



# Bradshaw Taylor

Scaling new heights  
with IPCortex and  
NXTGen Technology

Case Study





## Background

Bradshaw Taylor is an outdoor, country & lifestyle company distributing the very best brands in outdoor and country clothing and equipment. Through a dedicated team of over 100 customer service, sales, marketing and distribution specialists, Bradshaw Taylor connect these brands with retailers and consumers across the UK and Europe.

Headquartered in Oakham, Rutland, Bradshaw Taylor is a family business, owned and run by the Taylor family.

### Legacy System Unable to Cope with Expansion

Bradshaw Taylor has seen significant expansion of the business over recent years, not just at their headquarters in Rutland, but also at distribution and warehousing sites in Grantham and Cumbria, as well as its 3 retail outlets. With this continued expansion, the Bradshaw Taylor IT team began to find that the ageing incumbent telephone system was becoming dated, difficult to manage and didn't deliver the functionality they now required. It was decided that the entire company communications system needed to be re-designed from the ground up in order to fully support their complex business model.

Bradshaw Taylor already had a long-standing relationship with IPCortex partner NXTGen Communications, and so engaged them to help implement the communications overhaul.

Nick Vance, Head of IT at Bradshaw Taylor explains; "our office and warehousing buildings had the most basic of communications systems. No ISDN cabling, no VOIP etc. We engaged the NXTGen team to help us upgrade our network infrastructure to a platform where we could benefit from cloud technology and IP based telephony. They suggested the IPCortex Solution which addressed our key requirements".





# The IPCortex Solution

Between the NXTGen team and the Bradshaw Taylor IT team, installation and configuration of the IPCortex PBX proved to be a straightforward process. Vance continues; "We took around 3 weeks to fully spec the system, and from there, the whole process was very straightforward. NXTGen were able to deliver the hardware pre-loaded, with any additional configuration able to be done remotely. They were on-site for the switch on but they were then able to leave us to manage the system ourselves. In all, we managed to get everything installed within 2 or 3 days".

## Simplicity, Flexibility and Technical Excellence

The key result is that Bradshaw Taylor now have a state of the art solution that has allowed them to transform many of their key business processes. Nick Vance explains; "the IPCortex system has had a hugely positive impact on our business, for both internal staff and customers. As well as making it easier for our staff to contact each other internally, using simple 4 digit extensions to communicate between sites, it's also enabled us to manage our call queues more effectively, resulting in far fewer dropped calls and lowering call wait times.

Additionally, the system has given us a much more analytical view of the business through improved user intelligence and a far stronger business continuity strategy, as we are able to switch on voicemail dynamically and offer a consistently excellent customer service experience.

Additional features such as a visible phone directory, voicemail to email transfer, pickup groups and hunt groups are new things we are able to do now that we couldn't do before, which helps us to run all our sites more effectively. It's a 'fire up and forget system'; and the reliability is something we can depend upon rather than worry about".

Moving forward, NXTGen have recently installed a second, smaller PBX at Bradshaw Taylor's Ambleside offices and continue to partner with them on other IT management projects. Summarises Vance; "this project is a great example of a strong relationship between customer, partner and technology vendor. In addition to great technical knowhow, we found the NXTGen team to be great at dealing with our users by talking in plain English and being focussed on a good user experience. That, coupled with the IPCortex system enabling us to integrate communications with our core systems and business, has made this a very successful project".

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## In need of further advice?

IPCortex works with resellers, service providers and systems integrators that deliver stand-alone and integrated communication solutions to SMEs and enterprises.

Contact us for a free consultation on how the IPCortex platform can help you to take advantage of current market trends, and to address your key business challenges - as well as that of your customers.



## Is there anything else you want to know?

For more information, contact us via [sales@ipcortex.co.uk](mailto:sales@ipcortex.co.uk) or call **03300 881 286**.