



AVAYA

DEVCONNECT

## Speakerbus iTurret SIP Dealerboard Enables Virtual Trading Floor for Leading Energy Trader

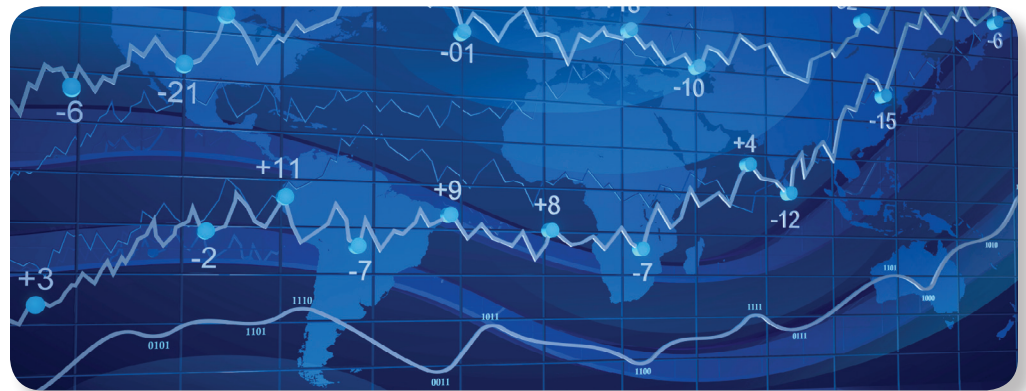
The energy company's solution includes:

**Avaya Aura® SIP Enablement Services**, an application providing connectivity, integration and a smooth migration path to SIP-based communications.

**Avaya S8300 Server with a G450 Media Gateway**, a flexible solution for growing companies to streamline voice and data operations over one networked infrastructure.

**Avaya Aura® Application Enablement Services**, an enhanced set of telephony APIs, protocols and web services for developers supporting access to Avaya Aura® Communication Manager features.

**Speakerbus iTurret - Advanced SIP Dealerboard**, a modular, scalable telephony endpoint that supports private lines, hoot and intercom in addition to advanced telephony features.



This customer is one of the world's top five energy trading companies, trading raw and primary products in one of the most volatile of the commodity markets. The company trades millions of barrels of crude oil and products each day, and ships millions of tons of oil and products annually. With offices around the globe, it employs thousands of people worldwide.

### Challenge

The company's existing system was considered "end-of-life" and needed to be replaced. In addition, to remain competitive in the energy market, its traders required upgraded communications, such as the ability to share lines, free seat and access multiple speaker channels. It was essential the new system integrate seamlessly with the current Avaya infrastructure and connect the company's offices around the world to create a global solution. Finally, the system needed to meet the company's future growth targets.

### Solution

After researching and interviewing a number of dealerboard manufacturers, the trading company selected the iTurret solution, from Avaya DevConnect Technology partner Speakerbus. Its tight integration with Avaya Aura® SIP communications technology, trader functionality and competitive pricing was exactly what the company needed.

Speakerbus worked with a trusted Avaya authorized partner to help ensure the cutover to the new solution would be seamless. The Avaya partner first surveyed the company's existing Avaya infrastructure to determine the most efficient and reliable method of migration.

## About DevConnect

The Avaya DevConnect Program provides a wide range of developer resources, including access to APIs and SDKs for Avaya products, developer tools, technical support options and training materials. Registered membership is free to anyone interested in designing Avaya-compatible solutions. Enhanced Membership options offer increased levels of technical support, compliance testing, and co-marketing of innovative solutions compatible with standards-based Avaya solutions. To learn more, or register for membership, please visit [www.avaya.com/devconnect](http://www.avaya.com/devconnect).

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

The team, with help from Speakerbus sales and technical associates, then interviewed each trader to gather specific communication requirements, and incorporated those details into a customized solution profile that could be tested prior to going live.

The team used a combination of user profile templates and a pilot system to help educate the company's traders about what they could expect from the new system. Speakerbus associates conducted hands-on user training sessions before the system was cut over, giving trading company employees an opportunity to drop-in and use the solution before it went live. In addition, for the first few days after the iTurret solution was in place, Speakerbus provided in-person support at each site on the trading floor.

*"Speakerbus understood and exceeded our expectations, delivering a solution that has now quickly been adopted for the whole business,"* said the company's Head of IT.

## Results

It took the team just four months to install the new solution across three locations, from gathering requirements to bringing the system online, placing the iTurret solution at company locations in the United Kingdom, United States and Switzerland. The new global unified communications solution connects traders, economists and analysts in a virtualized trading floor, helping enhance collaboration and supporting company profitability through complex trades.

By replacing the previous end-of-life solution with iTurret and integrating the new solution with its Avaya infrastructure, the company was able to use a single platform and share facilities such as voice mail, bridged line appearances and common number ranges across all locations. In addition, the new system reduced the footprint in its equipment room, saving the company real estate costs by requiring less equipment storage space.

Flexible and scalable, the iTurret solution allows the trading company to offer customized configurations to meet individual user needs while also delivering easy rollout of additional positions to keep in line with the company's growth targets.

## Learn More

To learn more about Avaya solutions and DevConnect partner Speakerbus, contact your Avaya Account Manager or Avaya Authorized Partner. Or, visit us online at [www.devconnectmarketplace.com](http://www.devconnectmarketplace.com).

## About Speakerbus

For more than 28 years, Speakerbus has developed and delivered mission critical voice communications solutions to the financial services and command and control markets. With nine out of the top ten security firms using its products, Speakerbus has a solid reputation in the financial services industry. Its specialized solutions provide clients with advanced multi-party voice endpoints, connecting multiple users and locations as a managed network solution. Speakerbus offers include full turnkey products, hosted solutions and traditional capital-based products.

Speakerbus is headquartered in the United Kingdom, with offices in the United States, across Europe and Asia.

For more information, visit [www.iturret.com](http://www.iturret.com).