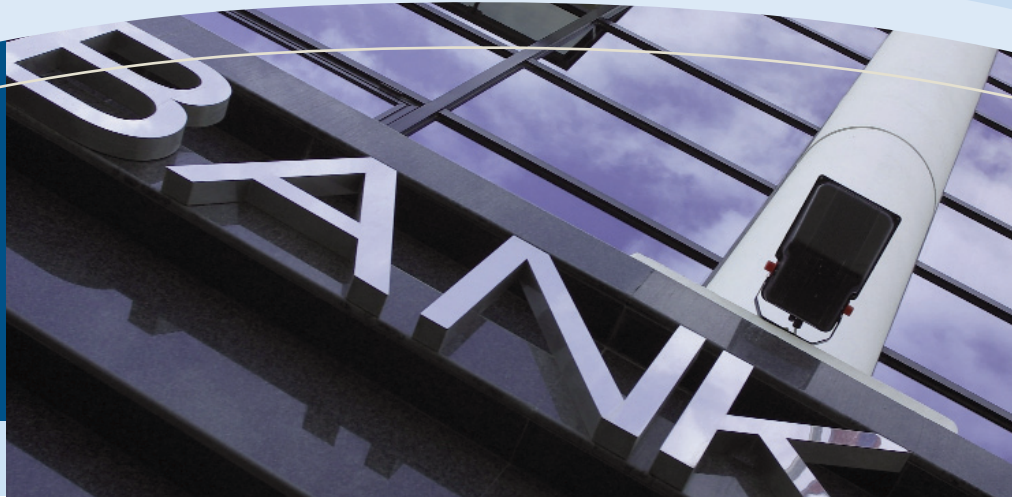


CUSTOMER EXPERIENCE



ABOUT AMBRIAN CAPITAL

Type: Specialist investment banking group

Configuration: A high availability IP communications platform was installed in Ambrian's new Central London office to support trading desks and back office workers. The platform also allows desktops to be extended over a broadband connection to remote locations.

Staff: 70

Website: <http://www.ambrian.com>

CUSTOMER NEEDS

- Easy to use communications system to meet the needs of a rapidly growing company
- Ability to support the needs of a busy city traders
- Support for staff working at home
- FSA compliant call recording capability
- Scalable, future proof solution
- Rapid delivery – two week timescale

"We specifically needed a solution that would support our traders and would scale up to support future growth. Mitel was the only vendor able to provide a cost-effective solution that met these very specific requirements. What's more, the Mitel solution comes with a teleworker option for our remote workers."

– Mike Dack, Operations Manager,
Ambrian Capital

Ambrian Capitalises on Mitel Financial Applications to increase productivity

Ambrian Capital plc is an AIM listed specialist investment banking group focused on the mining, oil and gas, alternative energy and new technology sectors. It provides corporate finance, stockbroking, commodity broking and investment management services to institutional and corporate clients. Ambrian is also a principal investor in the natural resources sector.

Having doubled in size over the past six months, and with further growth predicted, Ambrian needed to move to bigger premises. At the same time it had outgrown its existing phone system: calls were getting lost and no further lines could be added without great expense.

Mike Dack, operations manager at Ambrian saw the office move as a good opportunity to switch to a more scalable communications system with added functionality. "It was clear that our existing system wasn't going to meet our needs for much longer. Moving offices provided us with the ideal chance to move up to a system designed for a larger organisation that would provide us with greater flexibility."

Solution

Ambrian required a solution for now and in the future, that could meet their voice communications needs, provide dealer board functionality, call recording for compliance with financial regulations plus support a handful of remote workers. Another key element was the timescale. The system had to be delivered, configured and installed by the time the office move went ahead – a date just over two weeks away.



SOLUTION COMPONENTS

- Mitel 5560 IPT for trading desks
- Mitel 5340 IP phone
- Mitel Wireless Headset
- Mitel Teleworker Solution

RESULTS

- Increased productivity of pre-sales support team and traders
- Rapid and seamless move to a new communications system, with no lost calls or complaints
- Additional functionality, licences and extensions can easily be added when needed
- Teleworker solution supports home workers and road warriors

Mitel was the only vendor who could meet these needs, in particular offering the dealer board so Ambrian selected the Mitel 5560 IPT for trading desks and Mitel IP display phones for other staff. In addition, home workers can benefit from identical communication services as those working in the office.

“Mitel has an excellent reputation for easy-to-use, intuitive products that can enable increased productivity and sales. I was also impressed with Mitel’s awareness of the obligations that companies regulated by the Financial Services Authority face and how it has developed specific applications for these markets.”

“Although several vendors offer communications systems with integrated dealer boards, none could match Mitel functionality for the price. I am delighted to say that I haven’t had a single complaint from users since they switched to Mitel. We purchased 12 simultaneous licenses and as the company grows we will easily and quickly be able to add to this number,” says Dack

Since installation of the new system, Ambrian has seen an increase in productivity across the pre-sales support team who are using wireless headsets with the IP phones. In addition, traders using Mitel 5560 IPT have enjoyed an increase in productivity enabled by clearly presented lines, one touch speed dial buttons and dual handsets.

Future

Dack continues, “At Ambrian we want to support our employees so they can do the best possible job. The communications system we use is a key part of this and should help us grow. I feel we have opted for a set-up that is as future proof as possible and will be able to support us for many years to come.”

As Ambrian grows, the company plans to add more desks and introduce new Mitel capabilities for example the Mitel mobile extension.

“The configuration and installation of the system went smoothly. From both an operations and an end-user perspective we have been happy with its performance, so I see no reason why we wouldn’t continue to use Mitel products for a long time to come,” adds Dack.

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GD 423_2614 PN 51013378RA-EN

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