

Stripe 21 provide a new 100 extension telephone system for Reseller GenraIT to support their serviced office clients; Optima Offices.



### The requirement:

To provide VoIP telephony products and services along with internet services to support Genra IT's customer base of serviced office clients who are operated by Optima Offices.

GenraIT knew they had to provide a new solution when they began to feel that they were not being offered products that represented value for money from their existing supplier at the time. Other products had been tied into their offering but were not fully functional as GenraIT knew new technology could be.

Developing and providing cutting edge services at a reduced cost to the end user was what GenraIT wanted to offer their client Optima Offices services which they pride themselves on providing so it was a crucial decision to look for a new supplier who would allow them to do this.

GenraIT explored a number of different supplier options to assist them with their requirements and their search for technically high quality internet services, provided at an ideal price point, led them to Stripe 21.

Stripe 21 could provide the cutting edge products at the right prices. Non- traditional products, developed through forward thinking technology, with a traditional and reliable level of service were the answer for GenraIT. Together with GenraIT's thirst for higher profitability margins for both themselves and their clients, all of these requirements accounted to their decision to partner with Stripe 21.

Managing Director of GenraIT, David Prior, comments "We were really looking for a new, high quality telephony system to support the multiple serviced offices our client had recently acquired."

### About Stripe 21:

Stripe 21 are an innovative Voice, Data and Internet Service Provider who specialise in the implementation and management of both legacy and Next Generation Networks (NGN) across the UK and internationally. Stripe 21's ethos to provide guaranteed Quality of Service across their voice and data portfolio is reflected in their Service Level Agreements (SLAs) because the guarantees are engineered into the managed services they provide.

### The client:

GenraIT Limited are UK Resellers who provide telecoms, datacoms and internet solutions to Optima Offices.

### Comment:

David Prior,  
Managing Director, GenraIT:

"We were really looking for a new, high quality telephony system to support the multiple service offices which we had recently acquired. Stripe 21 provided us with a highly efficient and flexible telecoms and IT offering that is new to our sector."

### The solution:

The partnership began and Stripe 21 immediately got to work to provide GenralT with exactly what they were looking for for their base of serviced office clients. A new, bespoke, 100 extension managed telephone system, administered from Stripe 21's central location was built and supplied.

Add in more about the solution here...

### Benefits of the solution:

- A fully managed phone system
- Scalable and sellable
- Price efficient
- Flexible and reliable
- Implemented by a professional, experienced team
- Administered from a central location
- Forward thinking technology

### The result:

GenralT were delivered a complete, individually owned system that provided them with exactly the type of technology they wanted in order to give their business a scalable and sellable IT solution to give them a competitive edge in the market of Serviced Offices. The solution was highly reliable and flexible which saved the company costs and also allowed them the opportunity to experience extremely competitive ROI.

"Stripe 21 set themselves apart from their competitors with their personal services, high intelligence of the industry and sector and being ahead of the technological curve. At the same time, they are passionate about wanting to find the best solution at the best price for their clients", commented the MD at GenralT.

GenralT awarded the key success factors of their partnership with Stripe 21 to the company's support throughout the whole process and their great understanding and knowledge of the product.

### Comment:

David Prior,  
Managing Director, GenralT:

"There were no issues and no fuss throughout the whole of the implementation period and working with Stripe 21 was a pleasure. They are brilliant at what they do and most importantly, passionate about their business and products."