



Pasta Foods is ready for the future thanks to BT's phone system in the cloud

Case study – BT Cloud Voice

The UK's leading dry pasta producer, Pasta Foods, had relied on a traditional phone system to link its three sites for 11 years. It was clear they needed a more reliable and flexible solution, but the idea of change was daunting. Cloud Voice made it simple for them to get the connectivity they needed, without any large upfront costs.

The challenge

Pasta Foods is the UK's leading dry pasta producer, and a world leader in the production of raw materials for snack manufacturers. Established in 1964, the company employs over 140 people in East Anglia and is currently investing in a new factory in the area which will increase its capacity and staff by about 40%.

For the last 11 years, the company has relied on a traditional phone system to link its three sites and to make and receive calls. Making changes to the system had never been easy, but more recently the company experienced an increasing number of reliability issues.

"We had been looking to replace the system for a couple of years, but the sticking point was always the significant upfront costs that would be required to put a new system in," says James White, IT Manager, Pasta Foods.

Case study profile

Pasta Foods
Food manufacturer
East Anglia
140 employees

Challenge

To replace an outdated phone system with something more reliable and flexible, without any large upfront costs.

Solution

Cloud Voice – an IP-based hosted phone service, which offers state-of-the-art features to employees across Pasta Foods' sites, all provided through one system.

Product

Cloud Voice phone system.

The solution

Cloud Voice addressed Pasta Foods' reliability problems, and best of all, there were no maintenance, or significant upfront costs to worry about.

Their BT team suggested that the company migrate to Cloud Voice – an IP-based hosted phone service offering state-of-the-art features to employees across Pasta Foods' sites, through one system. The service runs in the cloud over leased lines, fibre or conventional broadband connections for a low monthly fee. It also offers free calls between employees both using Cloud Voice, wherever they are, which means savings on monthly bills.

The only new equipment they needed were preconfigured IP phones, which simply plugged into their existing ethernet sockets. A few wall-mounted phones dotted around the company's facilities were fitted with IP adapters so they could be plugged into the network too.

“The monthly cost was very competitive and the service provided everything we needed – so we were sold on it.”

James White,
IT Manager, Pasta Foods

The result

Thanks to Cloud Voice, Pasta Foods has made a smooth transition from an old and unreliable on-premise phone system to a modern, flexible service that can grow with the company over the coming years.

Cloud Voice is IP-based, so staff can take their extension wherever they need to work, and plug it into a nearby Ethernet socket. James is also planning to provide some extra phones around the office, for staff members working away from their desk to log on to and use as their extension.

“This flexibility is important for us because we're expanding and have a new site in Norwich,” he says. “It also means that staff can plug a phone into their home broadband connection and work from there,” he adds.

Staff can also connect from their smartphones over wi-fi using the free Cloud Voice Communicator smartphone app. “We have about eight staff who need to travel, so they can hook into the system from their mobile phones and be contactable as if they were at their desks,” he says. “That will be a big benefit to us.”

Cloud Voice has standard calling features, plus more, making it easier for Pasta Foods to manage business calls. These include call forwarding, three way calling and voice conferencing. Other features such as voicemail to email and call recording are also available, and any new features that are introduced will become available automatically via the cloud.

Cloud Voice has proved very reliable and James isn't expecting any problems going forward. That's because the service is hosted across different geographic sites, so if there are any problems, it won't be interrupted.

“One of the biggest practical benefits of the new system is the flexibility,” James says. Adding extensions with the old system was complex and time consuming – now it's easy to add users and the administrator can configure them from the Cloud Voice web portal in a matter of minutes.

Find out more
bt.com/btcloudvoice

Offices Worldwide

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