



**Customer:** The Trading Room Gibraltar **Industry:** Financial Services  
**Location:** The Rock of Gibraltar **Number of Employees:** 25  
**System Displaced:** Individual Local Lines

### Solution

- Avaya IP Office 406
- Avaya IP Office Conferencing
- Avaya IP Networking
- Avaya 5400 series Digital Telephones

### Why Avaya?

“Avaya is a well-known brand, and I was very comfortable with the recommendation from my communications company to go with the Avaya IP Office.”

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The Trading Room Gibraltar, located on the Rock of Gibraltar, is a trading “arcade” designed for day traders to facilitate futures trading in a global marketplace. The traders are registered on the Chicago, London and Frankfurt exchanges, and access the exchanges from The Trading Room facilities. There are 20 traders supported by a staff of five.

### Challenge

The Trading Room Gibraltar was in need of a telephony solution that could significantly reduce the ongoing costs of international calling and make the company’s representatives more readily available to clients at all hours of the day. The company’s existing telephone system didn’t allow multiple outgoing calls or offer multiple lines for incoming calls, making it difficult for traders to provide high levels of customer service to clients. The Trading Room also wanted to establish a local presence in the U.K. to better serve its partners and clients located there. And in a high stakes industry where a simple misunderstanding can be financially disastrous, improving the quality of voice communications was considered a must.

### Results

- **Reduced telecom-related costs.** By adopting VoIP technology with an Avaya IP Solution and working with a service provider in the U.K., the Trading Room’s telecom-related costs per minute have dropped from 60 pence per minute to 5 pence. In addition, the company’s monthly telecom bill with GIBTEL, the local phone service provider, has decreased from 2000 pounds to 200-300 pounds.
- **Significantly increased accessibility.** With the Avaya IP solution in place, and more incoming and outgoing lines available, clients are now able to contact the Trading Room’s brokers much faster and easier than before. And by using the call forwarding feature of Avaya IP Office, brokers can receive calls from partners and clients virtually any time and anywhere they choose. The Avaya IP Office’s call forwarding to cell feature has become extremely popular with the company’s brokers who are always on the move and can’t afford to miss an important call to their office phone.
- **Enhanced convenience and reduced toll charges for partners and clients with local U.K. number.** With the service provider located in the U.K., The Trading Room’s U.K. partners and clients have a local number to dial, as well as a toll-free number available.
- **Teleconferencing feature enhances U.K.-Gibraltar link.** By using the conferencing for company meetings between the U.K. offices and Gibraltar headquarters, and with important clients, The Trading Room is providing a quick and easy means to resolve issues or discuss time-sensitive business opportunities. Foregoing a service provider in favor of the in-house teleconferencing solution has also reduced expenses to a great degree.

“The installation only took a half of a day, and we were up and running. This has been a brilliant solution, it went in very smoothly, and has been a dream to use.”

— Andrew Keywood, director, The Trading Room Gibraltar



**Small Business  
Snapshot**