

## Fine Wine Brokers Upgrade to Resilient Unified Communications from Opus

FINE+RARE

### Profile Summary

**Industry** Food and Beverage

**Staff** 78

**Locations** London, Hong Kong, Cape Town

**Website** [www.frw.co.uk](http://www.frw.co.uk)

**Business Overview** FINE+RARE is a fine wine brokerage with more than 50,000 unique wine vintages complemented by a range of premium spirits. Its customers range from man-in-the-street wine lovers to wealthy collectors and investors.

**Requirements** Advice on moving and upgrading their global communications to a new location and adding resilience, mobility and interoperability with their CRM and ERP systems.



Chief Financial Officer Andy Bottomley

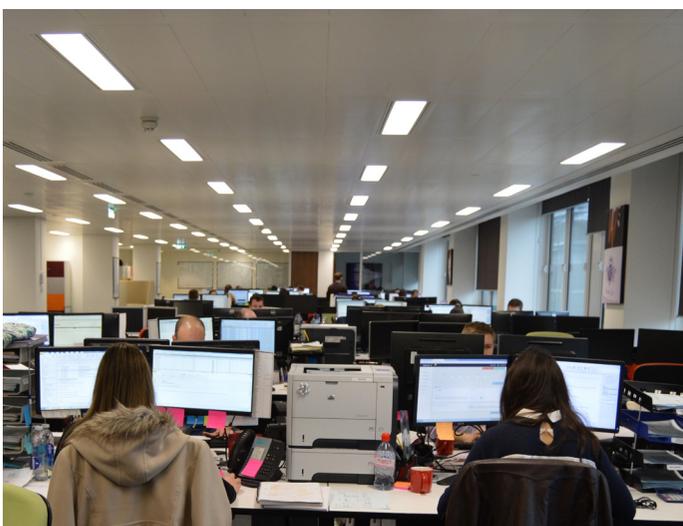
### Situation

Having traded for more than 20 years, FINE+RARE were moving to prestigious new premises in Lower Thames Street. The move presented Fine + Rare with the opportunity to review the voice and strategies for the business and create a more integrated solution with their customer CRM and out of office workers.

Opus had maintained the previous telephone system for many years so were known to FINE+RARE. Chief Financial Officer Andy Bottomley is responsible for Finance and Information Technology.

Talking about the support received from Opus Andy said, "The team at Opus hits the mark with a blend of customer service and delivery focus. Our account manager is very proactive and also a nice guy. In all the time we have worked with Opus we have had a mutually beneficial working relationship so we were happy for it to continue."

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The busy FINE+RARE office in Lower Thames Street, London



One of the Mitel Phones being used at FINE+RARE

## Solution

Having discussed the solutions available with Opus, FINE+RARE chose a full enterprise Mitel VoIP solution with resilient hardware backup, which gave them a lot of features that would enhance their value proposition and make interacting with their customer base much easier and consistent.

This was especially important for their customer Account Managers. As well as creating a hot desk environment where users can pick up their calls at any desk in or out of the office, it has consolidated their worldwide communications and taken advantage of the FINE+RARE VMware infrastructure.

## The Installation

Asked about the installation and training Opus provided Andy replied "Advice from our account manager regarding potential delays associated with new network connections was invaluable and meant we had communications from day 1 in the new office.

The installation and training were conducted in a very informal fashion and fitted around our business operations. This suited us very well and enabled us to get used to the basics of the system before learning about that last 20% of the features."

## Results

Asked what impact the new service has had on staff and customers Andy explained, "The account managers are happy to have access to their desk direct number 24/7 and receive voicemail to their mobile phones, even whilst traveling on the underground! Remote offices in Cape Town and Hong Kong have local call charges to UK numbers as well as each user having a London office extension number, this goes for our UK home workers also."

## In Summary

In summing up their overall experience of partnering with Opus for their communications Andy said, "It has been a pleasure and having confidence in the Opus team from account manager through to the project and technical teams has enabled me to both sleep better at night and focus on other areas of the business which need my attention. The technical support team are great. They always answer the phone and call you back when promised"



## Benefits at a glance

- Global enterprise level communications and hot-desking
- Resilience and business continuity
- Mobile integration and home working
- Maximising investment by installing on in-house VMware infrastructure
- Communications from day 1 following an office move
- Consistently high levels of support from Opus engineering team

Call Opus Telecoms on 0800 316 7566  
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