

Case Study: Motor Dealers

**KT COMMUNICATIONS and Brady's Arva
Co. Cavan**



Brady's
Arva Ltd.



Case Study: Brady's Arva Ltd, Co. Cavan

In 2005, Brady's Arva (Volkswagen Dealer) refurbished their garage in Arva, Co. Cavan. The building was redeveloped with a comfortable customer waiting area, a state of the art VW approved service centre, an easily accessible parts store, and an impressive showroom for new Volkswagen models.

In 2006 Brady's Motor Park was opened in Cavan. This complex incorporates Audi, Skoda and used cars sales, incorporating customer waiting area, service and parts centre, as well as three magnificent show rooms.

Brady's
Arva Ltd.





Above: Panasonic KX-TDA30 IP Hybrid

Voice
over
Internet
Protocol



Above: Panasonic KX-TDA200 IP Hybrid

Customer Requirements:

K.T. Communications worked closely with Padraig Brady, to identify the key requirements for the telecommunications in both the Cavan and Arva garages. We identified three requirements that the new telephone system needed to satisfy:

- Cheaper calls to mobile phones
 - A link to both premises
- Ability to route calls through to relevant departments.

Telephone system solution:

With these core elements in mind, K.T. Communications recommended two telephone systems. The first of these telephone systems was a Panasonic KXTDA 30 IP Hybrid phone system for the Arva VW garage. The second telephone system was a Panasonic TDA 200 IP Hybrid phone system for the Cavan premises. Both of these sites are linked together through a VOIP link, providing free site to site calls.

1. Cheaper calls to mobile phones

The telephone systems for these buildings not only needed to be user friendly, but also have cost effective call management facilities. Most of the outgoing calls from Brady's customers are to mobile phones. To reduce the cost of outgoing telephone calls, K.T. Communications installed an O2 Mobile router to send mobile calls through a mobile sim card attached to the phone system. This mobile line cuts the costs of mobile calls significantly, as essentially calls are made from mobile to mobile, which is much cheaper than land line to mobile calls.



Newgrove Business Park, Ballinode Road,
Monaghan, Co. Monaghan, Ireland.

T: +353 47 30088 F: +353 47 30089

E: sales@ktcomms.ie www.ktcomms.ie

For further details
Call: +353 47 30088
E-mail: sales@ktcomms.ie
Visit: www.ktcomms.ie