



Equestrian

Equestrian is a very active, growing area of the UK's recreation, sport and leisure market, with increasing numbers of riders at all levels wanting to regularly take part in competitive show events.

Equestrian competition events can vary from very small, up to large competitions running over several days accommodating hundreds of horses and riders.

The larger Equestrian Centres have evolved into significant sized businesses, with multiple all-weather indoor and outdoor competition arenas, running a full calendar of Show Jumping and Dressage events throughout the year.

Case Study



The Challenge

From an IT and communications perspective Equestrian Centres sometimes present an interesting challenge. Many of the centres are based in country locations, often with poor broadband connectivity to the site. It is also quite common to find they are also struggling with inadequate telephone / communications systems and generally poor IT infrastructure.

The equestrian business, particularly those with only outside show rings, can be also very seasonal, varying from extremely busy peaks during the summer and over Bank Holiday weekends, to very little during the winter. Competition days can be really hectic with competitors arriving in clusters all wanting to register for events, organise their stabling and lorry hook-ups etc.

The staff running the centres are dedicated horse people, not IT experts, they just need everything to work as it should! One of the fundamentals that is needed is good quality wide area Wi-Fi bandwidth covering the whole campus, readily available for everybody to access. The centre staff and judges need good connectivity to manage the running of the competitions and the competitors and visitors to the centre all want to be 'connected'.

Event information including competition running times, listings of the entrants along with the competitor timings and results etc. needs to be available promptly via large display screens around the centre.

The Solution

For a busy competition weekend to run smoothly a comprehensive event management solution needs to be in place to look after all aspects of running the events and the Communications and IT infrastructure needs to be reliable and able to handle the load.

Working alongside our Equestrian software solutions specialist partner – Dark Deer, we offer a comprehensive set of options to cover the requirements of Equestrian Centres of all sizes:

- Fibre broadband,
- Cloud Telephony, Contact Centre capability
- Dark Deer Timing Systems, and large display screens
- Dark Deer Show Management software suite: online entries, real-time booking for events, latest competition results, live event video relay to large display screens
- Dark Deer web site upgrades and integration
- IT infrastructure: CAT6 cabling, firewalls, wide-area Wi-Fi, PC upgrades etc.

The first requirement for any centre is to have good quality connectivity into the site. It is worth paying that little bit extra to get a link with good bandwidth in place. Trying to run a centre using a cheap domestic grade low bandwidth link causes significant knock-on problems, that simply aren't worth it. Voice Simplified specialise in checking all the available connectivity options to your site and advising what is the most cost-effective circuit to meet your needs.

The Voice Simplified telephony and the Dark Deer Software applications are all delivered from the cloud, so there is no need for on-premise servers. The Voice Simplified telephony solution can be scaled from a basic single telephone line up to as many as required. It is very flexible, and its modular nature enables it to be configured to meet even the most complex needs. It is administered from a quick and easy to use Web Administration Portal for moves and changes, including the ability to add additional short-term telephone channel capacity to deal with busy periods. Advanced telephony features, including Call Centre Simplified can be added to give you exactly the service that you need.

“Voice Simplified incorporates Telephony and Collaboration features together to provide a powerful communications solution that make managing busy show days much easier...”



Voice Simplified: More than just a telephone system: Advantages for Equestrian Centres

Co-ordination and quick responses are key and the Voice Simplified system, supported by high bandwidth fibre and good quality Wi-Fi linked into accurate timing and the Event software, transforms the overall experience for the Centre Staff, Judges, Collecting Ring, Riders and guest visitors alike.

Voice Simplified incorporates Telephony and Collaboration features together to provide a powerful communications solution that make managing busy show days much easier including:

- Multiple device support: IP Handsets, DECT, Mobile Apps, PC Softphones, Skype for Business
- Intelligent Call Steering, Opening hours messaging, General messaging
- Call queuing in our cloud, Pick-up groups, Overflow groups
- Seasonal management – number of incoming calls can be increased / decreased on demand
- Microsoft Teams / Skype for Business native integration, including Instant Messaging / Chat between staff and the show office support team
- Screen pop into the Dark Deer suite or into Teams / Skype for Business
- Quick easy to use web-based portal to make changes as needed
- Real-time Wallboards / Dashboards, Reporting - linked into the Dark Deer suite

Business Value for Equestrian Centres

- Improved, efficient call handling, being able to manage calls, overflow calls and quickly route to the right person is key, particularly on busy show days.
- Judges on the outer show rings are now fully connected back to the main office and modern IP handsets linked to mobile and messaging / collaboration applications like SfB / MS Teams offers a significant improvement in privacy over the previous public radio-based system
- No high line rentals and call charges. Only pay for what you use, simple monthly charge
- Seasonal call traffic management
- Wi-Fi connectivity across all areas of the site: main public areas, cafeterias, eventing arenas, lorry parks



Dark Deer Software: Event Management Application

Dark Deer has become a trusted and proven provider to the Equestrian market having provided equipment for use at the UK National Championships in Stoneleigh over the last 2 years.

