poly

LCRCOM CUSTOMERS BENEFIT FROM BOOST IN REMOTE WORKING TECHNOLOGY WITH MEETIP CLOUD PBX SOLUTION AND POLY SOLUTIONS

COMPANY PROFILE
LCR Telecom
WWW.LCRCOM.NET

LOCATION
Spain

INDUSTRY
Telecommunications

ACTIVE LINE USERS
70,000 Virtual IP PBX extensions

SERVICES
- Telecommunications solutions tailored to suit private and business clients

BUSINESS CHALLENGE
- Consistent delivery of cost-efficient, innovative and versatile services for every client requirement

POLY SOLUTIONS
- IP phones - VVX250, VVX450, VVX D230, VVX EM50, Trio 8300, Trio 8500, OBI 300, OBI 302

- Conference systems - Trio 8300, Trio 8500

- VoIP headset - Blackwire C3220

- Mobility headset - Voyager 5200 UC

- Professional Intensive Use headsets - EncorePro 500 Series, 700 Series with DA series USB digital adapters

KEY BENEFIT
- Remote working and remote device management - all in the cloud. Combination of LCR MeetIP Cloud PBX solution with Poly's unified communications (UC) phones and headsets that can be easily managed remotely help boost LCR customers' business productivity

OVERVIEW

LCRcom was founded in 1999 with a mission to modernise the telecommunications industry in Spain, and the organisation is funded solely using Spanish capital. The company offers a refreshing alternative to the traditional business model of large telephone companies, and designs bespoke and versatile telephony solutions tailored to customer requirements.

LCRcom has grown steadily over the years, forged strong customer relationships, and added several new solutions and services to the company portfolio. LCRcom acquired Affinalia in 2010 to focus on private customers and small businesses.

In 2012, LCRcom added mobile telephony to its portfolio through the global launch of LCRcom Virtual Mobile Operator (OMV in Spanish). Today, the company is seen as a prominent leader in the telecommunications sector and is focused on creating value and generating savings for all types of business and individual customers engaged in national or international calling.

LCRcom is continuing to innovate in order to be closer to the day-to-day life of customers.

INNOVATION IN TELECOMMUNICATIONS SOLUTIONS

The telecommunications sector is continuously evolving, and both technology and services are having to meet and exceed customer demands to remain competitive. LCRcom strives to provide innovative solutions for use as and where needed – anywhere, on any device and at any time.

Before starting collaboration with Poly, LCRcom were providing customers with another company's voice and video solutions. However, this did not allow flexibility and versatility in remote configurations that LCRcom wanted to deliver.

Carlos Gató Rego, Commercial Director at LCRcom, explains, "As a service provider with many channels and partners and around 17,000 SMEs, we work hard to develop and provide solutions that suit each and every customer need. For example, we work with small contact centres, home workers and many small business, all of which want cost-effective packages with agile and flexible voice and video comms solutions. As part of this it is always vital that we can provide innovative access and technology platforms, where ever the customer needs and wants to work."

STRENGTHENING REMOTE WORK WITH ASTUTE DEVICES AND DEVICE MANAGEMENT SOFTWARE

LCRcom decided to power their new Cloud PBX Solution with Poly's conference and desk phones and headsets. This new solution called LCRcom MeetIP is now an advanced unified communications (UC) solution that helps provide customers the efficiency, mobility, scalability and, most importantly, complete flexibility to operate on any kind of remote configuration. The solution offers a simple configuration interface to enhance the customer experience and together with the Poly devices, customers now also get access to high quality IP conference and desk phones and headsets with reliable performance and enterprise-grade sound quality.

Carlos comments, "Combining our MeetIP Cloud PBX solution with Poly devices means our customers gain an all-encompassing and higher quality UC solution, and LCRcom has a more competitive offer for customers. The added benefit of Poly's remote device management software makes the installation process easier, quicker and less disruptive as it allows administrators to provision large numbers of devices throughout the organization effectively and efficiently. Poly devices have a modern ergonomic design with intelligent user interface to speed the learning curve, simplify training and drive technology adoption to boost ROI for the customers."

KEY BENEFITS

In addition to the innovation and technology benefits of the combination of LCRcom MeetIP and Poly—including the advantages of being in the Cloud, remote collaboration and custom configurations—the solution is also adding value to LCRcom customers by strengthening their business partnerships.

ABOUT POLY

Poly is a global communications company that powers meaningful human connection and collaboration. Poly combines legendary audio expertise and powerful video and conferencing capabilities to overcome the distractions, complexity and distance that make communication in and out of the workplace challenging. Poly believes in solutions that make life easier when they work together and with our partner's services. Our headsets, software, desk phones, audio and video conferencing, analytics and services are used worldwide and are a leading choice for every kind of workspace.

For more information, please visit **www.poly.com**

"We are providing a solution that helps customers nurture stronger business relationships for our customers as, through seamless connectivity with partners and customers, reliable remote work technology and boost in cross-border collaboration. Our customers enjoy an unparalleled customer experience, which in turn, adds value to their customers' experience and satisfaction too. This shows the power of the LCRcom and Poly partnership."

- Carlos Gató Rego, Commercial Director at LCRcom.