



Audio Industry Giant Euphonix Achieves Harmony with Polycom and 3CX

Technology

Daily Use

- Interoffice communications
- Client interaction
- Administrative team meetings

Solution

- Polycom® SoundPoint® IP 320 desktop phones
- Polycom SoundPoint IP 560 desktop phones
- Polycom SoundStation® IP 7000 conference phones
- 3CX Enterprise Edition 32SC software IPPBX for Windows

Results and Benefits

- \$100,000 reduction in communication costs realized in 12 months
- Unsurpassed sound quality
- Drastically reduced turn-around time for phone system, moves, adds and changes
- Significantly easier phone system administration
- Added convenience for users though client applications

Partner

3CX
www.3CX.com

Silicon Valley based Euphonix—a leading manufacturer of large-format digital audio consoles, media controllers, and peripherals—has provided customers worldwide with trusted broadcast, post, live sound, and music production solutions for more than 21 years. It counts among its global broadcast clients some of the biggest names in entertainment, including ESPN, Harpo Productions, CNN, and NBC's Saturday Night Live. Even the space shuttle broadcast is mixed on a Euphonix console. Hundreds of feature films, including the recent film, Slumdog Millionaire which won the 2009 Academy Award for "Best Sound Mixing," have been mixed on Euphonix consoles. Each of these clients demands the very highest audio quality from their Euphonix solutions, and the time had come for Euphonix to start demanding the same sound quality from its telephony solution.

Tasked with the modernization of the Euphonix phone system, Euphonix Director of Information Technology Andor Izsak initially found the offerings to be cost prohibitive and, due to budget constraints, was forced to put the project on hold. A move to a new, larger headquarters facility a year later put the issue back on the table and forced Izsak to find an alternative to the costly options he'd evaluated previously.

"I looked at all the usual suspects when I began the search for a new telephony system, but they wanted up to \$100,000, and that was simply not in our budget," explains Izsak. "When we moved to the new headquarters, there was no way to take the old phone system with us, so I started the search again. This time I looked at phone systems that other companies had deployed. I started to realize that the one commonality among most of the deployments was Polycom conference phones. Everyone was looking for best possible sound quality for their conferencing needs."

Izsak began exploring what Polycom had to offer and realized the company made high-quality, full-featured, and reliable desktop and conference room VoIP phones.

"With Euphonix being a professional audio company, it was clear that the driving factor behind our purchase decision would be sound quality," says Izsak. "Both the build quality and the sound quality of the Polycom products were significantly better than any of the others I evaluated. It made sense to go with Polycom phones from a sound quality perspective and then partner with a third-party software vendor for an affordable and flexible IP PBX. That's how we ended up with the combination of 3CX software and a Polycom device on everyone's desk."

"The Polycom phones offer a good mix of usability, extremely high build quality, really solid software, and the best sound quality for the price range."

Andor Izsak, Director of Information Technology, Euphonix



The Euphonix VoIP network is currently comprised of 85 Polycom desktop and conference phones with the rollout of 15+ additional phones underway. For general office use, Euphonix has deployed the Polycom® SoundPoint® IP 320 enterprise-grade SIP phones that are designed to deliver remarkable value. Polycom's multiline SoundPoint IP 560 and 650 series, featuring Polycom HD Voice™ technology, support users who spend a considerable amount of time on the phone, such as sales, purchasing, and marketing personnel. The offices of home-based staff have been equipped with Polycom SoundPoint IP 320 or 560 models.

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Each of the company's conference rooms is equipped with a SoundStation IP 7000 and Izsak reports exceptional performance. "With the SoundStation IP 7000, it's night and day compared to what we used to have. The DSPs in the Polycom devices are unsurpassed."

And from a cost perspective, Izsak estimates an initial savings of more than \$50,000 in the first 12 months of use and anticipates the new system paying for itself in reduced operating costs within a year.

Polycom and 3CX—The Perfect Synergy

Once the decision was made to deploy the Polycom phones, Izsak began researching IPPBX solutions and quickly realized he did not have the time for a solution such as an open source package where support may be an issue. He also required a solution with tight Windows integration.

"I came upon 3CX, downloaded the free software package and was very pleasantly surprised by how quickly and easily I was able to set up a small home phone network," recounts Izsak. "I started talking with 3CX and settled on the enterprise package with one year of support. Within a week and a half, I had the basic functionality of the old systems replicated at the new site. Not only was the rollout simple and fast, we saved a substantial amount of money going with 3CX."

Notes Brian Conway, North America Channel Manager for 3CX, "3CX was very pleased that Euphonix, being a Windows shop, chose 3CX as their company communications system. Euphonix is now experiencing the many advantages of a true software IPPBX solution at a small fraction of the cost of the traditional PBX manufacturers."

Immediate Results

Izsak's goals when he set out to build the new phone network were straightforward: provide the best possible sound quality to his users and give them the highest quality device to use; and save money on total communication costs.

"The Polycom/3CX solution is working tremendously well; users are extremely happy," Izsak reports. "They are noticing the sound quality difference. For example, our VP of engineering who is a well established audio industry professional has been very impressed by the solution and is asking me all about it—What kind of codecs did we use? How did we get such good quality?—and so on."

The open-standards nature of the Polycom/3CX solution has also provided substantial benefit for Euphonix, allowing the company to essentially choose from any client application to maximize the reach and benefits of the VoIP deployment. "We can pretty much use any client out there. And with the emergence of the SIP clients for cell phones, this can also be incorporated into the systems once the Wi-Fi connection is provided, says Izsak. "We've also begun to evaluate and deploy software on most of our users' cell phones that allows them to access the VoIP phone system anytime, anywhere as long as they have access to a Wi-Fi network. This has been very important from both a convenience and cost savings perspective as we'll be seeing a significant reduction in cell phone expenses."

Additional time and cost savings are being realized through the flexibility enabled by the 3CX software package. Previously, if changes to the phone system were required, a third party would have to come out to program the system. Since the implementation of the VoIP telephony solution, our receptionist Ilee Isidro is the phone administrator, handling all of the phone system administrative tasks on her own after less than a week of training. The ability of an internal resource to create new extensions, set up queues and ring groups, and manage call forwarding is resulting in significant time and money savings.

Moving Forward

When asked whether expanding the VoIP deployment beyond the US offices is in the plans, Izsak responds with an emphatic: "Absolutely! As soon as we're done with the deployment of our California offices, we'll implement the VoIP solution in New York, London, and later Tokyo. The savings are just so tremendous and, as importantly, word gets around quickly. Everyone chats up the new system and the remote offices heard about it and immediately started to ask for the same thing."

Learn More

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