



## Customer Case Study:

### Alpha Micro

Value added reseller and distributor of electronic components.

[www.alphamicro.net](http://www.alphamicro.net)

Testimonial from Christos Papakyriacou, Alpha Micro's Managing Director.

### The Business Background

Founded in 1995, Alpha Micro ([www.alphamicro.net](http://www.alphamicro.net)) is a highly successful independent distributor of electronic components. Servicing the Telecoms, Datacoms, Security, Electronic Point of Sale (EPoS) and Machine to Machine (M2) sectors with components from various franchised product lines. Alpha Micro has built an enviable reputation for product quality, customer service and innovation.

What really sets Alpha Micro apart from the competition is its design-based approach to distribution. A team of in-house design engineers work with customers to integrate components from the franchised product lines into board-level designs, adding real value to the solutions on offer and helping customers to get their products to market quickly.

***“The business has been transformed since the introduction of the new phone system. The team can easily transfer calls to other team members, both internally and externally. We can easily arrange conference calls, and more recently we are able to run the system on our smartphones such as iPhone and HTC desire.”***

**Christos Papakyriacou, Alpha Micro.**

Alpha Micro has a head office in Basingstoke with other bases in the US, Scotland and Ireland. They also have a global customer base, as Christos reports:

“With our customers located all over the world much of our contact is carried out on the phone so it is very important to our business. We spend most of our working day on the phone to customers, suppliers and colleagues in remote locations.”

### The Challenge

Alpha Micro had their previous phone system for fourteen years, but as their business grew they required more flexibility, as Christos explains:

“It was a good system, but we were unable to grow and adapt the system to changing requirements of our business I wanted a system to allow us some flexibility in linking up our remote workers and other office locations.”

### The Solution

VOIspeed's involvement with Alpha Micro grew from a recommendation from an existing customer:

“My sister works for Wings Abroad <http://www.wingsabroad.co.uk> and she recommended the system to me. I was amazed by the simplicity and flexibility of the system and very impressed that she could work from any location that offered a broadband connection. I looked at other systems but was impressed with the sales at VOIspeed team who took the time to really understand our requirements. “

Due to our own internal business restructure, it took around nine months for us to place our purchase order and then the system was installed 6 weeks later. Everything was taken care of by the VOIspeed team who handled the line transfers, etc and kept us updated along the way.”

**Key numbers** for Alpha Micro VOIspeed phone system are:

- 30 Extensions (22 UK, 1 US, 5 Scotland, 2 Ireland)
- VOIspeed PRONTO Pro Software
- 4 ISDN channels for incoming calls
- VoIP for UK and Ireland
- Hardware: mainly VOIspeed USB phones, 6 VOIspeed IP phones and 6 Sennheiser headsets.

### The Outcome

Christos explains how his business has changed with VOIspeed:

“The **business has been transformed** since the introduction of the new phone system. The team can easily transfer calls to other team members, both internally and externally. We can **easily arrange conference calls**, and more recently we are **able to run the system on our smartphones such as iPhone and HTC desire.**”

“It has definitely **improved our business processes** with the biggest improvements being made with our external teams who now help to answer our calls during high peak busy periods.”

“Our **phones bills have been reduced**, but more importantly **our external teams can now work from home** if office based colleagues are sick or on holiday. Previously they would have to make a special trip to the office to cover the phones.”

“It’s **completely changed the way we work** and the remote users are now more integrated into the core team.”

### Recommendation:

Christos Papakyriacou concludes:

*“I would have no problem recommending the VOIspeed service to prospective customers. The system is excellent and flexible enough to grow and adapt in line with our business needs. The support team are first class and their response to any issues, no matter how small, is always very quick.”*



*Alpha Micro employees on their headsets using VOIspeed soft-client.*



For further information please contact:  
[marketing@voispeedltd.com](mailto:marketing@voispeedltd.com)  
or call 01727848186.