

Exactive Case Study



Brands2Life use CloudUCX™ to deliver telephony with Microsoft Teams

After struggling with poor comms and telephony systems that didn't work for them, they found the perfect solution with Exactive and CloudUCX™ for Microsoft Teams.



Microsoft Teams
Direct Routing

Client: **Brands2Life**
Country: **UK & USA**
Industry: **PR & Marketing**

After a poor experience using a cloud solution from Broadsoft, Brands2Life decided to move to Teams with Telephony and chose Exactive to help them on their journey.

Head of IT at Brands2Life, Ivan Corbett, spoke about the project:

"Exactive offered the most inclusive package and they understood what we were looking for, unlike some other legacy providers we spoke to. From the first phone call, Exactive demonstrated excellent knowledge of the product, they understood what we were looking for, they demonstrated experience delivering the solution, and **we had confidence they could deliver it in a way that would work for us.**"

"We needed something that was completely flexible, that would enable any users to make any number of calls, to any destination - and the Microsoft solution isn't geared for that."

"Given these requirements, **the total cost for the Microsoft calling option for our company was more than double what we ended up going with**, so it was not feasible for us to go down that road."

The onboarding was fantastic, the staff were brilliant, and the process was definitely one of the better ones I've ever done. Exactive scheduled regular catch up meetings, notes were transcribed and dropped across to me with action points - and as a customer that is just fantastic because it shows us there is continual progress. We felt that things that we talked about were being done, and it gave us a lot of confidence that we were on the right road. **The technical implementation of this project has been very smooth.** We haven't had any periods of unexpected downtime and we haven't run into any roadblocks."

"If I had to do it all over in the morning, I'm glad it was Exactive that we worked with."

CloudUCX™

CloudUCX™ is Exactive's global telephony solution for Microsoft Teams that provides a flexible and cost effective alternative to Microsoft Calling Plans.

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