

# CASE STUDY

## BUSINESS BACKGROUND

Close Brothers Treasury is part of leading UK merchant banking group Close Brothers Group plc, founded in 1878. Committed to the principles of Modern Merchant Banking, Close Brothers serves the needs of today's customers with the traditional values and strength of its heritage.

One of the UK's highest rated banks. Close Brothers Limited was given an Aa3 credit rating from Moody's Investors Service and an A rating from Fitch Ratings Ltd. These ratings reflect the strength of their business model, prudent approach and solid track record in profitability.

Visit: <https://www.closesavings.co.uk/>

**Close Brothers**  
Modern Merchant Banking

## MARKET

Financial services

## REQUIREMENT

A trading voice solution which fully integrates with a SIP based PBX. Intuitive to use, easy-to-administer and at a low TCO (Total Cost of Ownership).

## SOLUTIONS

- Providing trading and client services with an easy-to-use voice solution to conduct business in the most efficient manner.
- Complete virtual environment and green solution with no need for any physical servers
- Manageable solution which allows end-users to create their own speed dials
- Access to an expert help desk able to tackle any potential issues

## THE CHALLENGE

The existing dealer board being used by Close Brothers Treasury was coming to the end of its life and no longer met the requirements of the business. Difficult to use, with a considerable amount of infrastructure and constant monitoring needed, a modern solution was in desperate need.

Close Brothers had also taken the decision to move away from a traditional PSTN to a SIP based Cisco Unified Communications Manager PBX. This meant that the dealer boards would need to fully integrate with SIP PBX. The future solutions would have to be user friendly and easy to manage, with very little infrastructure.



**IP Trade**<sup>™</sup>



**LINX** NETWORKS

A part of **BT** 

## THE SOLUTION

After carefully considering the different options available on the market, Close Brothers Treasury chose a T4 dealer board from IP Trade and Linx-Networks to provide voice communications to their dealers and client services teams.

As a certified gold partner of IP Trade SA, Linx-Networks was able to provide Close Brothers with T4 turrets which would satisfy the end-users and meet the technical and business requirements.

One of the many advantages of the IP Trade solution over its primary competitors, is its ease of scalability. If Close Brothers Treasury decided to scale up their teams, there would be no need to scale up the infrastructure, instead they would just need to upload additional licenses.

To support Close Brothers Treasury, we operate on a very strict one-hour SLA, providing direct access to fully trained engineers to help them with any unforeseen issues.

Commenting on the new system, Close Brothers Treasury said:

***"We were extremely pleased by the after-sales support provided by the team at Linx-Networks, who were able to assist in improving our call handling process."***

***The new system has been welcomed by our traders, who were particularly impressed with the touch screen based T4 turrets."***

***Not only did the team at Linx-Networks assist with a new voice solution, they also provided us with technical advice to support our recordings and communication infrastructure."***

***True experts in their field. We would not hesitate to recommend the services of Linx-Networks."***

We were very pleased to be chosen by Close Brothers Treasury to supply the new T4 turrets. It was our duty to prove that the IP Trade T4 turrets would meet the requirements of the users and the business.

Once we had been through the concept phase, we were able to integrate the T4 turrets perfectly with the Cisco Unified Communications Manager.

***"We had the opportunity to work in partnership with Cisco, to provide Close Brothers with the best possible implementation of the IP Trade solution"*** said Linx-Networks founders Gareth Malone & Duraid Haddad.

IP Trade has always worked with technology leaders like Cisco to bring its solutions to the market. As an IP Trade partner Linx-Networks is bringing to customer its expertise to implement and support the combined proposal of Cisco and IP Trade.

***"We were not surprised that Close Brothers Treasury chose Linx-Networks for its trading floor replacement project. Their deep knowledge of the technology combined with a sense of customer care that is mandatory to serve critical users, makes them a winning selection"*** said IP Trade co-founder Didier Mattivi".



## ABOUT IP TRADE SA



IP Trade is a pioneer in the design of advanced SIP (Session Initiation Protocol) communications and has established itself as a leading provider of ultra-reliable, high-capacity unified communications and collaboration (UC&C) solutions designed for environments where "always-on" instant communications capabilities are required. The company has its headquarters established in Belgium (Liege) and has offices in Asia, Europe and the USA and representation through partners in about 40 countries.

- [www.iptrade-networks.com](http://www.iptrade-networks.com)

## ABOUT LINX-NETWORKS



Linx-Networks prides itself on service and reputation. We listen to our clients and customise each of our services around your business. Linx-Networks is one of the few London city-based companies that gives your business a more personal touch. We specialise in Trading Turrets, IP Telephony, Voice & Mobile Recording, Managed Services and Cloud Solutions.

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