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Case Study

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## Implementing the right VOIP solution globally

Identifying, testing and coordinating the roll-out of an international VOIP service for leading, independent news-gatherer, Associated Press.

## Overview

Associated Press is one of the largest, most trusted sources of independent news, supplying a steady stream of content to its members, international subscribers and commercial customers. The company employs the latest technology to collect and distribute news.

## Scope of work

Crestwave Solutions was approached by Associated Press to overhaul its international telecommunications infrastructure. "Like most businesses, Associated Press is under increasing pressure to reduce costs and voice communications was one area to be closely scrutinized. Having provided services to us in the past, we reached out to Crestwave Solutions to find the right solution for us, while at the same time not compromising our existing service levels," says Steve Moyes, Technology Director EMEA/Asia.

## Crestwave's Solution

We collaborated with Associated Press to ensure that all the required functionality was encapsulated within the proposal. One of the biggest considerations in sourcing the solution was to ensure that all the geographical locations, including in some challenging sites, had the same look and feel as if a call was terminating from London. After carefully analysing the market, we sourced a global VOIP solution, which met all the criteria and functionality required by our client. Key to the project's success was ensuring we delivered the solution within timescales, in accordance to the roll-out plan, with seamless migration. Alongside Associated Press, we have delivered the solution across four global sites, and this is now being expanded.

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**"We were very impressed with the solution,' adds Moyes. We have never embraced VOIP as a service before and worked with Crestwave to identify test sites, followed by creating a roll-out plan, coordinated and delivered by Crestwave with the VOIP provider. Not only has the service achieved our main target of reducing our cost base, but it has also increased productivity, allowing our global staff to place calls to internal plan numbers with ease. This benefit increases with each new office we convert"**

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