

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



## BT Cloud Voice is a reliable, flexible and future-proofed voice platform for Pasta Foods.

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.

### BT Cloud Voice.

- Highly reliable phone system in the cloud.
- Manage your business calls, from wherever you are.
- Long-term flexibility to meet your changing needs.
- Save on set-up and maintenance, as well as call costs.
- Pay only for what you need with a choice of feature packs for each user.

“When I presented it to the board... it was a no-brainer for them to accept it. 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

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### Reliable, business-grade phone system hosted in the cloud.

Pasta Foods has had a relationship with BT Local Business for several years, and its network connectivity is provided by two BTnet leased lines. So, naturally, James was interested when the BT Local Business team suggested that the company migrate to BT 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. The service runs in the cloud, and can be delivered over leased lines, fibre or conventional broadband connections for a low monthly fee. Since it also offers free calls between employees, when they are both using BT Cloud Voice, wherever they are, it will also mean savings on monthly bills.

This solution addressed Pasta Foods’ reliability problems, would require no maintenance, and – best of all – no significant up-front costs were required. “The monthly cost was very competitive and the service provided everything we needed – so we were sold on it,” James says.

Since BT Cloud Voice is hosted in the cloud, the only new equipment required at any of Pasta Foods’ sites were some pre-configured IP phones. These were distributed to staff who simply plugged them in to existing ethernet sockets at their desks. A small number of wall-mounted phones that were dotted around the company’s facilities were fitted with IP adapters so they too could be plugged into the network.

#### Core BT services.

- BT Cloud Voice users: 67.
- Contract length: 24 months.
- BT Cloud Voice UK Sharer Plan 5000.
- BT Cloud Voice International Sharer Plan 500.
- Service care option: Prompt Care.
- BTnet leased line internet access.

### Flexibility and new features mean big benefits.

“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 BT Cloud Voice web portal in a matter of minutes.

Moving extensions is also easy. That’s because the new system is IP-based, so staff can take their extension wherever they need to work, and plug them into a nearby Ethernet socket. James is also planning to provide some extra phones around the office, so any staff member who needs to work away from their desk can log on to one of these spare phones and use it as their extension.

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

Staff can also connect to the BT Cloud Voice system from their smartphones over WiFi using the free BT Cloud Voice Communicator smartphone app, which James expects to be very useful in the future. “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.”

BT Cloud Voice includes all the standard calling features James would expect from a traditional phone system, plus more, allowing Pasta Foods to manage their business calls even better. These include call forwarding – which lets staff receive calls to their extension on their mobile – three way calling and voice conferencing. Other features such as voicemail to email and call recording are also available should staff need them, and because the system is based in the cloud any new features that are introduced will become available automatically.

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

Thanks to BT 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.

“The monthly costs, including all calls, are low, and BT Cloud Voice is highly reliable and resilient whilst offering valuable new features – so when I presented it to the board it was a no-brainer for them to accept it,” James concludes.

Offices Worldwide.

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