways to communicate without the need for additional licencing or costs. These include softphone for both smart phone and desktop device, web conferencing, audio conferencing and chat.



### Benefits

- ★ Unified technologies across two offices, in two different countries.
- ★ Introduced Video Conferencing.
- ★ Secured traffic across both sites.
- ★ Simplified the phone system administration.
- ★ Retained all UK and US numbers.

“Our IT provider recommended Flip to us and they've proved to be an effective partner. Both London and NY offices are part of the same phone system thus making internal communication easier and more efficient. The Flip support team are always on hand should we require any tweaks or changes, we would not hesitate in recommending Flip Connect.”

Dee Reynolds  
Office Manager

Interested? To find out more information on our products call 0800 069 68 68



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