

## Overview

Customer: N+1 Singer  
Website: <http://www.n1singer.com/>  
Customer size: 200 employees  
Country or region: UK  
Industry: Financial

## Customer profile

Founded in April 2006 N+1 Singer has grown rapidly to become one of the top 5 corporate advisory and broking businesses in the UK middle and small cap markets.

N+1 Singer is a well established and profitable business built upon 3 principles: equity ownership, partnership structure, long term relationships.

## Business situation

Need for real-time communication and UC capabilities to promote communication and collaborate across the organisation.

## Solution

Microsoft Lync 2013 Integration with Cisco UCM was proposed to enable presence, instant messaging and voice capabilities for N+1's workforce, enabling better collaboration and productivity.

## Benefits Realized

- Increased user adoption with enhanced unified communication capabilities.
- Consistent user experience across variety of devices with added ability to call/message, and carry out real time tracking of users.
- Zero infrastructure implementation cost.
- Increased IT expertise and operational efficiencies.

“Only real collaboration guys like Fuse with in-house system integration, application development and technology skills can design, build and support integrated solutions, understand and articulate the true business benefit and deliver the value of unified communications.”

David Redmond, CEO, Fuse

## N+1 Singer enhances UC capability & user experience by leveraging the suite of capabilities within Lync 2013

N+1 Singer is a leading broking and corporate advisory team in the UK market with offices across the region. However the communication solutions in place between offices offered no interoperability leading to business inefficiencies through costly ineffective communication streams. N+1 Singer decided to address this by integrating Lync 2013 with their existing Cisco UCM platform to provide all users a better means of communication across the organisation irrespective of physical boundaries.

## Situation

N+1 Singer HQ has already invested in a Cisco UCM PBX with SIP trunks for B2B communications. To complement the PBX their traders use an IP Trade dealerboard platform which integrates with the PBX through SIP, and a voice recorder completes the FCA compliant PBX platform. All branch offices use independent PBX platforms offering zero integration capability. There is no form of presence or instant message capability across the organisation.

N+1 Singer decided to explore the option of Lync 2013 which they were already trialling internally and leveraged the proactive services of Fuse Technologies with whom they have a support relationship. N+1 Singer wanted to understand how Lync could help them to connect employees in their organisation worldwide, and across all types of devices and provide a consistent user experience for features like presence, instant messaging (IM), voice, video and meeting venues. They also wanted to know how they could integrate Lync with a third party platform like their existing Cisco UCM platform.

## Solution

Given the business critical nature of the PBX Fuse Technologies recommended leveraging the in situ PBX services and integrating them with a Lync 2013 Standard Edition Pool-Pair deployment model. Not only does this secure the existing PBX investment, it enables the organisation to offer the full breadth of UC capabilities under a single multi device application, without interfering with existing process dependencies. Given a basic topology of Lync 2013 was already in place, Fuse Technologies built on this design and added another Front-End for resiliency and cleaned up the Edge and Reverse

Proxy design to offer the full suite of features both internally and externally. Lync and Cisco UCM were integrated through SIP trunks to provide full PSTN functionality.

The proposed architecture ensured a simple implementation with minimal investment in additional infrastructure by leveraging the existing Lync infrastructure.

## Benefits

The main goal for N+1 Singer was to promote better communication and collaboration across the organisation.

The solution led to greater end-user productivity by adding new ways for employees to communicate across the organisation, such as IM, screen sharing, voice or video calls. It eliminates the need to make public phone calls between offices and the built-in dial-in conferencing services provide a zero cost business grade conferencing service resulting in substantial savings from external conference providers.

The integration with Cisco UCM allows inter-communication across any of the 3 platforms (Cisco endpoints, Lync endpoints & IP Trade dealer boards). Integration with the voice recorder also ensured all calls are recorded which is critical for FCA compliance.

With Lync we remove the need to switch between interfaces while collaborating, you provide a much richer end user experience within the familiar Office 2013 suite of applications reducing the learning curve of end users and ensuring a high uptake. Employees are now able to connect from virtually anywhere running on a variety of platforms; be it an iPhone, tablet or a PC at home, full UC capability will be available. Such advantages have greatly increased employee productivity and lowered operational overheads for a substantial ROI.

*For further details about this case study, please contact:*

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