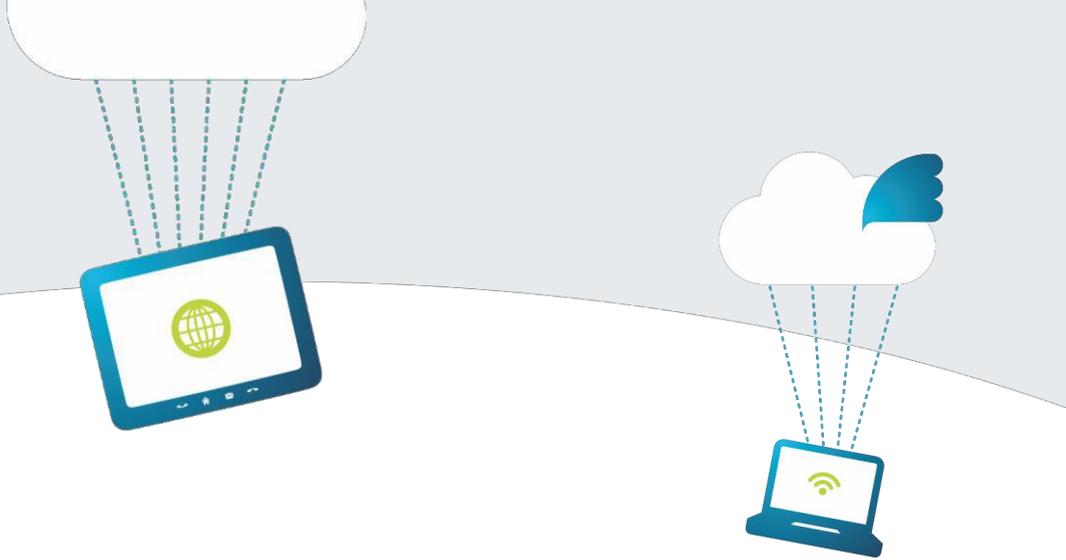




Case Study: Griffith Hack

UNIFIED COMMUNICATIONS SOLUTION

FOCUS ON WHAT YOU'RE SAYING
NOT HOW YOU'RE SAYING IT



ABOUT

Griffith Hack is a respected Intellectual Property (IP) law firm, with well over a century of history offering their clients far more than the traditional IP firm, offering robust analysis of the IP landscape, with the aim to open up new opportunities for their clients.



IP Amplified

► The business need

Griffith Hack is an intellectual property (IP) firm with offices in Melbourne, Sydney, Perth, and Brisbane. The firm has been in operation for well over a century, with the original private company founded around 120 years ago.

Going beyond the traditional IP firm offering, Griffith Hack provides robust analysis of the IP landscape to inform clients' strategic IP and investment decisions, and to help them get the maximum research and development funding available. Instead of simply protecting existing IP, Griffith Hack works to use clients' IP to open up new opportunities.

The firm had ageing and failing hardware, a growing demand to connect with Skype consumer clients and the need for a strategic communications platform to scale into the future.

It quickly became apparent that they needed to replace ageing infrastructure telephony infrastructure with new hardware, along with an upgrade from Lync Server 2013 to Skype for Business Server 2015.

Having had a long standing relationship with some of Insync Technology staff - who have been working with the firm for a number of years across varied projects – the decision was made to engage Insync to assist with the task.

► The challenge

Griffith Hack is a full Enterprise Voice shop, with Lync and associated telephony infrastructure crucial to their daily operations.

The upgrades involved replacing key pieces of the infrastructure underpinning this. Griffith Hack needed to ensure that it went smoothly and that staff were not negatively impacted by the changes.

“It’s great to be able to work with a team that knows our Unified Communications infrastructure better than we do!” – **Gavin Townsend, Infrastructure Manager**

▶ Key outcomes

The key outcomes came back to how Griffith Hack are able to connect internally and to their clients. Staff are able to communicate via a number of mediums, including instant messaging, voice and video from any mobile phone, laptop, desktop or meeting room.

*“In a way the technology has become invisible and we can focus on **what** we’re saying and not worrying about **how** we go about saying it.”* – Gavin Townsend

With the firm quickly adopting the technology and with all pain points successfully removed, the goals of the project were successfully reached.

“The hardware platform is much more stable and staff like using the new Skype for Business client and being able to connect with other clients on the Skype consumer platform.” Gavin continued.

▶ The future

One of the goals of this project was to develop a strategic communications platform to scale from in the future.

Griffith Hack is now engaged with Insync to implement a new Acano video conferencing platform. This will allow them to have even greater connectivity options with their clients and bring a more ‘Skype like’ experience to their larger meeting rooms.

Griffith Hack is in the process of expanding their online services and unifying their professional services portfolio, with the ongoing goal of maximising IP for their clients.

Solutions

Insync provided a turnkey universal communication upgrade

Insync conducted the design, selection and installation of hardware in Melbourne, Sydney, Brisbane and Perth offices.

They also provided the build, configuration and migration from Lync 2013 Server, Edge and desktop clients to Skype for Business.

Finally, Insync were able to provide configuration and connectivity with our existing Polycom video conferencing systems.

Top tips for organisations in a similar situation

“Unified Communications is complicated and you really do need technical expertise to get the most out of it.

“The team at Insync work on these systems every day and they know the pitfalls that are hiding for the unwary and the benefits that are available for the willing.” - Gavin Townsend

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