The Event Management software suite includes:

- Simple Show scheduling and Configuration
- Integrated On-line and over the counter entries
- Simple Class entry and Start Lists
- Accurate integrated timing and Judging systems as well as real-time presentation of results to on-site display screens, mobile apps and portals
- Customer Billing and Show Financial management
- Website Integration

Last year was an incredible year for Dark Deer as they effectively became the “go to timing solution” for equestrian events. We are told that this is because the equipment is accurate, reliable, simple to set up, easy to use and all at a very reasonable price. Introduction of much larger Arena display screens, that can now show Rider Name, horse name, time, faults and position in the competition and Video iStreaming and integration have been added to the expanding integrated portfolio.

The “integration story” has become an important part of the future direction for Dark Deer, because the customers have asked to simplify all the different individual systems and components they use in their Competition centres. Integration means that information, can be more effectively shared, displayed and viewed by spectators, officials, owners and competitors alike. There is a clear vision of how this can be done and delivered as a simple affordable and highly functional architecture that can be afforded, by even the smallest of clubs, yards and Competition Centres..... allowing them just to pay for what they use!!

Who are Voice Simplified

Voice Simplified is a young, exciting, growing company. We provide communication services for voice, video, conferencing and IM solutions, across a multitude of devices. The adaptability of the Voice Simplified product suite along with our flexible commercial models mean that we can satisfy any business need, from a single office PBX scaling up to large enterprise multi-location organisations with inbound and outbound contact centre teams with offices in multiple countries.

Our Focus

At Voice Simplified we focus on cutting edge, cloud based, unified communications. Our solutions use existing technologies such as Enterprise Skype for Business, Office 365, Dynamics and very soon Microsoft Teams. The easy to configure, cost-effective communications we provide are infinitely scalable and run on a subscription pricing model.

Our Market

Our market is simply any business that needs PBX telephony, Unified Communications or Contact Centre functionality to interact with their customers. We can work within any given market to scope and provide infrastructure and interfaces to clients for on-premise, hosted or hybrid solutions. We primarily work through third party Partners - Microsoft Managed Service Partners as well as general UC / Telecommunications Partners and IT providers.

Our Mission

We aim to revolutionise the way businesses interact with their customers, managing both inbound and outbound communications with intelligent joined up solutions. From provisioning to delivery, our cloud-based solutions can be accessed through the web, allowing as much or as little autonomy as the business requires. Simply put, we wish to give our customers and resellers the tools and guidance to be able to completely satisfy their customer's communication goals.

Why Voice Simplified? Why now?

New collaboration tools like Microsoft Teams is going to be a game changer. Companies of all sizes will look to adopt Teams linked into O365 as their corporate communications standard, not just for internal communications but externally as well. Voice Simplified's cloud PBX and Contact Centre suite natively integrates with Teams and Skype for Business, making Teams immensely powerful and able to make a call or receive a call anywhere in the world. So, does this mean it is time to make that change from the legacy IP PBX? Yes, it probably is.

Some of what makes Voice Simplified different:

- Easy to deploy, easy to use and if you want to move on you can, but our aim is to ensure you love it and won't want to go anywhere else
- It is an excellent well thought out Reseller focused UC product suite - the right product coming into the market at the right time
- We built it, we own it, we can adapt it - to give you exactly what you need
- Native integration to Microsoft Teams, Skype for Business
- No expensive dedicated Leased Lines or SIP circuits required
- No geographical barriers - International service provision is available across many countries

A flavour of what we can do:

PBX

Connect your VoIP desk phone, PC, Mac, tablet or mobile device to our PBX solution. Callers will always hear a UK ringtone regardless of where the call is answered. All your telephony on your choice of device, behind one number.

PBX Services

Hunt groups, Pick-Up Groups and Eavesdrop (Spy Groups) Create skills-based groups with Hunt Groups and Pick-Up Groups. Allow condition controlled eavesdrop on inbound and outbound calls.

Connect

Our Simple Voice Connect feature natively integrates with the enterprise telephony features of Skype for Business using our Smart Trunk technology so you can make and receive calls using your Skype for Business app. Future proofed for the transition to Microsoft Teams.

Call Centre Simplified

Flexible Inbound / Outbound Call Centre Solution. Add our Simple Voice modules and Agent Desktop with CTI including Screen-pop into Skype for Business / Microsoft Dynamics, FiveCRM and other SaaS applications.

Call Handling Services

Number Management, Open Times, Menu, Queuing, Conditional Routing and Group Voicemail.

Control your inbound caller's experience using our suite of call handling modules. Combine multiple Simple Voice modules to suit your requirements, making real time updates to prompts and call flows online from any device.

Web Portal

Service management, reporting, CDR's, contracts and billing; everything in one place via a single sign-in, create multiple users that are permission controlled.



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