



Case Study: VoiceDirector Enables Global Media Company to Save on Communication and Improve Efficiency

Our Partner

Founded in 1997, MindShare is a global full-service media company, specializing in media planning and buying. MindShare employs 4,500 people in 65 countries around the world and has been awarded Advertising Age's Global Media Agency of the Year for two years running.



The Challenge

MindShare's regional offices in the Middle East and North Africa were spending approximately \$50,000 per year on long distance phone calls, not including fax and mobile phone expenses. Most of these calls were made between their 13 regional offices and to customers and offices in the United States and Europe. In an attempt to reduce these costs, MindShare first tried to increase their use of email, messaging and chat services. However, they found that in order to meet their customers' needs, they needed to rely on telephone communication, which is more personal and efficient. After trying another VoIP solution that they found limiting, MindShare turned to Net2Phone.

The VoiceDirector Solution

Net2Phone recommended VoiceDirector, which is a SIP-based VoIP corporate calling solution that builds on the popular Max PVN. VoiceDirector is designed to drastically reduce the communication costs of small and medium-sized businesses without sacrificing quality of service. A flexible VoIP calling solution, VoiceDirector can be implemented as a standalone IP-PBX or added to an existing PBX system. VoiceDirector software comes installed on a server that is placed at a company's headquarters. Each location on the VoiceDirector network connects to the server through any number of hardware devices. With VoiceDirector, companies can make free calls to worldwide offices and business contacts and low-cost long distance calls to any phone in the world.

The Implementation

MindShare began by installing the VoiceDirector server in Dubai and connecting offices in Saudi Arabia, Kuwait, Lebanon and Egypt with a combination of IP phones, Max gateways and Cisco ATA 186 telephone adapters. The VoiceDirector solution even enabled MindShare to provide Wi-Fi phones and softphones to employees who travel or work out of their homes.

The Bottom Line

Within a month of implementation, MindShare has already been able to reduce their communication costs by an expected 60 percent and increase productivity. According to Osama ChamsiPasha, Regional IT Director of MindShare, "Communication is essential for our company. VoiceDirector has made our life easier and we can make calls any time without worrying about the cost." And, with the success of the initial implementation, MindShare already plans to expand their use of VoiceDirector to other regional offices throughout the world.

For more information on how VoiceDirector can help your company save, please email us at info@voicedirector.net

"VoiceDirector provides us with a quality, cost-saving communications solution that requires very low maintenance."

-Sam Hbous, IT Manager of MindShare