

# Case Study

How we helped improve AK Payroll's communications.

**AK Payroll Services Ltd is an Accountancy company based in West Yorkshire. Run by Anne Nattress with over 25 years of experience, the business specialises in payroll implementation and customer service.**

---

**Company name:**

AK Payroll Services Ltd

**Who are AK Payroll:**

AK Payroll Services is a friendly company offering flexible accountancy solutions built around customer needs and specific requirements of the business

**Type of Business:**

Accountancy Services

**Requirement:**

Flexible and cost effective business telephony system and a better broadband solution for new premises.

*"Cloud4 have proven to be an ideal partner for our business, providing a simple and affordable business telephony solution without the headaches normally associated with this critical service.*

*Hosted VoIP is an ideal solution for us as it is both affordable and simple to manage, with low upfront costs and minimal onsite equipment requiring maintenance or support."*

**Steve Nattress, AK Payroll Services**



**Benefits of taking Hosted VoIP and Broadband services from Cloud4 Computers**

- Advanced enterprise Hosted VoIP PBX with low cost of entry and maintenance
- Superfast Broadband connected to the VoIP platform for quality voice and data
- Save up to 40% on call costs over traditional telephony
- UK Hosted and Supported 24/7 in ISO-27001 datacentres

## Why did AK Payroll choose Cloud4?

**With a full range of business communication solutions from broadband connectivity to business mobile phone deals and one of the most advanced Hosted VoIP systems available, after research Cloud4 seemed the perfect partner.**

Realising the significance of a rapidly evolving Cloud Solution environment and its efficiency especially for small businesses, AK Payroll Services first contacted Cloud4 Computers in June 2012 enquiring about Hosted VoIP. Anne found Cloud4 Computers through an Internet search by looking for a trusted and reliable Cloud VoIP provider that would meet the needs of her small Accountancy business and help lower the company's telephony costs.

## AK Payroll's Main Objectives

AK Payroll were in the process of moving to new premises. Although the business owners knew about the cost and flexibility benefits of Hosted VoIP, there were still concerns about how viable its use would be in the area where broadband services were traditionally poor.

After discussing these concerns, Cloud4 was able to identify the possibility of the new superfast fibre (FTTC) broadband at the new site. The figures also showed that connectivity itself would be up to 7 times faster there than an ADSL service. With these speeds available with FTTC it was clear that VoIP was the ultimate telephony option for the new site. After working together on a way forward, AK Payroll decided to take both the broadband and VoIP services from Cloud4.

*"I was looking for a cloud-based VoIP solution designed to meet the needs of our small business as we prepared for a move to new offices. We also chose Cloud4 to provide the broadband service to the new premises.*

**Steve Nattress, AK Payroll Services**

"Cloud4 managed the installation of the broadband service for the new premises and ensured that everything was completed on time.

The phones were provided preconfigured and needed only to be connected to the network. It was even possible to begin using the VoIP before the premises moved which reduced the risks associated with everything going live at once."

From the point of order, Cloud4's team managed not only the installation of the broadband services on time but through consultation with Ann, we were able to fully pre-configure the new phone system and ship the hardware all ready to be simply plugged in and ready for use. AK Payroll was able to begin using their new phone system at the old office and simply picked it up and moved it to the new office when moving to the new premises.

There were a couple of teething issues with the new broadband circuit but Steve explains "after installation we have had 2 issues affecting the broadband service, the first instance was a problem with the BT line into the building and the second was a failure of the Openreach modem. In both cases Cloud4 managed the fault reporting with the 3rd party and stayed on top of the problem until satisfactorily resolved in good time"

**Continued...**

## Summary

The Hosted VoIP and Broadband solution was a package created specifically to meet AK Payroll's needs and business requirements. As the Cloud providers, we have noticed that there are an increasing number of businesses requiring these kinds of unique packages that we at Cloud4 are able to provide instantly.

With the passion for technology and traditional mind-set of understanding client's needs, Cloud4 has not only successfully managed to respond to AK Payroll's queries but also to promptly

implement ideal solutions at the right price.

The ease of contact and personal approach allowed Cloud4 to manage the configuration and delivery of an optimised business telephone service from day one. That high level of support gave AK Payroll peace of mind and assurance that moving to the Cloud with Cloud4 was the right decision.

***Cloud4 Computers is a leading provider of Cloud Computing, Business Mobility and IT Solutions in the UK and abroad. With over 15 years of technical and commercial experience, our focus is on providing unique solutions fitting your specific requirements along with high level support.***

For more information on how to migrate your company to any of our Cloud Services, please get in touch.

**Helpline: 0845 862 0263**  
**[enquiries@cloud4computers.co.uk](mailto:enquiries@cloud4computers.co.uk)**

***Connect with us on:***